Distributing and Communicating about the CHIP

November 30,2012

Clare Reardon   APR, MBA

Froedtert Health
    Community Affairs
Milwaukee Health Care Partnership
    Organizational Advancement

NACCHO
National Association of County & City Health Officials

Webinar Logistics

• The lines are muted. If you wish to mute/unmute your line to ask/answer a question, please do the following:

• To **unmute** your own line, **press *7**

• To **mute** your own line, **press *6.**

• Throughout the presentation and during the Q&A session, if you have a question, please use ReadyTalk's 'raise your hand' feature or use the chat box to indicate you have a question. The facilitator will call your name and ask for your question.

PROJECT REQUIREMENTS & PHAB STANDARDS AND MEASURES: DISTRIBUTING AND COMMUNICATING ABOUT THE CHIP

Project Requirements: Distributing and Communicating about the CHIP

Engage Community Members and LPHS Partners

"Community members must be engaged in a meaningful and substantive way **throughout the CHA and CHIP processes**, including indicator selection, data collection, data analysis, data presentation and distribution, issue prioritization, CHIP creation, implementation of CHIP, and monitoring of results."

"Partners should be engaged in a strategic way **throughout the CHA and CHIP processes**, including gaining access to data, mobilizing community members, data collection, data review, issue prioritization, and CHIP implementation."

Project Requirements: Distributing and Communicating about the CHIP

Required characteristics of the CHIP:

Background information that does the following:

- Describes the jurisdiction for which the CHIP pertains and a brief description of how this was determined.

- Briefly describes the way in which community members and LPHS partners were engaged in development of the CHIP, particularly their involvement in both the issue prioritization and strategy development.

- Includes a general description of LPHS partners and community members who have agreed to support CHIP action. Reference partners' participation in the short term and long term as applicable.

Project Requirements: Distributing and Communicating about the CHIP

Required characteristics of the CHIP:

Priority issues section that does the following:

- Describes the process by which the priorities were identified.

- Outlines the top priorities for action.

- Includes a brief justification for why each issue is a priority.

- Shows alignment of community priorities with state and Tribal health improvement priorities as well as national priorities.

- Includes at least one priority aimed at addressing a social determinant of health that arose as a key determinant of a health inequity in the jurisdiction.

- Identifies community assets and resources.

- Includes policy changes needed to accomplish health objectives.

Project Requirements: Distributing and Communicating about the CHIP

Required characteristics of the CHIP cont'd:

A CHIP implementation plan that does the following:

- Provides clear, specific, realistic, and action-oriented goals.

- Contains the following:

  - Goals, objectives, strategies, and related performance measures for determined priorities in the short-term (one to two years) and intermediate term (two to four years),
  - Realistic timelines for achieving goals and objectives.
  - Designation of lead roles in CHIP implementation for LPHS partners, including LHD role.
  - Formal presentation of the role of relevant LPHS partners in implementing the plan and a demonstration of the organization's commitment to these roles via letters of support or accountability.
  - Emphasis on evidence-based strategies.
  - A general plan for sustaining action.

PHAB Requirements: Distributing and Communicating about the CHIP

Be sure to review the standards listed below to identify the measures and required documentation that PHAB seeks related to developing a CHIP.

Standard 5.2: Conduct a comprehensive planning process resulting in a tribal/state/community health improvement plan

Learning Objectives

At the completion of the session participants will be able to:

- Create a CHIP communications plan to promote sustainability and momentum.

- Identify ways to overcome potential challenges to effectively promoting and communicating about their community health improvement process.

- Discuss common terminology that can be used in CHIP communications to ensure it is not particular to one sector.

- Plan for how a variety of partners and community members will contribute to CHIP communication efforts in a manner that capitalizes on their strengths and reach.

- Name at least three different methods for communicating about the CHIP using traditional and non-traditional methods.

- Discuss use of creative and novel strategies to ensure engaging communication efforts.

- Describe the project and PHAB documentation requirements for CHIP distribution.

Distributing and Communicating about the CHIP

November 30,2012

Clare Reardon   APR, MBA

Froedtert Health
Community Affairs

Milwaukee Health Care Partnership
Organizational Advancement

NACCHO
National Association of County & City Health Officials

Discussion Question

Name one community event your site has conducted as part of your health improvement process.

W, W, W, W, W & H

The basics:

Communication Plan

Communications Action Register

Plus….

