Taking Action After the Needs Assessment: How to Implement Change in Your Community

CHA Pre-Assembly
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Presence Health

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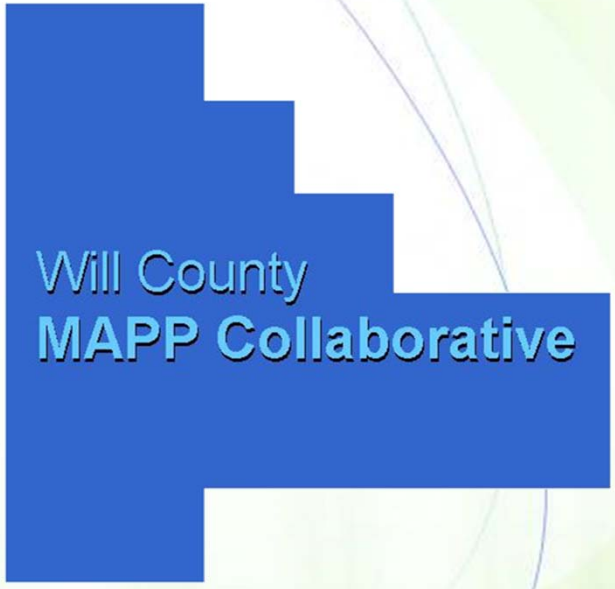
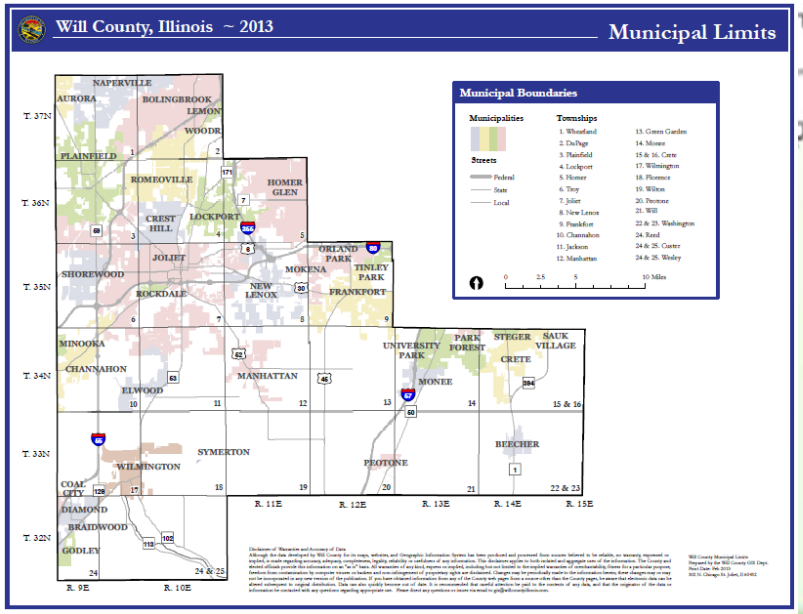
Will County Health Department



Overview of Will County

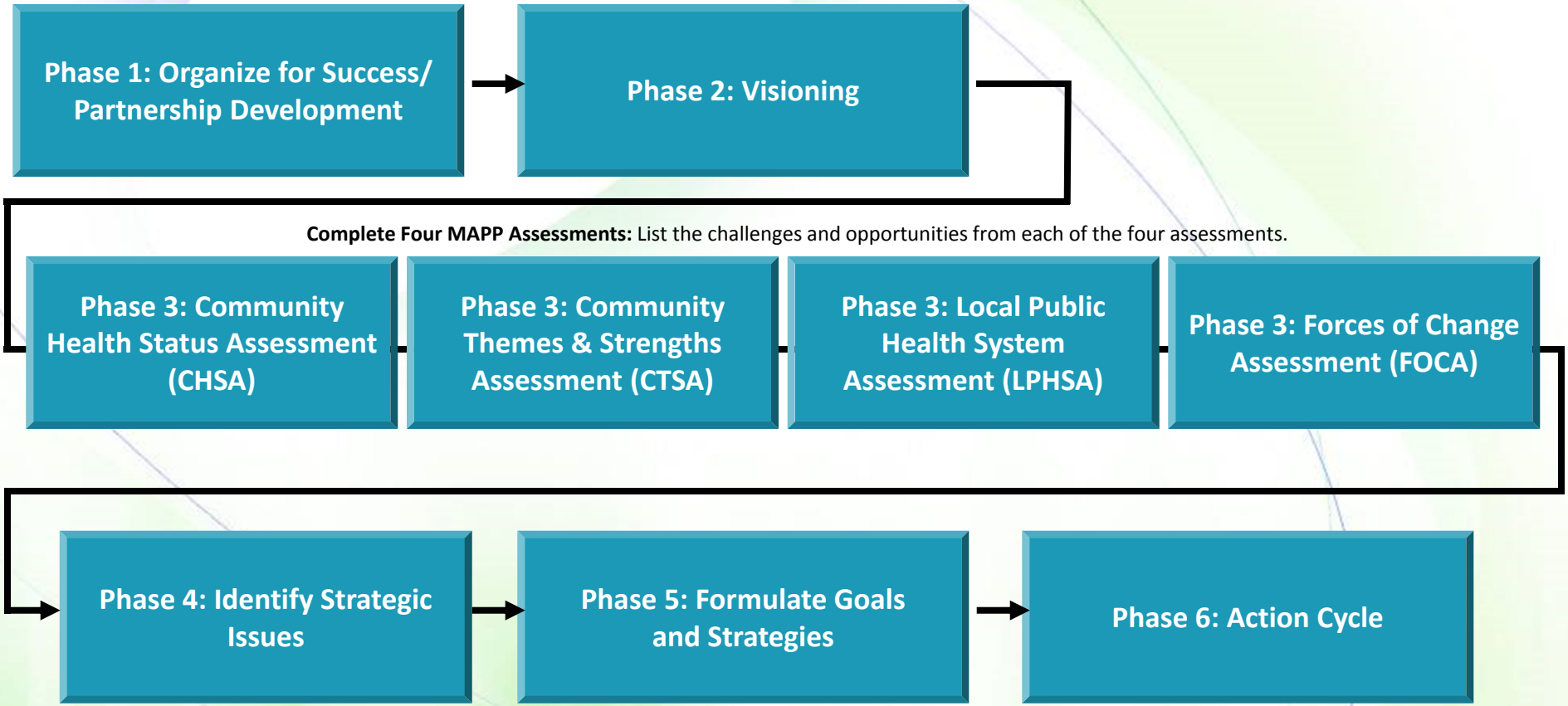
Overview of Will County

- Changing landscape
  - Population 681,545 (2011)
  - Hispanic/Latino population doubled since 2000
  - Senior population is increasing
  - 6.3% live below poverty level
  - Unemployment is 10.1%
- Healthcare providers

