Using Healthy People to Support Multisector Partnership Development

July 26, 2023
Bianca Lawrence
Senior Program Analyst, Public Health Infrastructure and Systems
National Association of County and City Health Officials
Learning Objectives

1. Show how local health departments can use Healthy People 2030 to guide multisectoral partnerships that promote and protect health and wellbeing in their communities;

2. Highlight Healthy People 2030 objectives, Leading Health Indicators, the Social Determinant of Health framework, and other resources;

3. Address how local health departments can use Healthy People 2030 to help identify local needs and priority populations; find evidence-based tools and resources; and use data from the national initiative to set benchmarks for progress.
Outline

I. Welcome

II. Opening Remarks

III. Introduction to Healthy People 2030 and Using Healthy People 2030 to Develop Multisector Partnerships

IV. A Multisector Partnership in Walworth County, WI

V. Facilitated Q&A

VI. Closing Remarks
Poll Question

Think about your strongest multisector partnership, based on the partnership spectrum below, what stage of partnership are you in with this partner?
Introduction to Healthy People 2030:

*Using Healthy People 2030 to Develop Multisectoral Partnerships*
Multisector Partnerships: Promise, Rationale, and Needs

• **Multisector partnerships (MSPs) are place-based reform efforts**, collaboratively led by stakeholders across public health; health care; and other sectors like education, housing, transit, and social services.

• **Rationale**: Improve population health in a region by strengthening connections across fragmented health and social systems and exploring comprehensive strategies to help build healthier, more equitable communities.

• **Needs**: There is a need to better understand whether, when, and how MSPs work; what are effective paths to financial sustainability; how to bridge cultural and operational differences across organization types; and how to navigate imbalances of power/resources across organization types.

Please see the *Using Healthy People 2030 for Multisector Partnerships Toolkit* for source citations.
Introduction to Healthy People 2030

• The Healthy People 2030 framework comprises the initiative’s vision and mission; foundational principles; overarching goals; plan of action; and history and context.

• To achieve the Healthy People 2030 vision of “A society in which all people can achieve their full potential for health and well-being across the lifespan,” the framework lays out 5 priority areas for this work:
  • Health disparities
  • Health equity
  • Health literacy
  • Well-being
  • Social determinants of health

• The Healthy People 2030 mission is to promote, strengthen, and evaluate the nation’s efforts to improve the health and well-being of all people.
Healthy People 2030 Overarching Goals

- Healthy People 2030’s overarching goals are to:
  - **Attain healthy, thriving lives and well-being** free of preventable disease, disability, injury, and premature death.
  - **Eliminate health disparities, achieve health equity, and attain health literacy** to improve the health and well-being of all.
  - **Create social, physical, and economic environments** that promote attaining the full potential for health and well-being for all.
  - Promote **healthy development, healthy behaviors, and well-being across all life stages**.
  - Engage leadership, key constituents, and the public across multiple sectors to take action and design policies that improve the health and well-being of all.
## Priority Areas of the Healthy People 2030 Framework

<table>
<thead>
<tr>
<th>Concept</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health disparities</td>
<td>A particular type of health difference that is closely linked with social, economic, and/or environmental <strong>disadvantage</strong>. Health disparities adversely affect groups of people who have systematically experienced greater obstacles to health based on their racial or ethnic group; religion; socioeconomic status; gender; age; mental health; cognitive, sensory, or physical disability; sexual orientation or gender identity; geographic location; or other characteristics historically linked to discrimination or exclusion.</td>
</tr>
<tr>
<td>Health equity</td>
<td><strong>The attainment of the highest level of health for all people.</strong> Achieving health equity requires valuing everyone equally with focused and ongoing societal efforts to address avoidable inequalities, historical and contemporary injustices, and the elimination of health and health care disparities.</td>
</tr>
<tr>
<td>Health literacy</td>
<td>• <strong>Personal health literacy</strong> is the degree to which individuals have the ability to find, understand, and use information and services to inform health-related decisions and actions for themselves and others.</td>
</tr>
<tr>
<td></td>
<td>• <strong>Organizational health literacy</strong> is the degree to which organizations equitably enable individuals to find, understand, and use information and services to inform health-related decisions and actions for themselves and others.</td>
</tr>
<tr>
<td>Well-being</td>
<td>The concept of <a href="https://health.gov/healthypeople/priority-areas">Health and Well-being</a> is defined in Healthy People 2030 as, “how people think, feel, and function—at a personal and social level—and how they evaluate their lives as a whole.”</td>
</tr>
<tr>
<td>Social Determinants of Health</td>
<td>Conditions in the environments where people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks.</td>
</tr>
</tbody>
</table>

Additional detail available on the Healthy People Website: [https://health.gov/healthypeople/priority-areas](https://health.gov/healthypeople/priority-areas)
Browse Healthy People 2030 Objectives

• Healthy People 2030 objectives are organized into intuitive topics so you can easily find the information and data you’re looking for. Pick a topic you’re interested in and explore the related objectives.

