



Objectives

- Learning Objective #1: After attending this session participants will be able to discuss the role of healthcare institutions in moving a CHNA from assessment to implementation at a community level.
- Learning Objective #2: After attending this session participants will be able to identify key characteristics of highly functioning community collaboratives.
- Learning Objective #3: After attending this session participants will be able to create a plan to jumpstart a collaborative approach to population health management in their community.



Mayor's Healthy City Initiative

- Mission: To foster a movement based on communication, coordination, and collaboration that promotes a better and healthier life for all people in the great city of Baton Rouge.
- Vision: Inspiring a healthier Baton Rouge for all.



Timeline

- 2008: Launch – listening tour
- 2010: 501(c)3
- 2012: Collaborative CHNA
- 2014: RWJF Culture of Health Finalist
- 2015: AHA NOVA Award Winner
- 2015: Joint CHNA and IP







Central Idea



Key Characteristics


- Leadership
 - Mayor/government
 - Healthcare
 - Community pillars/organizations


Key Characteristics

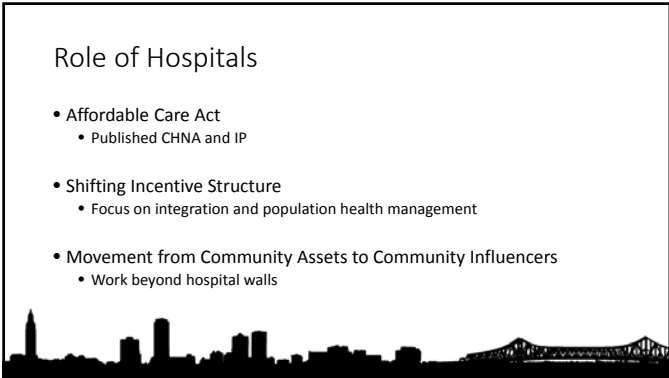


Role of Hospitals

- Affordable Care Act
 - Published CHNA and IP
- Shifting Incentive Structure
 - Focus on integration and population health management
- Movement from Community Assets to Community Influencers
 - Work beyond hospital walls


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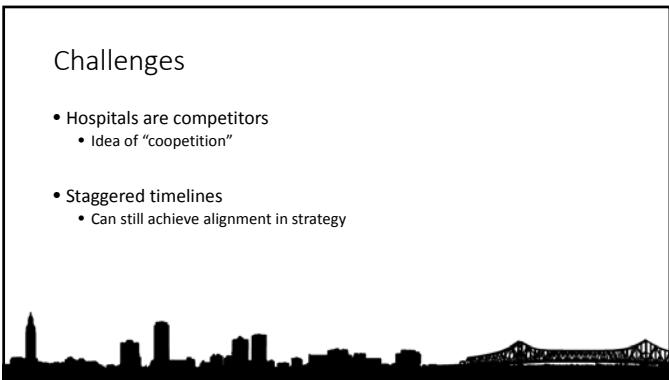
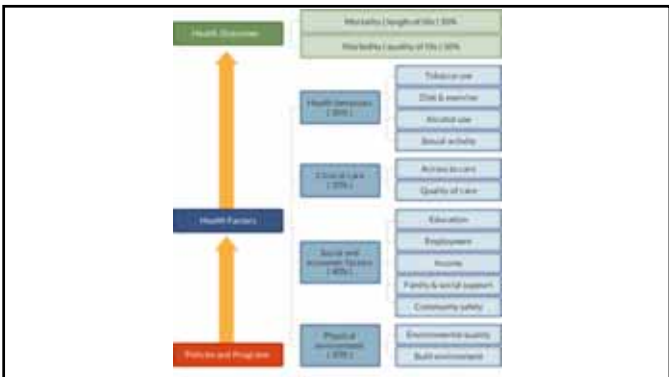
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Challenges

- Hospitals are competitors
 - Idea of “coopetition”
- Staggered timelines
 - Can still achieve alignment in strategy

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High Functioning Collaborative

- Baton Rouge as a case study



1. Common Agenda

- Shared vision: CHNA
 - What are the significant needs in the community?
 - How do we agree on priorities?
- Having funders on the same page matters
 - United Way, Baton Rouge Area Foundation, Hospitals & Hospital Foundations

2. Common Progress Measures

- Implementation Plan
 - How do we track progress and course correct?
 - Which measurements matter?
- Interim process measures vs. population health measures



3. Mutually Reinforcing Activities

- Action Steps from Implementation Plan



Healthy BR: A Freshman School Recipe for AB		Community Health Needs Assessment Implementation Plan 2013-2018		
Action Step	Goal	Employee or Budget Resources	Notes	Organizations Involved
Strategic Objective 1	Increase access to fresh and healthy foods.			
2.1 Create farmers market opportunities in low-access neighborhoods	Provide mobile farmers markets in key areas identified as having low access to fresh and healthy foods.	BCSAP Challenge Grant: \$50,000 from 2012-2015 Woman's: \$5,200	5 regular mobile market stops Ochsner, OLOL, and Woman's piloted markets on their campuses. OLOL sponsored a fruit and vegetable sampling program.	BRADA, Ochsner, OLOL, Woman's
2.2 Implement the recommendations of the Food Access Policy Commission	Advocate for a fresh food financing initiative, grocery express bus routes, and increased community-based programs.	BCSAP Challenge Grant: \$176,470 from 2012-2015	City-Parish has developed an RFP for a fresh food financing initiative and is moving it through the process. CATS is planning a grocery express bus route.	TBR, MHCI
2.3 Link children to meals through the Summer Food Service Program	Increase the number of healthy summer meals served each summer break.		Meals served increased from 2013 to 2014, but dipped slightly from 2014 to 2015. OLOL runs the program at their pediatric clinic.	BRCC, EBRPSS, MHCI, OLOL
2.4 Promote and grow the Eat Healthy BR program	Recruit and certify restaurant menu items and educate the public about what that certification means.	MHCI budget: \$2,000	Program being re-launched with new criteria in 2014. Dietitians from OLOL, PRBC, and Woman's participate on the workgroup.	BRG, MHCI, Ochsner, OLOL, PRBC, Woman's

4. Communication

- Our organizational values: Communication, Coordination, Collaboration
 - Networking vs. Connecting
- In practice:
 - Standing advisory board meetings
 - Weekly newsletter emails (content community generated)



5. Backbone Organization

- Mayor's Healthy City Initiative
 - Neutral party from a competitive standpoint [common table]
 - Political, healthcare, business, and community leadership
- Facilitation
- Communication
- Data Collection/Reporting



Challenges

- Varying levels of commitment and investment
- Advocacy vs. politics
- Backbone organization funding



Moving to Implementation

- How do you prioritize community needs and action steps?
 - Is your work sustainable?
 - Is it having the desired impact?
 - Population health measures move slow, are you patient?

The IHI Triple Aim



Changing the Conversation

- “How do you see yourself or your organization playing a role in the broader community plan?”



Executing and Tracking Results

- Regularly monitor performance and results
- Keep the discussion on a broader definition of health





Questions to Consider

- Which key characteristics exist in your city?
 - Leadership? Shared vision? Community collaboratives?
- Which key characteristics need to be developed?
- What are the steps forward in developing the conditions necessary for success?