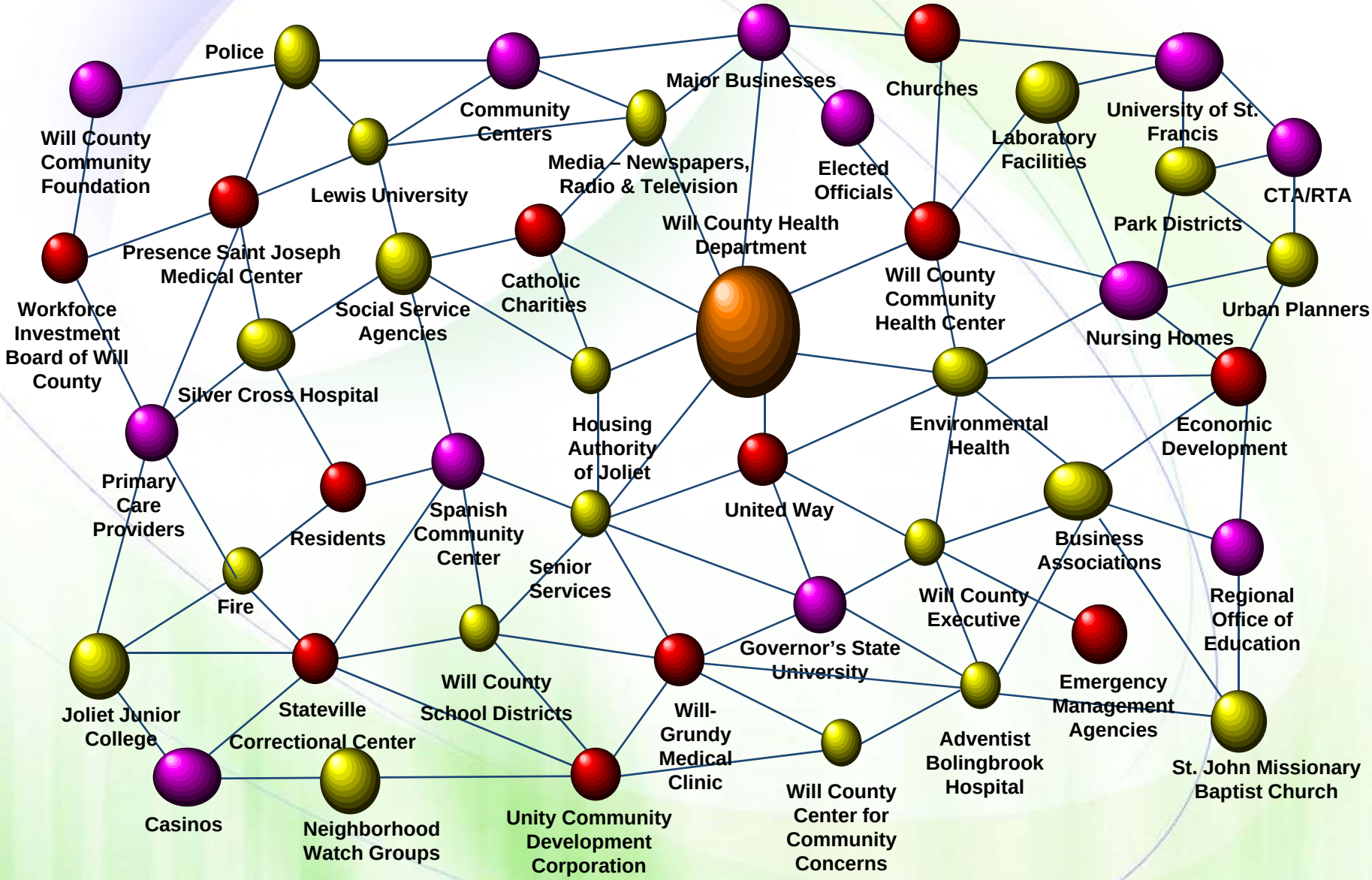


Overview of Mobilizing for Action through Planning and Partnerships (MAPP) Process

Overview of MAPP



Organizing for Success



Will County MAPP Partners

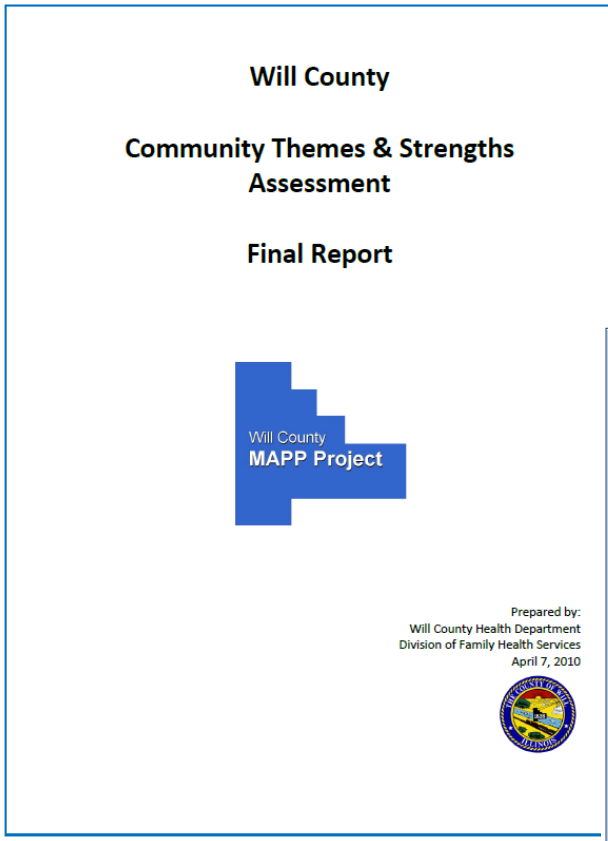
- Adventist Bolingbrook Hospital
- American Cancer Society
- American Heart Association Midwest Affiliate
- American Lung Association, Greater Chicago
- AOK Network
- Aquino Clinical Services
- Aunt Martha's Youth Services
- Bridges to a New Day, NFP
- Catholic Charities
- Center for Economical Development (Three Rivers Educational Partnership – TREP)
- Chestnut Health Systems
- Service INC., Child and Family Connections #15
- Child Care Resource and Referral Agency
- Community Service Council of Will County, Inc
- Crete Monee School District 201
- Crisis Line of Will and Grundy County
- Easter Seals of Joliet Region, Inc.
- Edward Hospital
- Greater Joliet Area YMCA
- Governor's State University
- Guardian Angel Community Services
- Harvey Brooks Foundation
- Healthy Childcare Illinois
- Housing Authority of Joliet
- Image Builders
- Joliet Junior College
- Joliet Township
- Joliet Township High School/YESS (Youth Experiencing Success in School)
- Lewis University
- Linden Oaks at Edward
- Lutheran Social Services of Illinois
- Morning Star Mission Ministries
- NAMI Will-Grundy (National Alliance on Mental Illness)
- National Hook-up of Black Women, Inc.
- New Life Church
- Northern Illinois Food Bank
- Provena Home Care
- Provena Saint Joseph Medical Center (Presence Health)
- Senior Services Center of Will County
- Silver Cross Hospital
- Stepping Stones, Inc.
- Three Rivers Manufactures' Association
- Trinity Services, Inc.
- U of I Extension – Kankakee, Will Grundy Co.
- United Way of Will County
- University of St. Francis
- University of St. Francis Health and Wellness Center
- Will County Center for Community Concerns
- Will County Community Development Division
- Will County Community Foundation
- Will County Community Health Center
- Will County EMA
- Will County Executive's Office
- Will County Forest Preserve District
- Will County Health Department
- Will County LAN
- Will County Land Use Community Development
- Will County Residents
- Will County Sheriff's Office
- Will County State's Attorney's Office
- Will Grundy Medical Clinic
- Workforce Investment Board of Will County