• The objectives are organized within the topics of:
  • Health Conditions
  • Health Behaviors
  • Populations
  • Settings and Systems
  • Social Determinants of Health

Learn more on the Healthy People 2030 website at:
https://health.gov/healthypeople/objectives-and-data/browse-objectives
Leveraging Healthy People to Advance Health Equity

Health Equity is the attainment of the highest level of health for all people.

Achieving health equity requires valuing everyone equally with focused and ongoing societal efforts to address avoidable inequalities, historical and contemporary injustices, and social determinants of health — and to eliminate disparities in health and health care.

Objectives
- Identify priorities by browsing Leading Health Indicators and other objectives
- Compare population-level progress to national targets

Data
- Use Healthy People data to track health disparities and inform program and policy development

Resources
- Find inspiration by consulting evidence-based resources to use in your community
- Review Healthy People in Action stories to learn how others are addressing health equity

Frameworks
- Use the Healthy People 2030 framework as a model for program planning
- Use the social determinants of health framework to build partnerships across sectors and communicate root causes of health disparities

Definitions
- Use the definitions of health equity and health disparities to promote a shared understanding and identify areas for collaborative action to improve health for all

Download this graphic: https://health.gov/sites/default/files/2022-04/HP2030_Advance-Health-Equity-Graphic.jpg
Healthy People 2030 Informs Multisector Collaboration

Social Determinants of Health Domains

1. Economic Stability
2. Education Access and Quality
3. Health Care Access and Quality
4. Neighborhood and Built Environment
5. Social and Community Context

## Using Healthy People to Develop Multisector Partnerships

<table>
<thead>
<tr>
<th>SDOH Domain</th>
<th>Economic Stability</th>
<th>Education Access &amp; Quality</th>
<th>Health Care Access, Quality</th>
<th>Neighborhood &amp; Built Environment</th>
<th>Social &amp; Community Context</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Examples of Objectives</strong></td>
<td>Reduce the proportion of people living in poverty — SDOH-01</td>
<td>Increase the proportion of high school students who graduate in 4 years — AH-08</td>
<td>Increase the proportion of adults who get recommended evidence-based preventive health care — AHS-08</td>
<td>Reduce the proportion of families that spend more than 30 percent of income on housing — SDOH-04</td>
<td>Increase the proportion of the voting-age citizens who vote — SDOH-07</td>
</tr>
<tr>
<td></td>
<td>Increase employment in working-age people — SDOH-02</td>
<td>Increase the proportion of children who are developmentally ready for school — EMC-D01</td>
<td>Reduce the proportion of emergency department visits with a longer wait time than recommended — AHS-09</td>
<td>Reduce blood lead levels in children aged 1 to 5 years — EH-04</td>
<td>Reduce the proportion of children with a parent or guardian who has served time in jail — SDOH-05</td>
</tr>
</tbody>
</table>
How to Use Healthy People 2030 in Your Partnerships

1. Identify needs and priority populations
2. Set your own targets
3. Find inspiration and practical tools
4. Monitor national progress — and use federal data as a benchmark

Download the Fact Sheet on How to Use Healthy People 2030:
https://health.gov/healthypeople/tools-action/use-healthy-people-2030-your-work
## Practical Challenges in Working Across Sectors

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Why This Can be an Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identifying Common Goals</td>
<td>When working across sectors, organizations may have different perspectives on which goals are most important to address.</td>
</tr>
<tr>
<td>Terminology</td>
<td>For purposes of general communication, measurement, and data-sharing across sectors, ensuring a shared understanding of terms is important.</td>
</tr>
<tr>
<td>Metrics</td>
<td>To help build the evidence base for MSPs, better and more widely adopted measures of structure, process, and outcomes are needed to link their formation to community-wide impact.</td>
</tr>
<tr>
<td>Resources/Staff</td>
<td>Needed resources include the money, skills and expertise, information, and connections that the collaboration has available to draw upon</td>
</tr>
<tr>
<td>Competition</td>
<td>Given the limited availability or resources, there is a risk that organizations can view each other as competitors, rather than partners.</td>
</tr>
<tr>
<td>Staying Power</td>
<td>Sustainability is an important issue. Taking part in MSPs entails opportunity costs; partners need to feel participation is worth the investment of their time.</td>
</tr>
</tbody>
</table>
Poll Question

Of the practical challenges discussed, which one are you struggling with the most?