Key success factors in communication and collaboration

County Health Rankings
Mobilizing Action Toward Community Health

countyhealthrankings.org

☐ Rank 1-18 ☐ Rank 19-36 ☐ Rank 37-54 ☐ Rank 55-72

Background

Milwaukee County
Public / Private Consortium since 2007

- 5 health systems
- 4 FQHC's
- City, County & State Health Depts.
- Medical College of Wisconsin

- Affiliates: hospital assn, primary care assn., medical society, HIE, HMO's, etc.

- Executive Director
  - .5 admin, contract project mgmt, in-kind leaders
  - $400 k annual operating
  - $2.5 m annual program

MILWAUKEE HEALTH CARE
PARTNERSHIP

Partnership Mission

- Improve Health Care for Underserved Populations in Milwaukee County

- Goals
  - Expand Coverage
  - Ensure Access
  - Improve Care Coordination

- Objectives
  - Improve health & health care outcomes
  - Reduce the total cost of care for patients, payers, government and providers
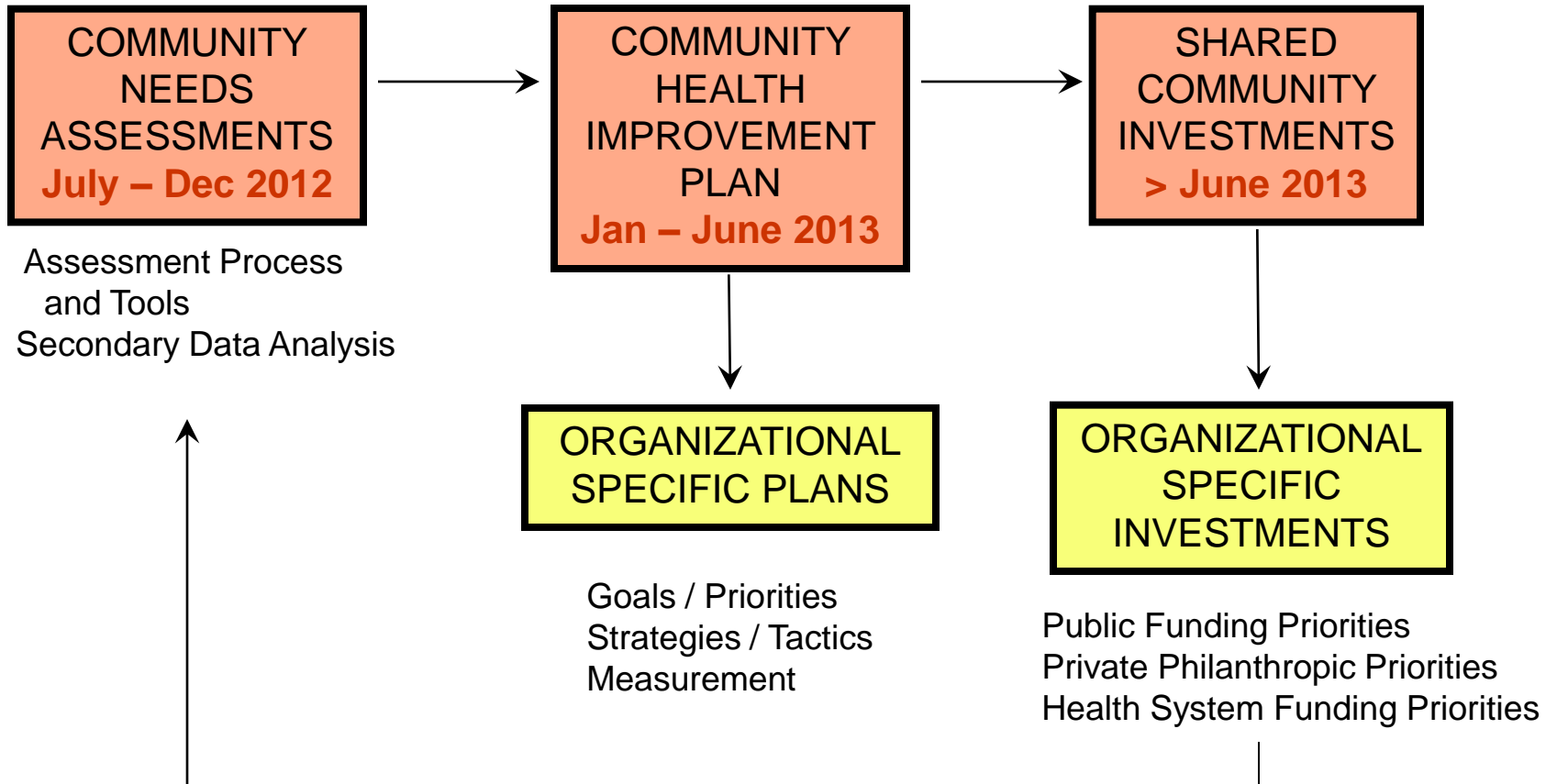
MILWAUKEE HEALTH CARE