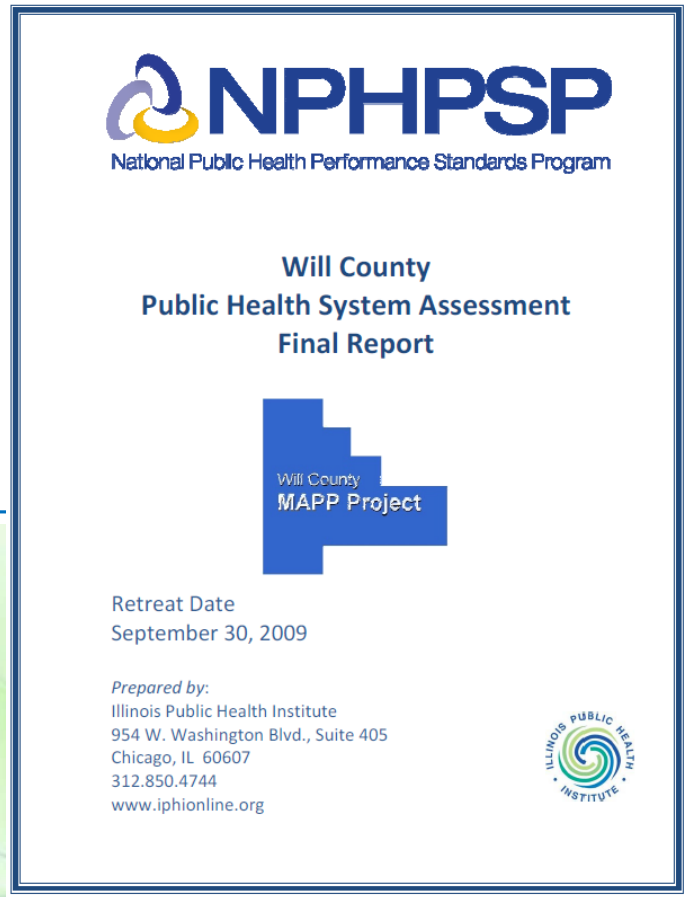
Will County Vision Statement

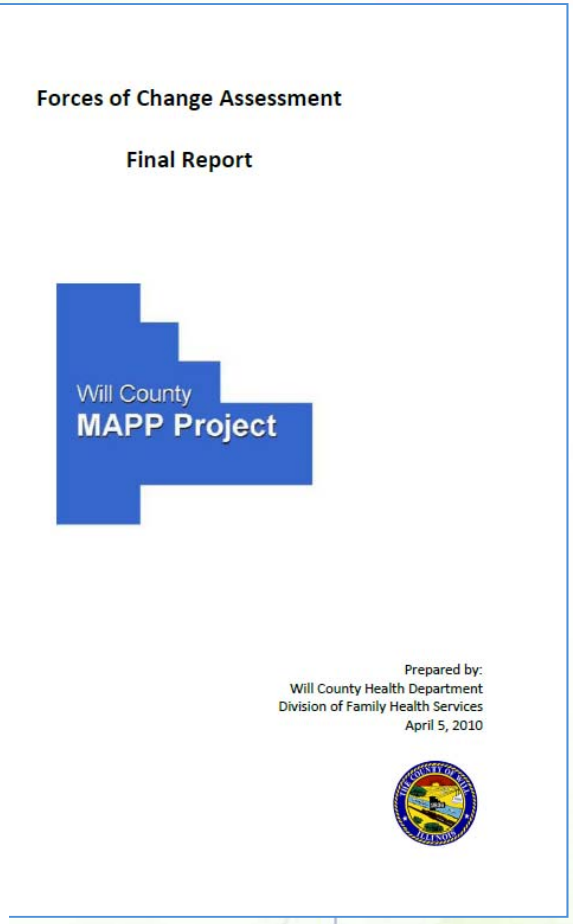
In Will County, every life has value. All individuals have the opportunity to realize their full potential and to achieve the highest quality of life. We are a community rich in diversity, where involvement and commitment have deep roots among our residents.

We strive to be a progressive community that maximizes the use of community partnerships and collaboration among all sectors to ensure, enhance and promote comprehensive, quality and equitable education, healthcare and social services.