- Identifying Common Goals
- Terminology
- Metrics
- Resources/Staff
- Competition
- Staying Power
Healthy People 2030 Resources for Further Learning

• Use Healthy People 2030 in Your Work
• Leading Health Indicators
• Evidence-Based Resources (EBRs) in Action
• NACCHO Social Determinants of Health and Healthy People Webpage
• Healthy People 2030 and Multisector Partnerships JPHMP Article

• Apply to become a Healthy People 2030 Champion!
Other Resources for Further Learning

Additional Resources:

• Build Healthy Places
  • A Primer for Multi-sector Health Partnerships in Small Cities and Rural Areas
• Data Across Systems for Health
  All In: Data for Community Health
• University of Kansas, The Community Toolbox
  • Developing Multisector Collaborations
• Woulfe J, Oliver TR, Zahner SJ, Siemering KQ. Multisector partnerships in population health improvement. Prev Chronic Dis 2010;7(6).
A Multisector Partnership in Walworth County, WI
Walworth County & Healthy People 2030

Strengthening Multi-Sector Partnerships Through the Community Health Assessment and Improvement Plan Process Using Healthy People 2030
WHO WE ARE

MALLORY SWENSON, MPH
WALWORTH COUNTY PUBLIC HEALTH

AARON WINDEN, MSW, CAPSW
WALWORTH COUNTY PUBLIC HEALTH

DEREK D'AFRUA
WALWORTH COUNTY ECONOMIC DEVELOPMENT ALLIANCE

BEN MCKAY, AICP
SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION
OUTLINE

• Establishing Partners
• Developing the Community Health Assessment & Improvement Plan (CHA & CHIP)
• Sustaining the Work
• Multisector Partnership Example: Goal 3.2 & Housing
• Lessons Learned
Community Health Assessment and Improvement Plan Timeline

**Establish**
August - September 2021
- Distribute community health survey
- Conduct focus groups and key informant interviews
- Convene steering committee

**September 2021 - January 2022**
- Data analysis
- Identify common themes and trends with steering committee

**February - June 2022**
- Identify priorities, strategies, and partners
- Publish Community Health Assessment

**Develop**
June - October 2022
- Community partners and organizations meet to develop objectives and action plans

**November 2022 - January 2023**
- Finalize workplans with objectives, activities, and performance indicators
- Publish Community Health Improvement Plan (CHIP)

**February - April 2023**
- Community rollout of workplans
- Continued work on goals & objectives

**Sustain**
May - October 2023
- First update of CHIP progress available
- Solicit feedback on progress and direction
- Continued work on goals & objectives

**Community partners and organizations meet to develop objectives and action plans**
ESTABLISH: CHA & CHIP STEERING COMMITTEE

Land Use & Community Development
- Southeastern Wisconsin Regional Planning Commission (SEWRPC)
- Walworth County Land Use & Resource Management

Education
- Whitewater Unified School District
- UW Extension

Healthcare
- Mercyhealth
- Advocate Aurora
- Fort HealthCare
- Open Arms Free Clinic

Non-profit Organizations
- Community Action
- Treehouse Child & Family Advocacy Center

Economic Development
- Walworth County Economic Development Alliance (WCEDA)

Health & Human Services
- County Board Supervisor
- Leadership
- Aging and Disability Resource Center
- Veteran's Services
- Behavioral Health
- Children & Families

Commitments:
- Represent
- Lead
- Encourage
- Commit
- Inspire
ESTABLISH: SDoH & PARTNERSHIPS

The Social Determinants of Health (SDoH) are the conditions in the environments where people are born, live, learn, work, play, worship and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks.


Provided an example of how different sectors can address health outcomes, like overweight/obesity

‘Can you think of other examples of how your sector addresses health outcomes?’

Using Healthy People 2030 SDoH framework stickers to represent their sector

‘Which category do you feel your work primarily falls in?’
Walworth County Community Health Assessment

2022

Walworth County Division of Public Health
February 2, 2022

https://arcg.is/1reHuT
2022-2025 CHIP MISSION, VISION AND FOUNDATIONS OF HEALTH

**Vision:** Improved health for all through connected communities where we live, learn, work, and play

**Mission:** Create a united vision for Walworth County that centers on building a culture of health.

**Foundations of Health:** These foundational elements will be addressed through the strategic priorities. As such, the goals, objectives, and outcomes in the plan incorporate these foundations:

- Equity
- Social Connectedness
- Built Environment
- Economic Stability
## 2022-2025 CHIP
### STRATEGIC PRIORITIES, GOALS, & OBJECTIVES

