

Regional Healthy Communities

Initiative:

**Building CCO-Public Health
Collaborations and Infrastructure
to promote community health**

Oregon Public Health Association

Annual Conference

October 13-14, 2014

Overview

- Overall vision and goals
- Description of region and partners
- Collaboration and partnership building
- Communication and coordination infrastructure
- Current shared initiatives
- Lessons learned and recommendations

Vision and Goal

“improve community health by **coordinating** health initiatives, **seeking efficiencies** through blended services and **infrastructure**, and engaging all **stakeholders** towards the **shared goal** of ensuring equal opportunities for all residents to be healthy where they live, work, learn and play.”

History of Partnership Building

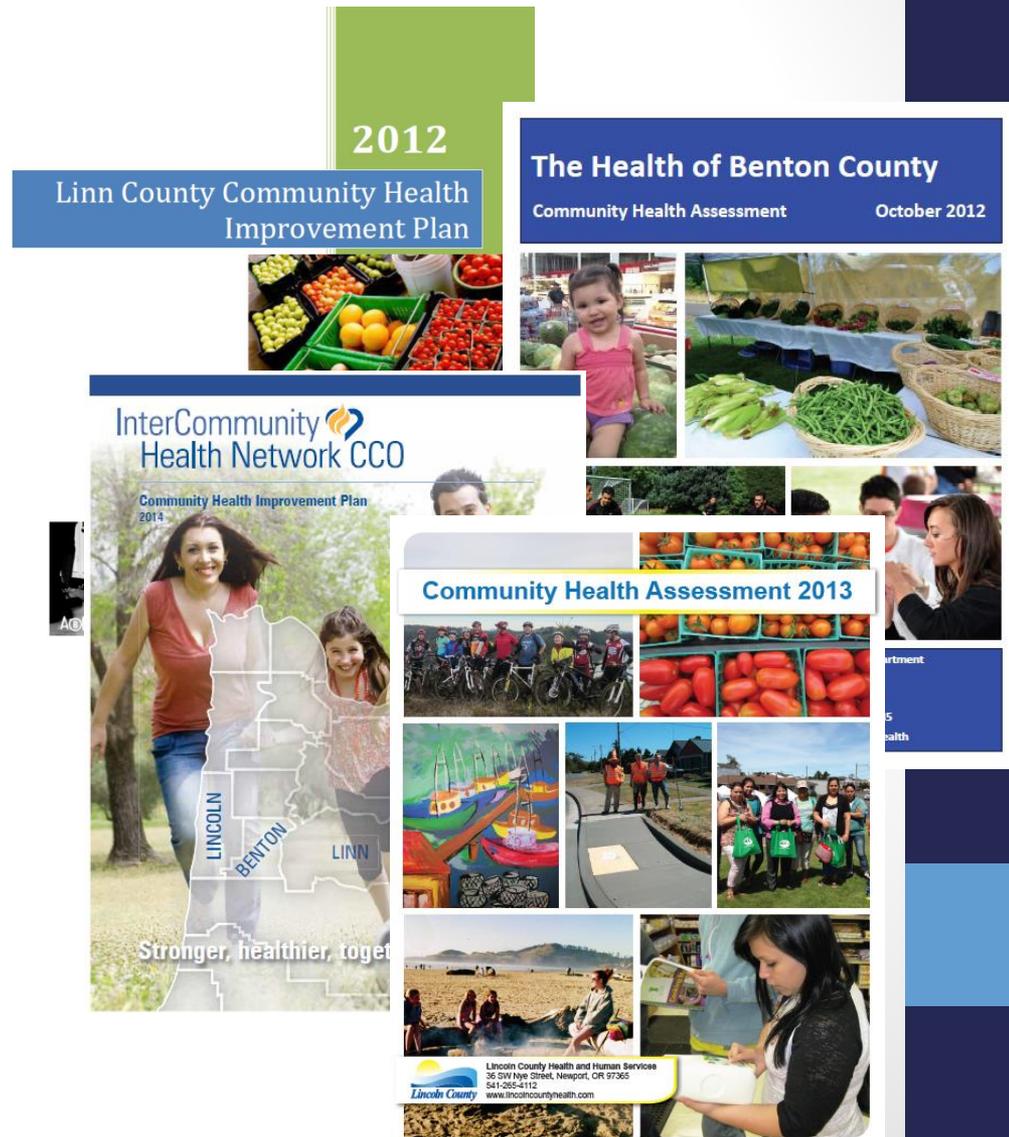
2010: Regional planning began to inform implementation of a regional Coordinated Care Organization (CCO)

2013 to 2014: VISTA Volunteer co-placed at IHN-CCO and Benton County Health Department

2013: Enhanced collaboration in August when awarded OHA
*AmeriCorps*VISTA*
Volunteer placement

Identifying Key Health Issues

- County and IHN-CCO Community Health Assessments
- Prioritized areas in Community Health Improvement Plans and other key stakeholder plans
- Inventory of regional tobacco and mental health promotion and prevention past and current efforts



