

With and by the people: How community-centered CHIPs drive equity and reimagine health improvement

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TOPIC/TARGET AUDIENCE: Public health officials; Community-based organizations; Culturally-specific organizations; Health equity advocates; Public policy developers; Strategic planners for public health campaigns for health improvement; Program planners focusing on health improvement and/or culturally specific services

ABSTRACT: A community health improvement plan (CHIP) is a tool used by public health departments, hospital systems, and other entities to outline priority issues, goals, and strategies for improving health for a specific population. Historically, CHIPs have typically been developed without an equity lens and little to no community engagement, missing key opportunities to directly engage with communities most affected by inequitable policies. A community-centered and equity-focused CHIP is structurally more inclusive and ensures equity is embedded into the CHIP process by building community perspectives into each stage of planning and implementation. Participants will learn how the Multnomah County Health Department Public Health Division and the Oregon Health Equity Alliance reimaged a public health accreditation requirement as a catalyst for systemic change by empowering community-based organizations to apply an equity lens in developing a community health improvement plan. Participants will be introduced to a collaborative and iterative process underscored by community engagement, transparency, and best practice. Subsequently, participants will learn how a community-owned and community-centered CHIP process elevates both the social determinants of health and typical clinical health concerns and creates broad-based ownership over the plan, which is key to successful implementation.

OBJECTIVE(S):

- Describe an equity approach to developing a community health improvement plan: utilizing a health equity framework, centering experiences of communities with the greatest health disparities, and elevating the social determinants of health
- Explain a strategic alliance building approach to develop and implement successful collaborative solutions toward improved outcomes

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