PARTNERSHIP

Accomplishments

- 20% expansion in Medicaid coverage

- Studies: Primary Care Access, Medication Access Needs

- Inventories: Safety Net Clinics, Enrollment Services

- ED Care Coordination Initiative

- Specialty Access for the Uninsured Program

- Secured / redirected over $12 million

- 2011 AHA **NOVA Award** for Community Collaboration

- Cited in *Health Affairs,* and *Journal of Health Care Finance*

MILWAUKEE HEALTH CARE

PARTNERSHIP

Milwaukee County: 10 hospitals,12 health departments

| COMMUNITY NEEDS ASSESSMENTS **July – Dec 2012** | → | COMMUNITY HEALTH IMPROVEMENT PLAN **Jan – June 2013** | → | SHARED COMMUNITY INVESTMENTS **> June 2013** |

Assessment Process
and Tools
Secondary Data Analysis

ORGANIZATIONAL SPECIFIC PLANS

ORGANIZATIONAL SPECIFIC INVESTMENTS

Goals / Priorities
Strategies / Tactics
Measurement

Public Funding Priorities
Private Philanthropic Priorities
Health System Funding Priorities

MILWAUKEE HEALTH CARE

PARTNERSHIP

Discussion Question

What are your site's goals related to communicating and distributing the CHIP?

Discussion Question

What does sustainability and momentum related to the CHIP mean to you?

How do you know if you have momentum?

Discussion Question

What are some challenges your site has identified or anticipate in your CHIP communication efforts?
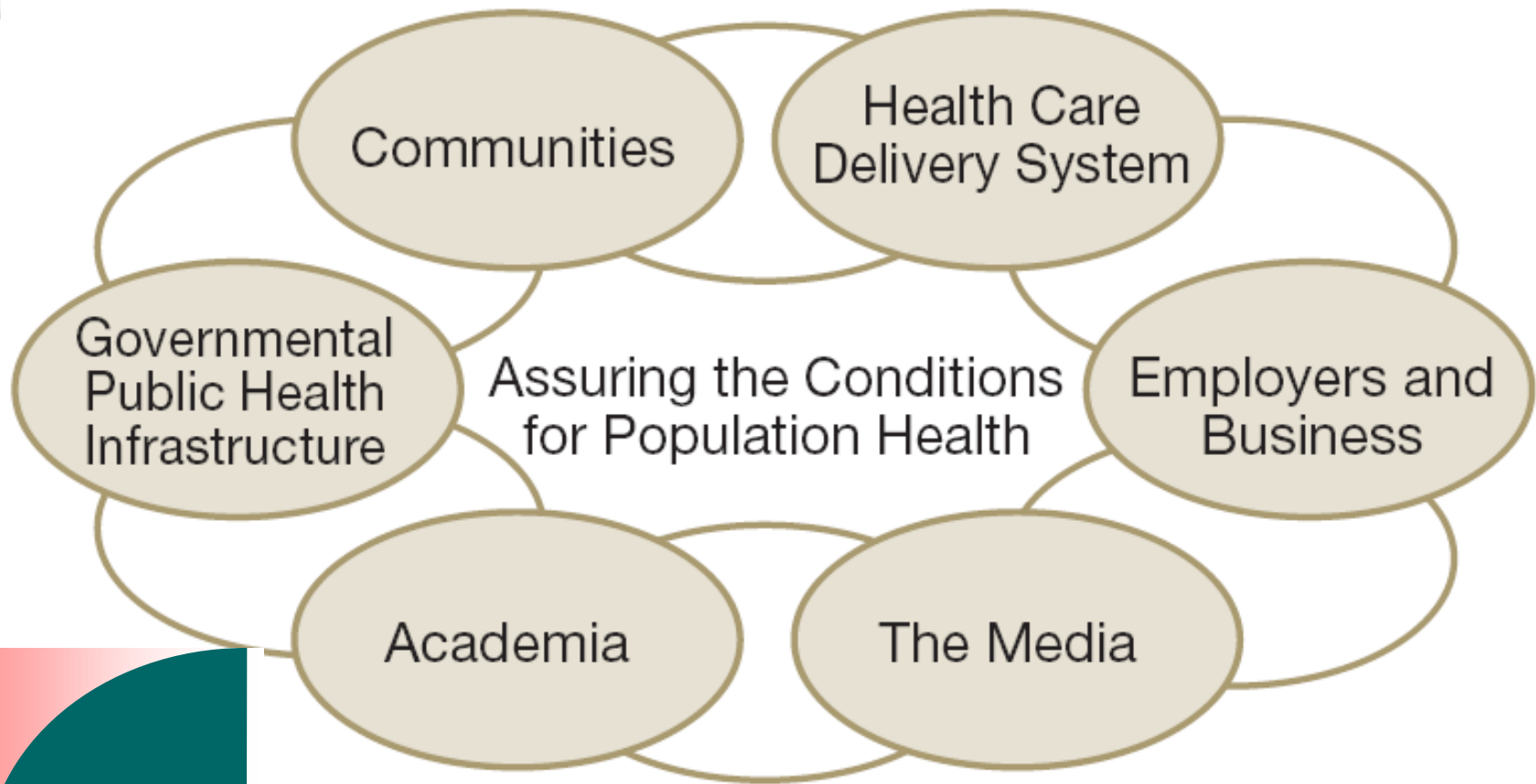
WHAT and WHY