<table>
<thead>
<tr>
<th>Strategic Priority #1: Build community and civic connection</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Goal 1.1:</strong> Provide care in models that meet people where they are and in ways they need</td>
</tr>
<tr>
<td><strong>Goal Leads:</strong> Open Arms Free Clinic and Lake Geneva Public Library</td>
</tr>
<tr>
<td><strong>Objectives:</strong></td>
</tr>
<tr>
<td>- Implement locations for receiving telehealth at libraries or other community space</td>
</tr>
<tr>
<td>- Maximize the use of the Mobile Health Hub for delivery of health care and social services</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Strategic Priority #2: Improve access to care by centering on lived experience</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Goal 2.1:</strong> Create supports for navigating systems</td>
</tr>
<tr>
<td><strong>Goal Leads:</strong> Open Arms Free Clinic and New Day Women’s Clinic</td>
</tr>
<tr>
<td><strong>Objectives:</strong></td>
</tr>
<tr>
<td>- Implement a community navigator resource hub</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Strategic Priority #3: Unite policy and planning with health for all</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Goal 3.1:</strong> Expand understanding of identified health issues so that communities will invest in solutions</td>
</tr>
<tr>
<td><strong>Goal Leads:</strong> Walworth County Dept. of Health &amp; Human Services</td>
</tr>
<tr>
<td><strong>Objectives:</strong></td>
</tr>
<tr>
<td>- Reduce stigma associated with seeking help for mental health and substance use needs</td>
</tr>
<tr>
<td>- Improve awareness of the benefits of early/preventative care</td>
</tr>
<tr>
<td>- Develop a unified voice about the importance of housing as a health factor</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Goal 1.2: Center on community voice – not about us without us</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Goal Leads:</strong> Planned Parenthood and community leaders</td>
</tr>
<tr>
<td><strong>Objectives:</strong></td>
</tr>
<tr>
<td>- Build capacity to authentically engage with the Hispanic community</td>
</tr>
<tr>
<td>- Authentically engage with youth in Walworth County</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Goal 1.3: Organize, develop, &amp; promote community spaces for gathering &amp; connection</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Goal Leads:</strong> Walworth County Dept. of Health &amp; Human Services and EASD Community Resilience Outreach</td>
</tr>
<tr>
<td><strong>Objectives:</strong></td>
</tr>
<tr>
<td>- Increase intergenerational gatherings and connections</td>
</tr>
<tr>
<td>- Expand active transportation network within Walworth County</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Goal 2.2: Build trust by providing culturally reflective services</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Goal Leads:</strong> MercyHealth &amp; Walworth County Public Health</td>
</tr>
<tr>
<td><strong>Objectives:</strong></td>
</tr>
<tr>
<td>- Improve organizational health literacy status</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Goal 3.2: Strengthen coordination &amp; implementation of plans for healthy community development</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Goal Leads:</strong> Walworth County Economic Development Alliance and Walworth County Public Health</td>
</tr>
<tr>
<td><strong>Objectives:</strong></td>
</tr>
<tr>
<td>- Align community plans &amp; visions</td>
</tr>
<tr>
<td>- Increase attainable housing</td>
</tr>
</tbody>
</table>
**SUSTAIN**

- Quarterly combined steering committee and goal lead meetings
- Individual goal meetings as needed
- Consistent communication with Walworth County Public Health
- Quarterly reporting from each goal group that is incorporated into our forward facing, interactive website
**GOAL 3.2: STRENGTHEN COORDINATION & IMPLEMENTATION OF PLANS FOR HEALTHY COMMUNITY DEVELOPMENT**

### Partners:
- Economic development
- County board
- Regional planning commission
- Land Use & Resource Management
- Housing Authority
- Public Health
- Housing developers
- Municipalities
- Faith community
- Nonprofits

### Research
- Partners researched what has worked well in other communities and brainstormed opportunities and interventions for Walworth County.

### Data
- Southeastern Wisconsin Regional Planning Commission (SEWRPC) collected and analyzed data related to housing in Walworth County to create a housing summary booklet.

### Partnerships & Elected Officials
- Over 20 organizations and businesses have come to the table to discuss potential interventions that will positively impact attainable housing in Walworth County.
GOAL 3.2: STRENGTHEN COORDINATION & IMPLEMENTATION OF PLANS FOR HEALTHY COMMUNITY DEVELOPMENT

Why does housing affect health?
How much housing do we need?
What kind of housing do we need?
What kind of housing do we have?
What are the housing needs of businesses?
What can communities do?

Sections:
LESSONS LEARNED ON MULTISECTOR PARTNERSHIPS

- Communicate the value of the partnership
- Use frameworks that can guide conversation
- Align with already existing work
- Develop authentic relationships
- Utilize data
- Get creative
Thank you!

Mallory Swenson:  
mswenson@co.walworth.wi.us

Aaron Winden:  
amwinden@co.walworth.wi.us

For up-to-date information, visit:  
www.co.walworth.wi.us/CHA-CHIP
Stay Connected With Healthy People & NACCHO

• Visit the Healthy People 2030 website at https://health.gov/healthypeople

• Follow the Healthy People 2030 initiative using the Twitter handle @healthgov and #HP2030

• Visit the National Association of County and City Health Officials’ Website at https://www.naccho.org/
Thank you!