Leveraging Partnerships in Outcomes-Based CHNA Programming

How many of you worked closely with Community Stakeholders to identify the CHNA priorities?

Worked closely with community stakeholders in developing and implementing the CHNA strategies?

What are your organization’s CHNA priorities?
Healthy Lakewood Pilot Outcomes

Pre-Program Survey

"It's significant to note that the Healthy Lakewood program has had an overall impact on these individuals in terms of feeling less overwhelmed, more goal oriented, and more positive."

Healthy Lakewood Pilot Outcomes

Post-Program Survey

Survey 1 activation Scores

Survey 2 activation Scores
Healthy Lakewood Pilot Outcomes

“It’s significant to note that the Healthy Lakewood program has had an overall impact on these individuals in terms of feeling less overwhelmed, more goal oriented, and more positive.”

Healthy Lakewood Pilot Outcomes

“Participants moved nearly a PAM level on average, which is impressive. Based on these numbers, it can be concluded that the program included a fairly high frequency of interaction with the coaches. Overall the data show that participants increased their knowledge, skills, and confidence (activation) as a result of the program.”
Connecting to the CHNA

• Questions:
  – Can a hospital-led effort effectively employ the organizational competencies of community partners?
  – Could an idea-to-action deployment model be depended upon to create future programming?
  – Are measured outcomes enough to evolve a project-specific model?

• Parameters:
  – True community partner
  – Stewardship of organizational resources
  – Role as anchor institution
  – CHNA commitments and priorities
  – Speed to market

Background Hypotheses

• Health education as standalone effort has failed
• Health education + activation opportunities can help obtain behavior change
• Self-directed (and supported) change efforts will be more successful
• What is missing: the “right” type of conversation; individualized support and assistance
Healthy Lakewood Pilot Overview

• Six-month “Supportive Guide” program to help participants overcome ambivalence to change
• Pre/Post Measures: Activation (PAM), BMI (bio-impedance analysis), Quality of Life survey (self-reported)
• Built upon: Chronic Disease Self-Management (CDSM), Motivational Interviewing (MI), self-direction, and action planning

Healthy Lakewood “Guide” Model

• Guides met with clients and utilized motivational interviewing to help clients overcome ambivalence to change
• Self-directed change over direct persuasion
• Build action planning skills (CDSM)
• Connection to community resources
• Guided toward activation (putting knowledge into practice) opportunities
Healthy Lakewood Partners

- St. Anthony Hospital – coaching model: Motivational Interviewing, Action Planning
- Consortium for Older Adult Wellness – Chronic Disease Self-Management
- City of Lakewood – activation opportunities; Community Health Liaison

Development and Deployment

<table>
<thead>
<tr>
<th>January</th>
<th>February</th>
<th>March</th>
<th>March</th>
<th>April</th>
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</thead>
<tbody>
<tr>
<td>Initial partner brainstorm meeting to develop program concept</td>
<td>Process development (weekly meetings, process flows with post-it notes)</td>
<td>Outcome measure creation</td>
<td>Clients contacted (former Health Passport members responded to postcard)</td>
<td>Program Launch (mid-month, ended in September)</td>
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## Program Timeline

<table>
<thead>
<tr>
<th>Week 1</th>
<th>Weeks 2-7</th>
<th>Weeks 8-23</th>
<th>Week 24</th>
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</thead>
<tbody>
<tr>
<td>Program introduction with Guide</td>
<td>Healthier Living Colorado (branded Chronic Disease Self-Management)</td>
<td>Introduction to City of Lakewood recreation opportunities</td>
<td>Pre/post BIA analysis with City of Lakewood recreation staff</td>
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<tr>
<td>Pre-Assessment</td>
<td>- BIA</td>
<td>Regular meetings with Community Health Liaison</td>
<td>Program conclusion with Guide to include sustainability conversation</td>
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<tr>
<td>- Quality of Life Survey</td>
<td>- Problem solving</td>
<td></td>
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<tr>
<td>- Patient Activation Measure</td>
<td>- Action planning</td>
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<tr>
<td></td>
<td>- Health education</td>
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<tr>
<td></td>
<td>- Comm skills</td>
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<tr>
<td>Introduction to City of Lakewood recreation opportunities</td>
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<tr>
<td>Regular meetings with Community Health Liaison</td>
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<tr>
<td>Regular meeting with Guide</td>
<td>- Once every three weeks</td>
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## Old Model vs. New Model

<table>
<thead>
<tr>
<th>Old</th>
<th>Vs.</th>
<th>New</th>
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<tbody>
<tr>
<td>Caring for...</td>
<td>vs.</td>
<td>Caring with ...</td>
</tr>
<tr>
<td>Provider directed ...</td>
<td></td>
<td>Patient led ...</td>
</tr>
<tr>
<td>System agenda ...</td>
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<td>Individual needs ...</td>
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<tr>
<td>Physical health...</td>
<td></td>
<td>Whole Person...</td>
</tr>
<tr>
<td>Extensive planning ...</td>
<td></td>
<td>Iterating ...</td>
</tr>
<tr>
<td>Activity ...</td>
<td></td>
<td>Outcomes ...</td>
</tr>
<tr>
<td>Education alone ...</td>
<td></td>
<td>Education + activation ...</td>
</tr>
<tr>
<td>Community focused ...</td>
<td></td>
<td>Community based ...</td>
</tr>
</tbody>
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Our Principles

- Speed
- Try Lots of Things
- Start Small
- Outcomes at the Outset
- How to Scale
- Iterate
- Acknowledge Risk Tolerance
- We’re Going to Fail

Activation Exercise

Speed Assessment:
1. Partner Relationships and Engagement
2. Organizational Strengths
3. Speed Gap Opportunity
4. Shared Outcomes

Meet your accountability partner and exchange contact information.
What’s Next for Healthy Lakewood

• Implementation based in primary care office
• Four months
• Belmar 1, 2
• Wheat Ridge
• Lakewood 2

• Community Health Advocate (paid)
Leveraging Partnerships in Outcomes-Based CHNA Programming

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