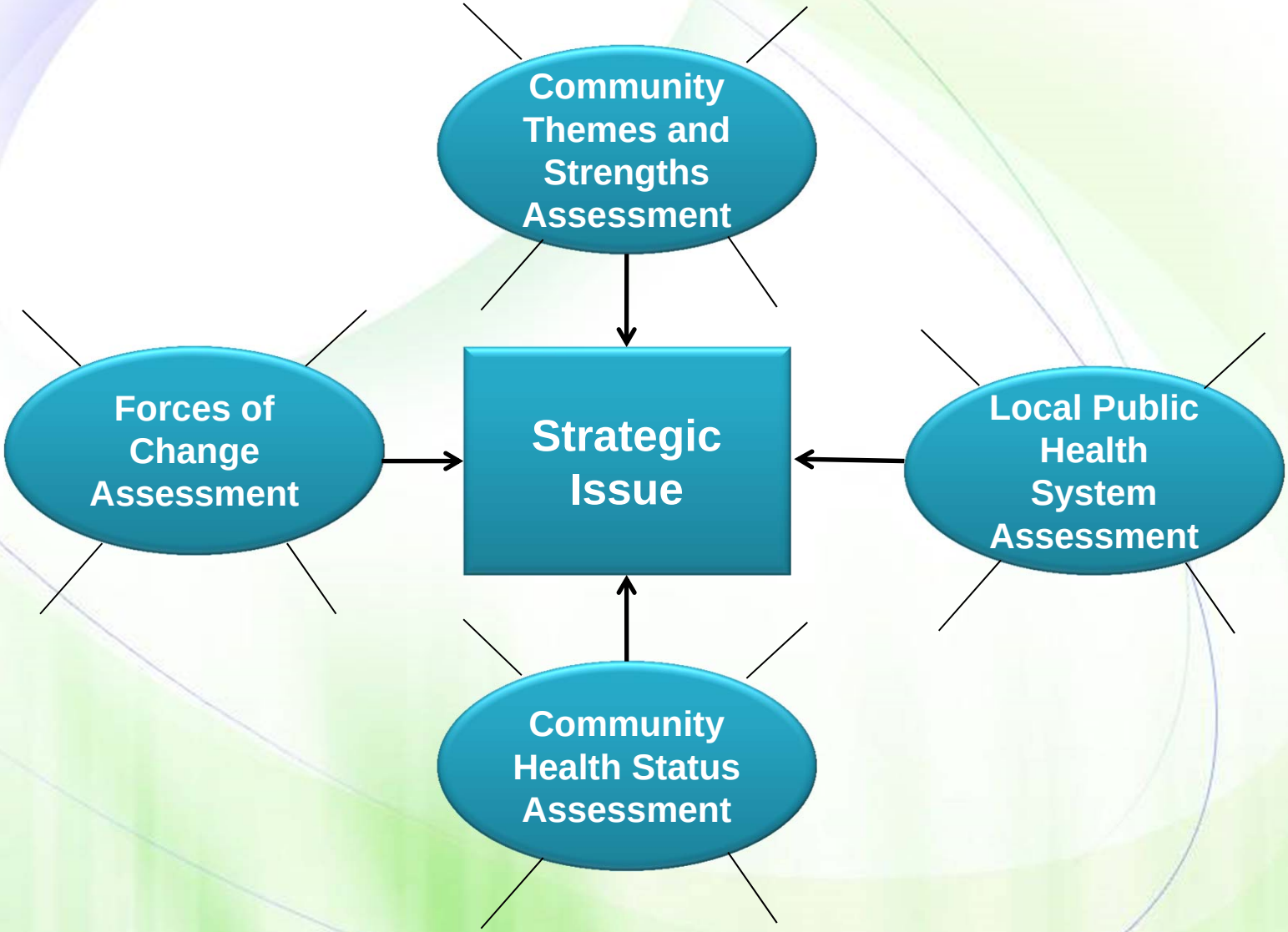
MAPP Assessments







Strategic Issues – Relationship Diagram



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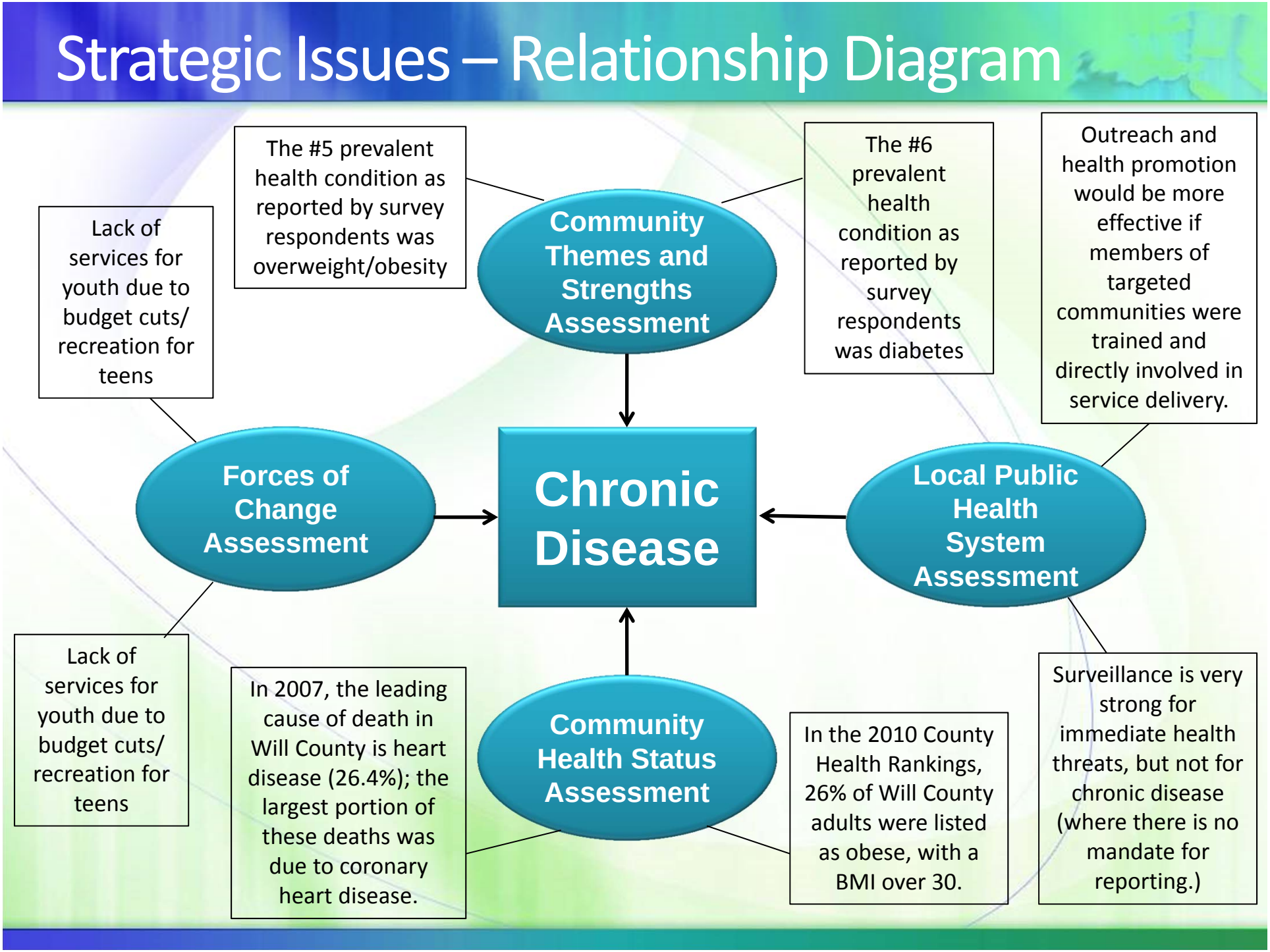


Goals and Objectives

STRATEGIC ISSUE/ HEALTH PROBLEM	STRATEGIC ISSUE QUESTION		GOAL	OUTCOME OBJECTIVE	IMPACT OBJECTIVE
Awareness of Services and How to Access Them	What needs to be done in order to make and keep Will County residents informed about services available to promote health, wellness, and safety in Will County?	GOAL #1	Will County residents are well informed about services available to promote health, wellness, and safety.	By 2015, the score for the Essential Public Health Service model standard 3.1.1 (*"provision of community health information"*) will improve by 10% **(Baseline Will County Local Public Health Systems Assessment 2009, Essential Service #3.1.1 -- Scored 44%)**	• By 2011, a committee of Will County providers will establish a collaborative to improve the promotion of health, wellness, and safety programs and services through improved communication. • By 2013, increase the capacity for communications and marketing strategies of Will County providers, by providing capacity development training to 25% of providers serving Southern and Eastern Will County.
		GOAL #2	To impact Will County residents' understanding of the importance of having a primary care provider/ health care home.	By 2015, the percent of people who report not having a primary care provider/ primary health care home will decrease to 12%. **(Baseline BRFSS 2008: 14.9%)**	• By 2013, a consortium of Will County providers will be established to improve access to health care for Will County residents.
		GOAL #3	Reduce the stigma related to behavioral health and substance use disorders	By 2015, the number of people who report having a negative perception of behavioral and/or substance use disorders will be reduced. **(Baseline to be determined)**	• By 2012, the collaborative will establish baseline data for the community's perception of behavioral health and substance use disorders. • By 2013, the collaborative will have developed a social marketing campaign to target misperceptions of behavioral health and substance use; including information on what is typical and atypical in human development.