Goal:

The Goal(s) of the communications plan is (are) to …. raise awareness of the *LHD, LPHS Partnership, etc.*, by informing key audiences about the CHIP and …

Objectives:
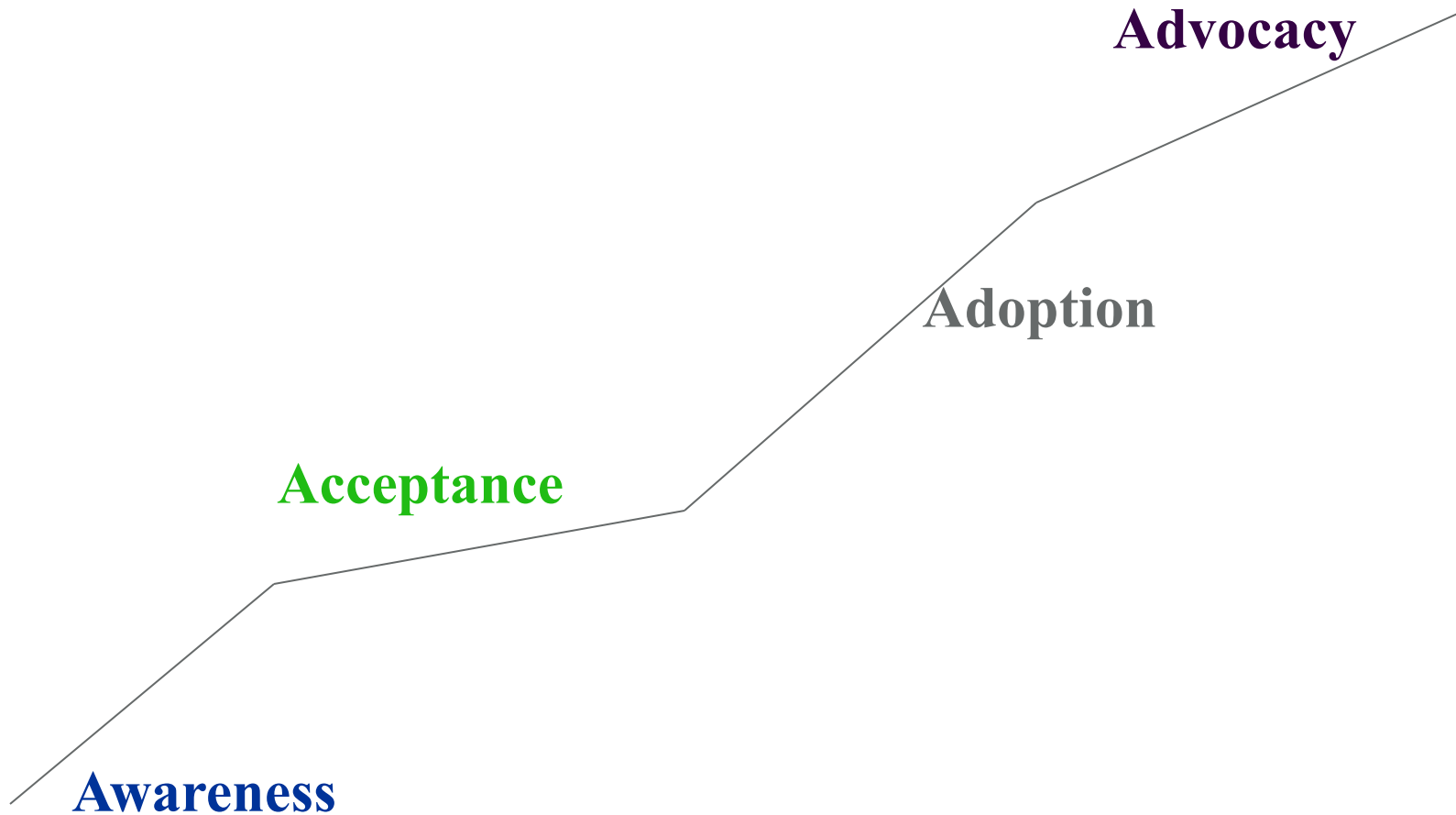
Build credibility …

Recruit support from …

Sustain …

Communities

Health Care Delivery System

Governmental Public Health Infrastructure

Assuring the Conditions for Population Health

Employers and Business

Academia

The Media

Source: IOM, 2002.[1]

THE FUTURE OF THE PUBLIC'S HEALTH
in the 21st Century

INSTITUTE OF MEDICINE
NATIONAL ACADEMIES

NACCHO
National Association of County & City Health Officials

Affiliation Curve

Advocacy

Adoption

Acceptance

Awareness

WHO

Audience:

- Partners / members
    Boards thereof
- Stakeholders in CHA process
- Public Agencies / Regulators
    Health, safety, others
- Elected officials
- Health Systems and Community
  Clinics
- Professional Orgs & Associations
- Insurers
- Human Service Agencies
- Health Charities

- Funders
    Public, private, United
    Way, corporate
- Civic / Business Organizations
    Chambers, Rotaries, etc.
- Schools
    K – 12, technical colleges
- Academia
- Tribal & other unique
  communities
- Faith based
- Media – traditional & social

WHERE and WHEN

Tactics:

Publications:

- CHA Report and Key Findings

- CHIP full and Executive Summary

- Accountability Report

- Dashboard

Media*:

- Editorial calendar: newsletter, web and blog content that is <u>recurring</u>, seasonal, themes, by audience, etc.

- Web site, links w/ partner websites

- Letters to the editor, opinion columns by influencers

- Desk-side chats, editorial board visits

- Human interest stories connected to key CHIP efforts

- Press Releases

* especially other people's

WHERE and WHEN

Tactics *cont'd:*

