Regional Healthy Communities Initiative:
Building CCO-Public Health Collaborations and Infrastructure to promote community health

Oregon Public Health Association
Annual Conference
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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.”
Regional Consortium

Diverse public and private partners throughout Linn, Benton and Lincoln Counties
History of Partnership Building

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

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

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

Regional Strategic Prevention Framework

Community
- Linn, Benton, Lincoln Public Health
- United Way
- Samaritan Health Services
- Willamette Neighborhood Housing Services

Health System
- InterCommunity Health Network-CCO
- Benton-Linn Health Equity Alliance
- Oregon Cascade West Council of Governments
- Regional Community Advisory Council

Other Partners

Steering Committee

Low socio-economic status, racial and ethnic minorities, mental health consumers, aging adults, persons with disabilities, homeless persons, LGBTQ, youth

Linn, Benton and Lincoln Counties, Oregon
Project Management Model

Intercommunity Health Network CCO

Grants Liaison & Regional Coordinator

Linn County  Benton County  Lincoln County  Other Partners
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 Heath 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

Megan Mackey, MPH
IHN-CCO Regional Healthy Communities Coordinator
memackey@samhealth.org
(541) 768-7909 or (541) 979-8326