STRATEGIES FOR GOAL #1	STRATEGIES FOR GOAL #2	STRATEGIES FOR GOAL #3
• Develop a marketing plan and strategies • Collaboration with area colleges, technology and marketing institutions • Develop capacity building training program through research and best practices for marketing • Explore expansion of existing resources for a county-wide communication system (database of programs and services including recreational and other community identified needs). • Update communication technology • Establish a two-fold communications plan o Part 1: a marketing plan targeting residents to increase their knowledge about what services are available and how they can access these services o Part 2: a communications plan targeting providers to improve inter-agency communication and information sharing, and to promote the creation of a well-linked, well publicized, communicative system of providers in Will County	• Build on the current workgroup and identify necessary members • Establish the consortium formally (memorandums of agreement, meeting schedule) • Work with the Community Health Center, Aunt Martha's, Clinics to educate the community as part of a social marketing campaign • Explore the option of insurance companies, clinics and pharmacists as partners in the collaborative • Explore funding opportunities and enhance collaboration • Develop and implement a marketing/ communications plan to educate residents on the importance of primary care provider	(a) Gather information/data for baseline • Conduct a county-wide survey - Include a question such as, "If you receive services, do you feel stigmatized by the people you receive services from?" • Work with health department epidemiologist • Tap into existing resources to survey the community (b) Develop Marketing/ Communications Campaign • Work with advertising or marketing departments within the county; tap into state campaign • Collaborate with existing shareholders (doctors, schools, business leaders, churches, programs, etc) • Provide information to Will County policy makers to advocate change • Consider a pilot of the campaign in a specific geographical or cultural community (for example, Hispanic Community)

Lessons Learned

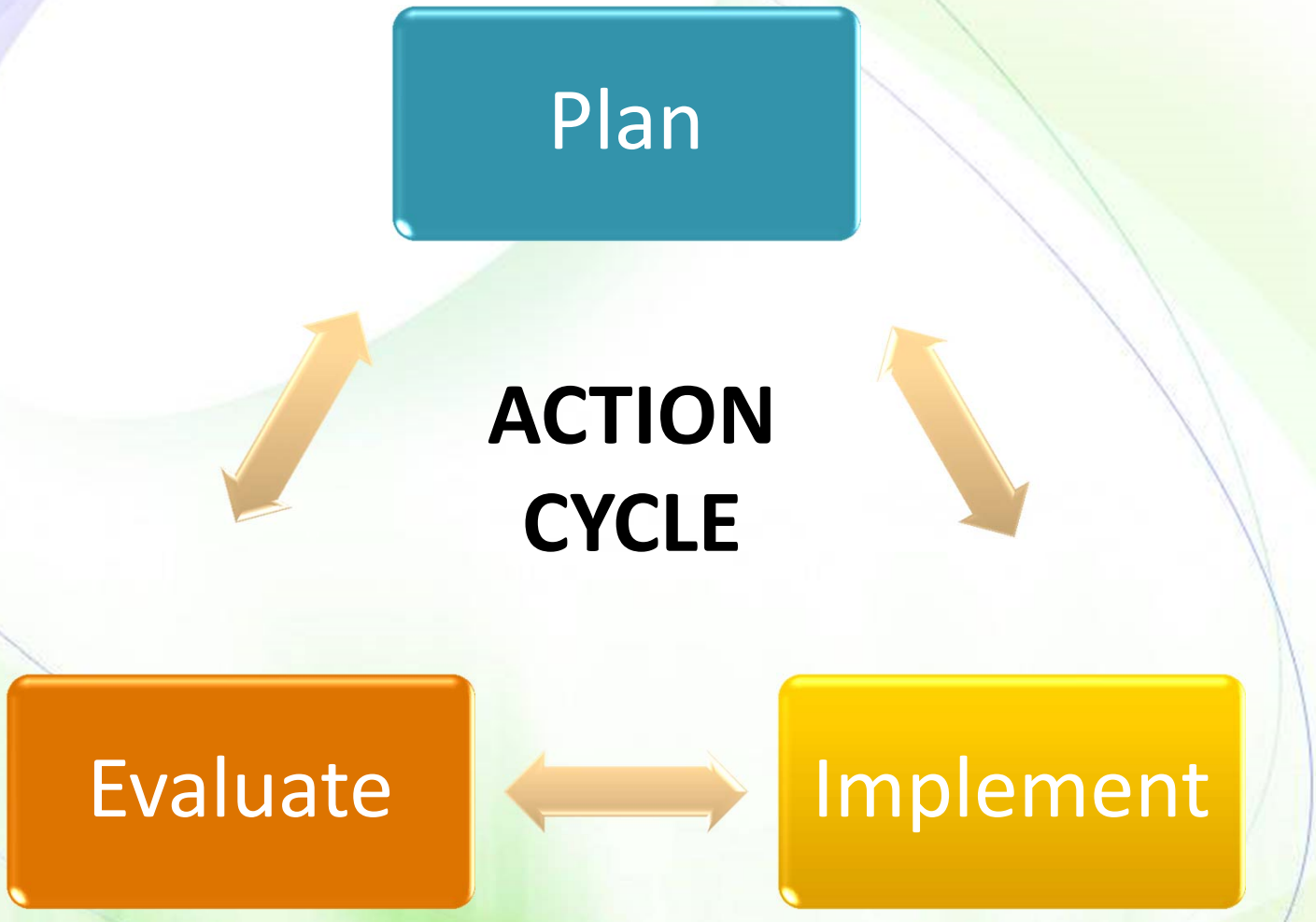
- Create co-coordinators (partnership) for shared workload and visible working leaders
- Create co-chairs for MAPP Steering Committee for credibility and balance of power
- Invest adequate time in “Organizing for Success” and “Setting Goals and Strategies”
- Balance the work – just because you ***can*** doesn’t mean you ***should***!
- Allocate sufficient time to planning in order to be effective in implementation

