

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

### “Developing a Community Health Improvement Vision”

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Presented By:

Lisa Scott Lehman, Holleran Consulting

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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



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# First things first...

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## 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



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## 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.”



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## 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.



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# Ways to Develop A Vision Statement

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## 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



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## 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!



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**What do we do after it is developed?**

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## 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



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## 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



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# Resources

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## 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



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# Questions & Discussion

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Lisa Scott Lehman, President  
HOLLERAN  
Llehma@holleraconsult.com

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