Events:

In Partnership: back to school, heart month, advocacy issues

Hosted: MAPP process / community brainstorming, press conferences

Speakers Bureau / Ambassadors:

Presentations to community groups

Talking points for lead communicators

Third party endorsers

Targeted communicators with targeted audiences (i.e. legislators, media)

WHERE and WHEN

Tactics *cont'd:*

Surveys:

- Keep stakeholders engaged, measure perception
- <u>Must</u> follow up with findings and if concerns raised

Related Activities:

- Communications Audits - members' communications, stakeholder communications
- CHIP communication plan review and accountability
- Milestone updates

HOW

Loaned Expertise

Members

Hospitals can apply towards community benefit

Associations – PRSA, IABC

Colleges

Agencies - *caution*

Charter – commitment codified

Purpose / aim

Background

Scope

Time Frame

Deliverables

Team Leadership / Membership

Sponsor, leader, facilitator, members (and ad hoc)

Resources

Purchased Expertise – philanthropy?

Success Measures / Outcomes & Outputs

Linked to WHY / Objectives

- increased funding
- policy changes
- # of media stories
- social media metrics
- # speaking invitations / presentations
- survey participation
- etc.

Success Factors

Communication

PR least empirical of the communications fields

      Paid vs. earned media

Frequency

Factoids

Third Party Endorsement

Less is More

Stories & photos

Collaboration

Time

Trust

Turf

What is 'buy in?'

Resources

wkkf.org

prsa.org

Yes, there really is a PR for Dummies

creardon@froedterthealth.org

414.805.2817

www.mkehcp.org

Questions and Discussion

Last Word

This concludes the CHA/CHIP webinar series.

Thank you for your participation!

Please complete the evaluation before logging off the webinar.