Lessons Learned

- Understand the different roles of hospitals, public health and other community sectors
- Balance of power in action teams – gave ownership to community
- Be clear about expectations within the process (i.e. groups will not only identify needs but also carry out action plans)
- It's important to have a timeline and schedule meetings in advance

Action Cycle

Action Cycle

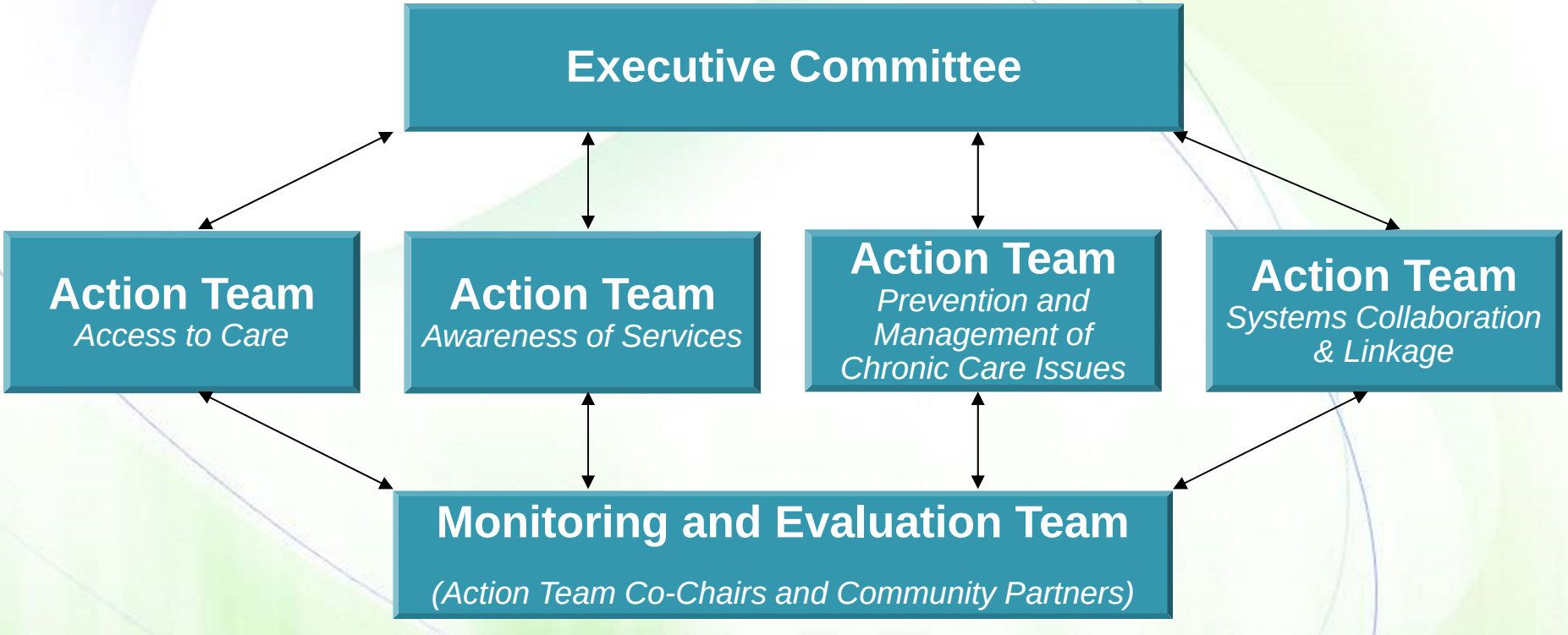


Organizational Structure

- Leadership
- Action Teams
- Staffing

Plan

Organizational Structure



Action Team Successes/Challenges

- Awareness of Services
  - Structure
  - Initiatives explored
  - Successes
  - Challenges

Implement

STUDENT PROJECTS | GET INVOLVED | HOTLINES | CONTACT US

HOME | ABOUT US | EDUCATION & TRAINING | SUPPORT GROUPS | LOCAL ORGANIZATIONS | OUR STORIES | FACTS ABOUT STIGMA | FOR VETERANS

willfindhope
anti-stigma initiative

Decreasing discrimination and stigmas about mental illness and addictions through knowledge and understanding.

Action Team Successes/Challenges

DEFINITION OF STIGMA

The President's New Freedom Commission on Mental Health defines stigma as "a cluster of negative attitudes and beliefs that motivate the general public to fear, reject, avoid, and discriminate against people with mental illness."

Stigma leads others to avoiding living, socializing, or working with, renting to, or employing people with mental disorders. It deters the public from seeking and wanting to pay for care. Responding to stigma, people with mental health problems internalize public attitudes and become so embarrassed or ashamed that they often conceal symptoms and fail to seek treatment.

Stigma affects more people than you think, and has a greater impact on younger people. Addressing stigma in the community and educating people about mental / behavioral health is vital in the process of empowering people to reach recovery.

ACCOMPLISHMENTS

- Hosted Annual Anti-Stigma Symposium
- Built website: WillFindHope.org
- Received Award for Excellence Grant
- Student projects have been picked up and used by organizations in the community.

FIND HELP.
BECOME INVOLVED.
MAKE A DIFFERENCE.

Please visit our website
WillFindHope.org
for more information on how to get involved!

WILL COUNTY ANTI-STIGMA COLLABORATIVE

JOLIET JUNIOR COLLEGE & WILL COUNTY MAPP COLLABORATIVE

Every person has value, no matter what they are struggling with.

