

APPENDIX A: STORYBOARD TEMPLATE



LOCAL HEALTH DEPARTMENT NAME:	Coconino County Health Department (CCHD)
ADDRESS:	2625 North King Street, Flagstaff, Arizona 86004
PHONE NUMBER:	928-679-7272
SIZE:	18,617.42 square miles
POPULATION SERVED:	124,953 (2006 U.S. Census Bureau estimate)
PROJECT TITLE:	Engaging the Community of Williams, Arizona

PLAN

Identify an Opportunity and Plan for Improvement

1. Getting Started

CCHD identified "Essential Service IV: Engage the community to identify and solve health problems" as a quality improvement priority. We then focused upon "Standard IV-A: Community Planning Process Engaging Systems Partners," within Williams, Arizona.

2. Assemble the Team

The CCHD Senior Health Planner rallied the CCHD Senior Management Team, CCHD colleagues who deliver services to Williams, Williams stakeholders, an evaluation consultant, and a graphic designer.

3. Examine the Current Approach

As much information as possible about Williams was garnered from:

- CCHD staff who provide, or have provided, services to Williams
- Healthy Coconino 2012, CCHD's strategic plan (adopted in 2007)
- CCHD's Mobilizing for Action through Planning and Partnerships (2005) data
- Internet resources/reports

The following was determined:

- Key informants
- Stakeholders
- Vital organizations
- Community-identified assets
- Community-defined needs
- CCHD-identified needs
- Data-identified needs

Next, many Community Health Profiles (CHP) were reviewed, so that a CCHD template could be created and applied to Williams.

4. Identify Potential Solutions

Local, county, state, and national data available for Williams could be arranged in the context of evidence-based, best practices like Healthy People 2010, so that clear "targets" could be identified, thereby driving the efforts of CCHD in assisting Williams toward improved health outcomes. More importantly, CCHD staff could become aware of what the **current** day-to-day needs and

desires of Williams community members are, so that programs could be adjusted to more effectively address them. Lastly, an evaluation of CCHD service delivery to Williams would also highlight opportunities.

5. Develop an Improvement Theory

If CCHD service delivery to Williams were to be evaluated at the same time that the community's health needs and desires became known, an improved "community-driven" approach to service delivery would emerge. However, in order for Williams stakeholders and CCHD staff to get on the same page, a "visual" of their community would need to be created; this would be extremely beneficial, acting as a catalyst for enhanced collaboration. This "snapshot" could take the form of a CHP for Williams, providing basic demographic and socio-economic characteristics of the community, highlighting Healthy People 2010 objectives as they pertain to specific improvement opportunities, and especially focusing upon community-defined needs and desires and possible "next steps" for the community to take in collaborating with an array of agencies (toward achieving improved health outcomes). Perhaps this CHP would also renew commitments amidst partners.

DO

Test the Theory for Improvement

6. Test the Theory

Community members were asked "What do you feel are the main health concerns in Williams?" as well as, "If you could have a wish granted, what would **you** do to improve health within your community?" Their responses were synthesized. Meanwhile, CCHD Senior Managers provided these details on services provided to Williams:

- Programs offered (including how consistent these programs are)
- Program staff
- Utilization rates of programs

Lastly, community data was compiled from an array of on-line (and other) sources.

CHECK

Use Data to Study Results of the Test

7. Check the Results

A draft CHP was shared with community members (who participated in the process), at a dialogue workshop that was held between CCHD and the community (to ensure that our new CHP captures the current state-of-affairs in Williams). Indeed, the outcome was extremely positive. The workshop generated renewed commitments and energized participants, jumpstarting next steps (which became apparent).

ACT

Standardize the Improvement and Establish Future Plans

8. Standardize the Improvement or Develop New Theory

Workshop results were incorporated into the draft CHP, and it was finalized (via a professional graphic designer). Furthermore, a professional evaluation consultant was hired to analyze CCHD program offerings to Williams, so that future service delivery could be tightened, in order to better meet the needs and desires of community members, as well as address current gaps in service.

9. Establish Future Plans

Future plans include streamlining CCHD program delivery to Williams, as well as working to identify and acquire more resources to help meet the health care needs of its people. The new Williams CHP will be widely distributed (via hard copy as well as electronically) and posted on the CCHD website. It can then be accessed by community members, CCHD staff, and partner agencies for use in service provision planning, grant applications, policy development, and other efforts to enhance health outcomes for the residents of Williams. CCHD's Senior Health Planner will also ensure that CCHD Senior Managers are continuously incorporating CHP insights into their planning. If not, she will provide technical assistance in doing so (as part of this grant project, CCHD Senior Managers were trained in "Technology of Participation" workshop techniques, so that they could emulate our productive work session in Williams within their own teams), assuring that the CHP is a "living" document that ultimately enhances our ability to provide effective health care services to Williams.