

“Next Steps in Developing a Community Health Improvement Vision for Action”

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Presented By:

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LHD Case Example: Louise Kent, Northern Kentucky Health Department

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Webinar Learning Objectives



1. To discuss who from the community and LPHS should be involved in the visioning process.
2. To be able to develop a plan for visioning, including the ability to overcome barriers and engagement with relevant community partners.
3. To understand potential tools and methods for developing a vision.
4. To be able to learn by hearing examples of vision statements and case studies from local health department peers.
5. To discuss as a group lessons learned and potential pitfalls with the visioning process in an attempt to maximize shared learning.

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Brief recap from July....

- A description of a future state; what you, a group, an organization, or a community, is striving to achieve
- The statement about what you want your community to look like
- Not to be confused with a mission statement!
- A guiding force for what you are doing
- An important first step, prior to conducting a community health assessment
- Partners are an important part of defining this vision



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EXAMPLES:

“To be the healthiest community in which to live, work, and play.”

-Central Valley Health District

“To be America’s Healthiest City.”

- Thomas Jefferson Health District

“To be a model community committed to empowering all residents to achieve optimum health.”

- Health Improvement Coalition of Monmouth County



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Why is Visioning Important?

- Relationship to clarity of objectives
- Definition of “Visioning” (Vision statements vs. General Visioning Discussions)
- Visioning for the project versus long-term vision for the community
- Avoidance will not make the need for visioning go away!



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What is the big deal if we don't have a common vision?



Potential pitfalls when the vision is not clearly understood by all:

- Issues will generally surface when determining what data to look at (how broadly is wellness, health defined?)
- Problems when prioritizing key issues after data collection
- Can lead to tension and conflict in the group throughout
- Potential discord about who the real target group is



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Who should be involved in the process?

- Clearly, partners in the CHA/CHIP process should be involved
- To the extent possible, really smart to engage the community as a whole (remember, you will be relying on them to embrace the end plan and to assist with implementation activities!)
- Considerations:
 - Hospitals
 - NFPs (United Way, ACS, Foundations, etc.)
 - Social Service Agencies
 - Schools
 - Mental health providers
 - Substance abuse providers
 - Physicians
 - Faith-based community
 - Elected officials (if possible to garner buy-in)
 - Representatives from State Health Dept?
 - Housing
 - Clinics, FQHCs
 - “Joe Public”



Exploring Potential Methods for Visioning

- There is no one, cookie-cutter way to approach this
- Often driven by number of individuals participating
- How long should it take (All day? Half day?)
- What is the responsibility of a steering/core committee versus community at large?
- What if working off of an existing vision?



Begin with setting expectations

- Consider starting with an icebreaker (either within large or small group)
- Diverse opinions are okay
- Don't take things too seriously! Have fun!
- Clarify goal for the day; is it to walk away with complete vision or be one step closer?
 - Might or might not aim to come to conclusion that day
 - Might ask for suggestions on statement
 - Facilitator might take stab at it
 - Might determine to take back to committee to propose to the larger group at a later date
- Mini online survey to garner final feedback



Potential Methods: Large Group Exercises

- Large would include probably more than 15-20 individuals
- Begin with educating group on importance and why vision is important
- Have large group break out into smaller groups (determine what group attendees go into in advance)
- Have them elect a scribe and spokesperson (can be same person)
- Give the groups an assignment



Potential Methods: Large Group Exercises (cont.)

- Give the groups an assignment:
 - *“If you were to create a newspaper headline for 10-15 years from now about the health of the community, how would you want it to read?”*
 - *“What would we like our community to look like in 10 years?”*
Have scribe write down words...don't need to formulate sentences.
 - *Answer the question: “If we were to put ourselves out of business, what would that look like?”*
- Have small groups report out to the larger group
- Have facilitator take notes on flip chart



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Potential Methods: Small Group Exercises

- Small would include probably fewer than 15-20 individuals
- Begin with educating group on importance and why vision is important
- As a whole group, can use some of the same methods
- Word cloud exercise a nice way to initiate discussions
- Need someone to take notes and facilitate discussion
- Room setup important...try to avoid classroom style (U-shaped ideal)



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Overcoming Obstacles...Help!



You can do it!



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Overcoming Obstacles



- Help me...we have a tendency to “split hairs” and get hung up on wordsmithing!
- How do we effectively deal with the politics involved?
- Our process is already underway, how do we approach visioning now?
- We feel we do not have enough people or resources to convene such a large visioning meeting, what do you suggest?
- Addressing the issue of vision fatigue...we need to undertake visioning AGAIN???
- We just can't come to consensus, what do you suggest?
- Try to focus on what you do agree upon



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LHD EXAMPLE OF VISIONING PROCESS

Louise Kent, Planning Administrator
Northern Kentucky Health Department



Our Health District



First Visioning Process



- Identified a broad-based array of participants and groups to contribute to visioning process:
 - ✓ Health care
 - ✓ Mental health
 - ✓ Education (K-12 and universities)
 - ✓ Faith-based
 - ✓ Government
 - ✓ Social service
 - ✓ Man-in-the-street
- Community Health Committee and Health Department staff distributed and collected surveys



Our Survey Questions



1. How do you define a healthy community?
2. What community values promote a healthy neighborhood?
3. What kinds of resources are needed to create a healthy neighborhood?
4. Who is responsible for keeping a neighborhood healthy?



Our Vision



“A healthy community is one that is safe, knowledgeable and engaged, nurturing, diverse, tolerant and has access to health care. A healthy community has a strong local public health system that includes: planning and policy development, shared leadership, accountability, response to challenges, and protects and promotes the health and well being of neighborhoods and their residents.”



Second Visioning Process



MAPP Leadership Team (26 people)

- Small groups of 4-6 people
- Each person has own worksheet
- Each small group has a blank sheet of paper



Second Visioning Process



Step 1: Reflect

Working as an individual, reflect on how you would like your community to look in 20 to 25 years in a *preferred future*, i.e. the way you'd most like it to be from a healthy community perspective. Jot down several words, or a phrase or two, which represent what you see in that picture of your community.

Step 2: Share

Go around the table and take turns sharing your thoughts with others. Make sure that someone is taking notes to capture the inspiring and creative ideas that people put forward.

Step 3: Create

Working within your small group, capture the essence of your group's ideas and draft one to three sentences that might become part of a vision statement.



Second Visioning Process



*“Thriving people
living healthy lifestyles
in a vibrant community.”*



Post-training “Charge”

1. To develop a plan and timeline for adopting a vision statement
2. To confront obstacles collaboratively in a non-threatening way with partners as opposed to avoiding potential difficult conversations



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QUESTIONS & DISCUSSION PERIOD

Time for Shared Learning



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