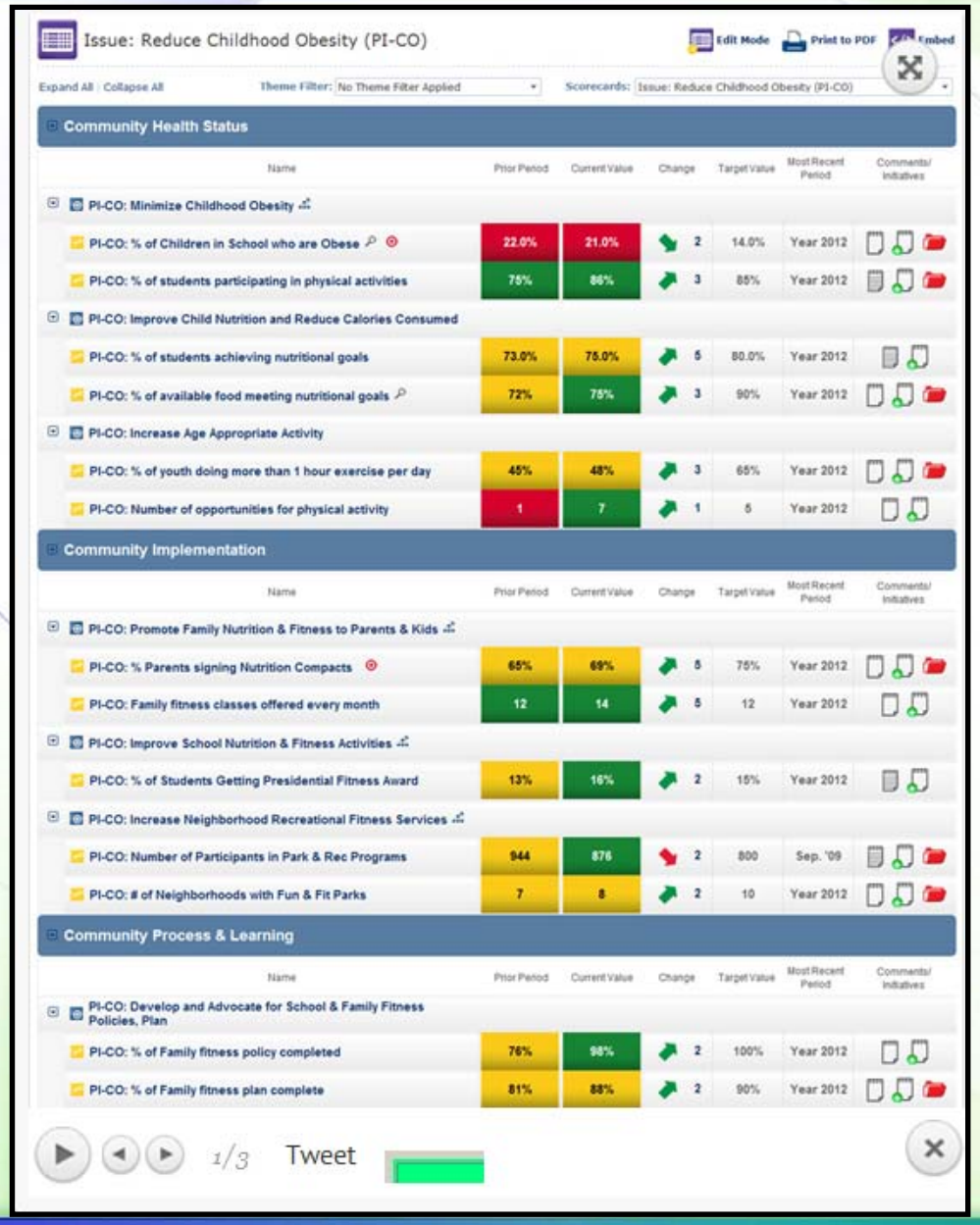
willfindhope.org

Evaluation

Evaluate

- Data
  - Identifying new data needs
  - Updating existing data (monitoring)
- Evaluation
  - MAPP Collaborative
  - Progress reports
- Monitoring
  - InsightVision

