Community Health Assessments (CHA) and Community Health Improvement Planning (CHIP) for Accreditation Preparation

“Developing a Community Health Improvement Vision”
July 20, 2011

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Goals Of This Session

1. To understand the importance of developing a vision
2. To walk away with various options for creating a community health improvement vision
3. To identify ways to integrate the community health vision through the community health assessment process
First things first…

What is a Vision Statement?

• A description of a future state; what you, a group, an organization, or a community, is striving to achieve
• The statement about what you want your community to look like
• Not to be confused with a mission statement!
• A guiding force for what you are doing
• An important first step, prior to conducting a community health assessment
• Partners are an important part of defining this vision
Some examples….

• “Our county will be a model community, committed to empowering all residents to achieve optimal health.”
• “We will be a community whereby all residents are guaranteed equitable healthcare, positive health outcomes, and optimal quality of life.”
• “We will be the best rural healthcare system in the country.”

What if we already have a Vision?

• No need to change IF it still applies
• When is the last time you revisited the statement?
• Do all partners still agree on the wording?
• Is it still inspiring?
• Probably smart to review and discuss prior to the beginning of each health assessment cycle…even if you end up not changing it.
Ways to Develop A Vision Statement

Visioning Exercises

- It is first important to have an impartial facilitator be a part of this process.
- Can start with icebreaker exercises
- Large group work versus small group work
- Suggestion from MAPP Handbook: “What would we like our community to look like in 10 years?”
- Newspaper headline exercise
- If we were to put ourselves out of business, what would it look like?
- Word cloud exercise
Visioning Exercises

• Take it in stages…might not be finalized right away
• Have several options put together by Steering Committee, then vote
• Be careful with getting caught up in hair-splitting!
• Use the “Is there anyone who absolutely cannot live with this?” test
• Remember…the journey can be just as important!

What do we do after it is developed?
Promoting Your Vision Statement

• It is important to keep this at the forefront at all times; if no one ever sees it or hears about it after the beginning, it will be forgotten about
• Some simple things that can be done:
  – Include it on all meeting agendas, minutes, etc.
  – Have it on website (if one exists)
  – Use it in communications prior to conduct of community health assessment

How it impacts CHA work

• Guiding force to return to when need to make key decisions
• If work of the partnerships and goals start to deviate from original purpose, can go back to the original vision statement to get back on track
• Sort of like your “North Star”
• Key part of the Community Health Improvement Plan
Resources

• Visioning is Phase 2 as part of MAPP
• MAPP Handbook provides valuable guides and resources
• Website provides sample vision statements
• “Tip Sheet – A Step-by-Step Process for Visioning”
• A simple Google search of “community health vision statements” will provide a plethora of examples
Questions & Discussion

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