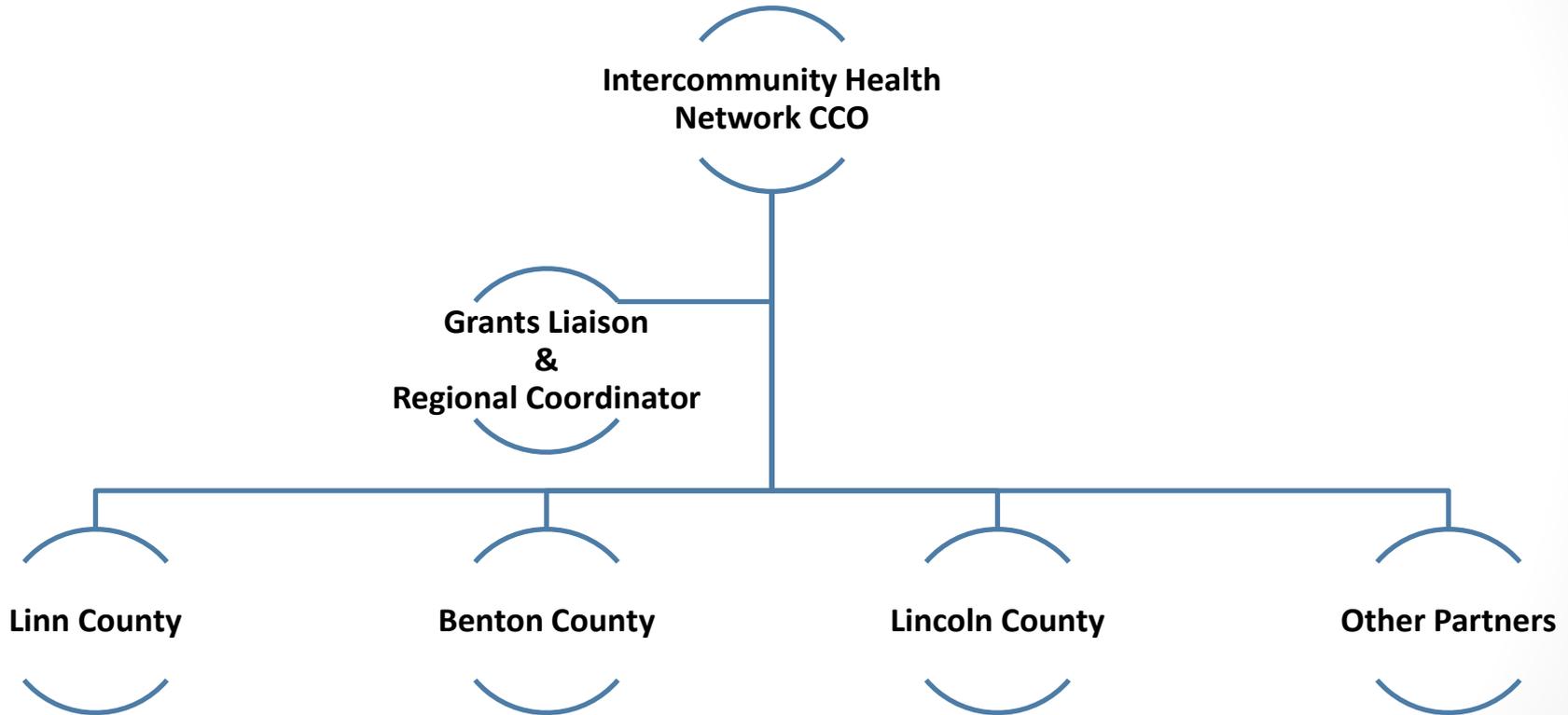
Communication & Coordination Infrastructure

- Formed Regional Healthy Communities Steering Committee to increase communication and coordination across diverse projects.
- Hired 1.0 FTE Regional Project Coordinator to facilitate steering committee and monitor implementation of joint activities and project plans.

Regional Healthy Communities Initiative Partners



Project Management Model



Communication and Coordination Infrastructure

- Additional funding leveraged by IHN-CCO to hire 1.0 FTE Public Health Grants liaison position to provide grants administrative support.
- Significant media and marketing resources accessed through SHS/IHN-CCO Marketing and Public Relations Department.

Grant and Projects Awarded

- **Community Prevention Program**
(\$390,000)
- **Mental Health Promotion and Prevention**
(\$200,000)
- **School Based Health Center Innovation Grant** (\$80,000)
- **Strategies for Policy and Environmental Change (SPArC) Tobacco Master Settlement Funds**
(\$226,720)

Community Prevention Program Intervention Areas

Clinical:

- Systematic Screening & Referral



Community:

- Tobacco Retail Establishments
- Smokefree Workplace
- Smokefree Multi-unit Housing (Sunsetted)

SPArC Intervention Areas

Clinical:

- Systematic Screening & Referral
 - Smoking during Pregnancy



Community:

- Tobacco Free Social Service Agencies



Mental Health Promotion & Prevention (MHPP)

Objectives:

1. Conduct Needs Assessment
 - Build Regional Capacity and Readiness
 - Youth Engagement
2. Awareness/Social Media Campaign
3. Community Education and Training

Challenges to Regional Collaboration

- Geographic and transportation barriers
- Varying geo-political environments
- Previous capacity and resources to implement primary prevention and policy work
- Different organizational cultures
- Insufficient technology infrastructure for easy and seamless communication

Coordination Strategies

- Regional planning group with targeted/intervention-specific work groups
- Meeting Monthly then Quarterly
- Basecamp project management software
- IHN-CCO Coordinator on-site at counties
- Monthly IHN-CCO/Public Health co-supervision of regional coordinator



Other Emerging Opportunities

- Regional CHA Alignment Project
- Community Health Worker in primary care pilot project
- Regional Colorectal Campaign
- Linn Benton Lincoln Early Learning HUB
- Other private and public grant opportunities

Lessons Learned & What's Next

- Don't be afraid to start with a small idea to practice new kinds of partnerships.
- Personal relationships do make a difference.
- Be transparent and invite partners to the table.
- Build in process evaluation from the beginning.
- Create safe space to address conflicts.
- Commit resources for cross-training, peer exchange and professional development.
- Ask for help and use outside technical assistance.

For More Information

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