Monitoring Tool – InsightVision

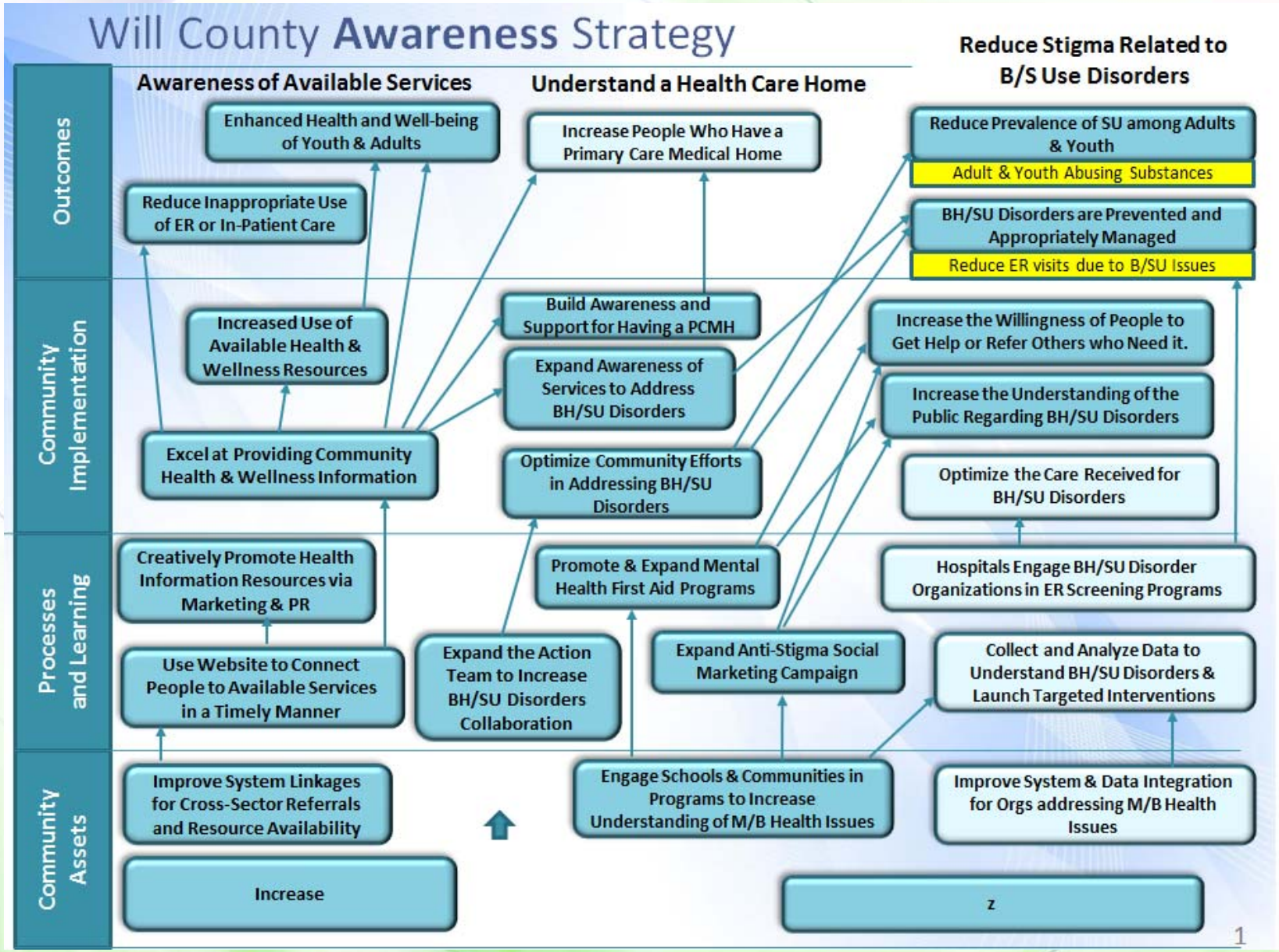


Evaluate

InsightVision

http://insightformation.com/insightvision/

Monitoring Tool – Strategy Maps



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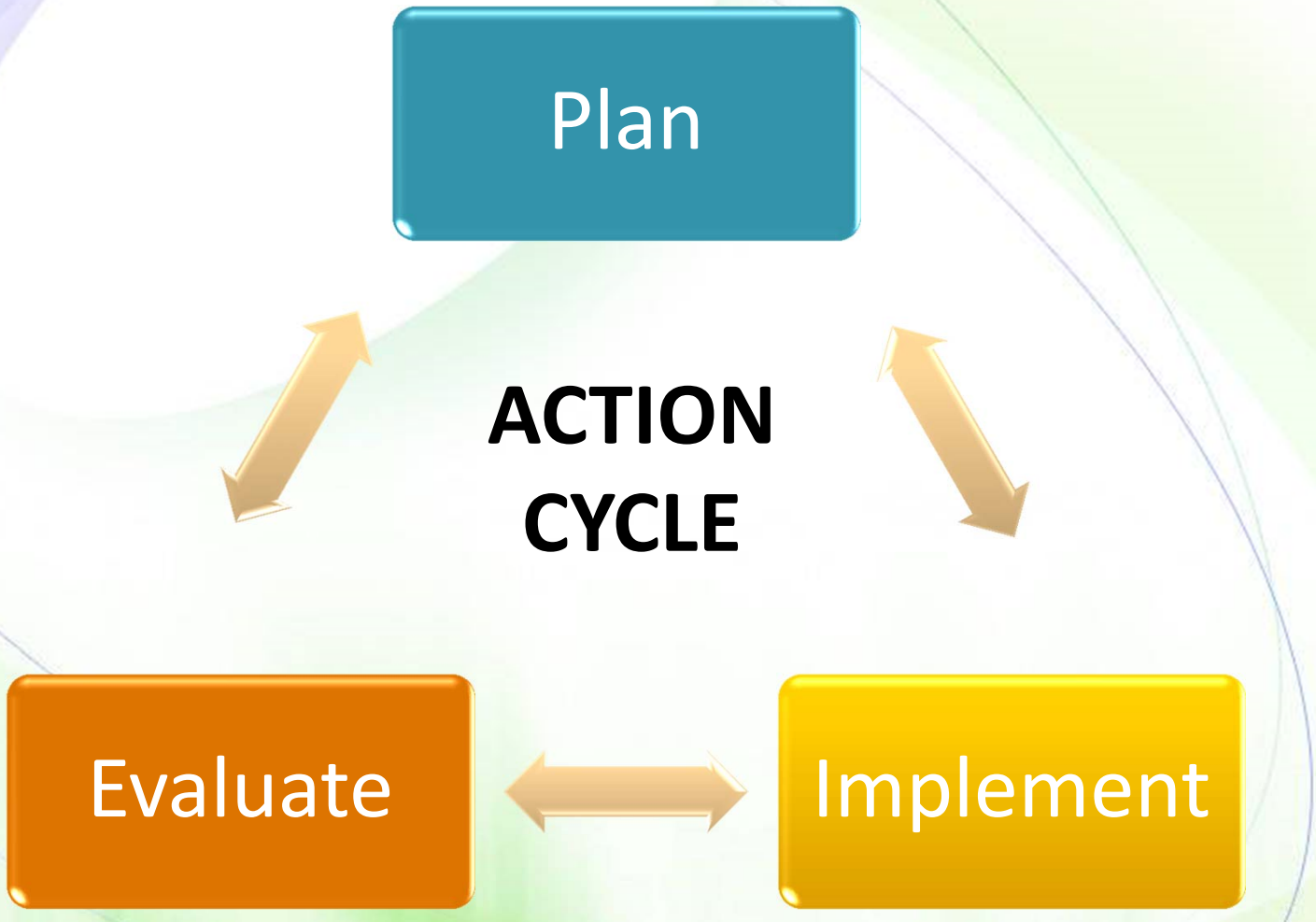
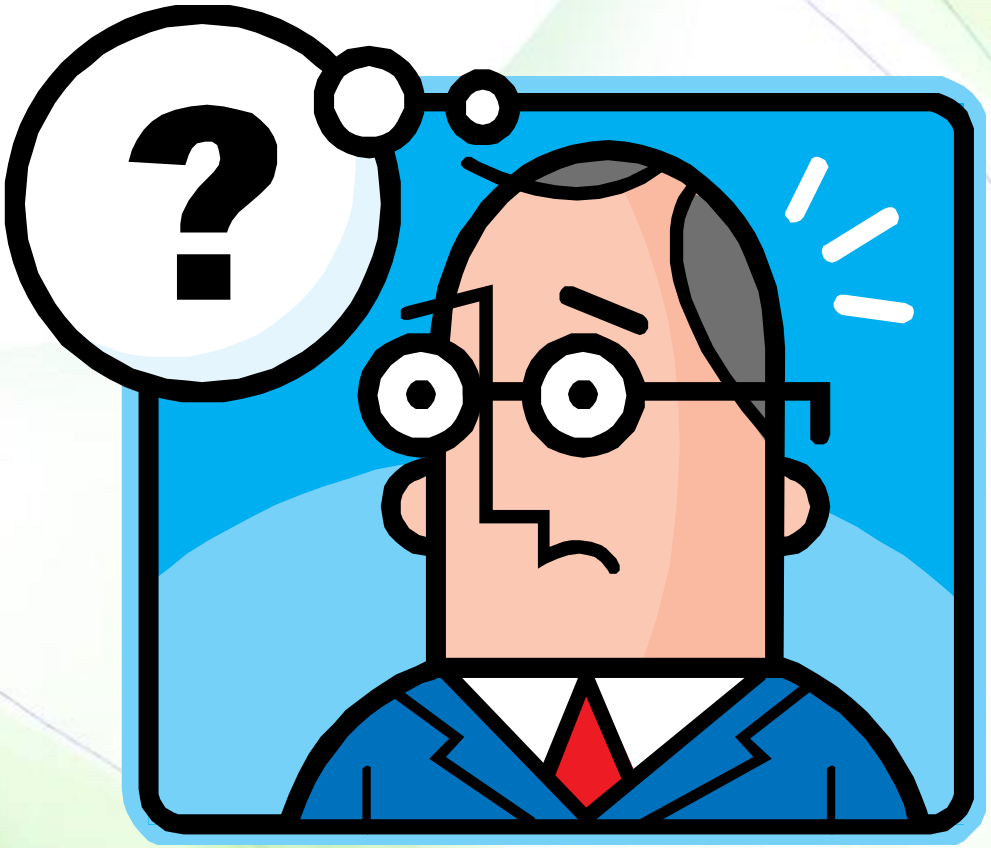


Lessons Learned

- Community engagement
- Different knowledge levels of community members – be clear in explaining process and expectations
- Use existing data
- Time constraints – this is no one's full time job
- Role of hospital – equal partner in process

Lessons Learned

- Accept new partners throughout the process
  - Welcome them
  - Educate them
- Combine existing resources for maximum efficiency and effectiveness
- Implement and monitor progress of action plans
- Be FLEXIBLE: things will change, but the goal is to improve the health of the community

Questions?