

Washington County Creating Healthy Communities Coalition

Strategic Work Plan

(Updated 11/15/21)



The Strategic Team* respectfully presents the following work plan to guide 2022 CHC coalition efforts. This work plan can guide members in achieving three key goals intended to strengthen the effectiveness of the coalition:

Goal #1: Facilitate a stronger connection among coalition members to better leverage resources.

Goal #2: Facilitate a stronger connection between the coalition and the community.

Goal #3: Improve community member access to health resources by reducing barriers.

This is not intended to be a rigid plan; rather, this plan was created to serve as a tool or guide for gaining momentum toward accomplishing our shared goals. If the ideas and guidance provided here could be better accomplished by another means, that flexibility is assumed and encouraged.

Strategy: Coalition Development					
Goal #1: Facilitate a stronger connection among coalition members to better leverage resources.					
Target Outcome: Coalition members will report an increase in ease of collaboration and access to resources since implementation of working groups as evidenced on an end of year survey.					
Process Objectives	Related Activities	Person/Group Responsible	Start	End	Outcomes/Evaluation
1. Develop working groups within coalition	A. Determine focus of each working group (Note: Strategic Team identified four working groups based on member feedback - Healthy Eating, Active Living, Health Equity, & Communication - 10/14/21) B. Determine meeting/communication format of working groups C. Create email groups by interest among coalition members	Strategic Team in collaboration with members	10/14/21	2/18/22	<ul style="list-style-type: none"> ● List of clearly defined working groups including: <ul style="list-style-type: none"> ○ Focus ○ Facilitator ○ Members ● Guiding document provided to facilitators and members of working groups to help organize efforts and get working groups started ● Email groups established by each working group ● Member perceptions of ease of collaboration and access to resources measured using end of year survey

<p>2. Use quarterly meeting agenda time to build coalition working groups and hear ideas and needs from them</p>	<p>A. Draft quarterly meeting agendas for upcoming year that create time for coalition working groups to share progress and needs with broader coalition</p>	<p>Program Director</p>	<p>1/22</p>	<p>12/22</p>	<ul style="list-style-type: none"> • 2022 quarterly coalition meeting agendas will allocate a portion of the meeting time to hear working group updates/needs
<p>3. Have coalition members, as reps of their organizations, envision how the coalition can help expand the impact of their programs into the wider community through their own strategic planning</p>	<p>A. Have Communication Working Group lead messaging to coalition members encouraging them to consider how the coalition can expand their impact and be included in their own strategic planning B. All Working Groups will be charged with considering how their organizations' strategic plans can be crafted to include the support of the coalition</p>	<p>Communication Working Group leads messaging</p>	<p>3/22</p>	<p>7/22</p>	<ul style="list-style-type: none"> • Communication Working Group messaging and guidance for coalition members to help them envision how the coalition can help expand the impact of their programs through their own strategic planning

*Below are ideas offered by coalition members throughout 2021 coalition meeting discussions and feedback forms related to the strategy of coalition development. These ideas may be useful to working groups as they work to achieve 2022 coalition development goals. The working group whose purpose is most likely aligned with the idea is suggested in parentheses.

Related Ideas:

- Create spreadsheet of coalition member services, programs, supports, and barriers that can be referenced to determine co-collaborators (*Communication*)
- Make clear appropriateness of actions within coalition to new and existing members - for example, that they can reach out directly to others, ask for support for their own agencies/initiatives, etc. (*Communication*)
- Create a place within CHC meetings to pitch ideas and receive feedback in addition to making announcements (*Communication*)
- Create a new member welcome packet (can be virtual) (*Communication*)
- Create a place for members to share resources (e.g. articles, tools, helpful websites, events) (*Communication*)

Strategy: Community Engagement

Goal #2: Facilitate a stronger connection between the coalition and the community.

Target Outcome: Community members are invited into decision-making including identification of solutions in the planning or implementation of at least two health initiatives.

Process Objectives	Related Activities	Person/Group Responsible	Start	End	Outcomes/Evaluation
1. Grow grassroots participation in planning and implementation of health efforts	<p>A. Invite community members, especially those intended to be “helped” by our efforts, into a collaborative role earlier and more often</p> <p>B. Review Community Engagement Spectrum and mindfully design health programs and promotion efforts with high involvement from the community</p>	<p>All Working Groups</p> <p>Communication Working Group ensures all working groups have access to community engagement resource materials</p>	2/22	10/22	<ul style="list-style-type: none"> Each member will share a message from the coalition with one person they know with grassroots connections in the community to improve reach to people seeking better access to healthy food, active living, and health resources
2. Use working group(s) to determine best ways to engage community	<p>A. Research face-to-face and mediated (social media, apps, websites, podcasts, print, etc.) approaches to communicating about health with target populations</p> <p>C. Research unique strengths and challenges in our community related to health for each area of interest (e.g. healthy eating, etc.) and organize data/information</p> <p>D. Identify and employ best practice models for addressing needs</p> <p>E. Identify community stakeholders working on related health initiatives to learn from each other and plan collaborative activities to address needs</p>	<p>All Working Groups</p> <p>Communication Working Group organizes information shared</p>	2/22	5/22	<ul style="list-style-type: none"> Coordinated way to share information and resources across members is established and communicated Contact list of potential community partners/stakeholders who are working on related health initiatives is created

*Below are ideas offered by coalition members throughout 2021 coalition meeting discussions and feedback forms related to community engagement. These ideas may be useful to working groups as they work to achieve 2022 community engagement goals. The working group whose purpose is most likely aligned with the idea is suggested in parentheses.

Related Ideas:

- Coordinate information sharing across coalition members including sharing of resources, events, etc. in a consistent place
(*Communication*)
- Relationship building (*All Groups -- as relevant to efforts*)
 - Invite more public officials to coalition meetings and initiatives
 - Invite community members disproportionately affected by health barriers to coalition meetings and initiatives
 - Encourage coalition members to invite other members of their organizations or community to coalition meetings and initiatives
- Successful community engagement examples
 - Mercy Health System's SuperHero Social Hour and virtual education and social support system
 - Wethrivetogether.org
- Resources that could boost engagement
 - Ohio Extension service classes on nutrition, finances, ServeSafe trainings
 - Special needs community can provide support to others via community internships and volunteering
 - The AmeriCorps program in conjunction with the Washington County Behavioral Health Board can fund worthwhile projects
 - Consider leveraging of MMH resources for education and engagement

Strategy: Access/Equity

Goal #3: Improve community member access to health resources by reducing barriers.

Target Outcome: Improve access to safe active transit routes for all ages and abilities through implementation of the Village of Beverly active transportation plan.

Process Objectives	Related Activities	Person/Group Responsible	Start	End	Outcomes/ Evaluation
1. Improve active transportation (walk, bike, mobility devices) through more trail connections, multi-use trails, sidewalks, etc.	A. Continue work with Village of Beverly Active Transportation Implementation B. Continue work with City of Marietta - Main Street West Built Environment Implementation	Active Living in consult with Health Equity	1/22	12/22	<ul style="list-style-type: none">• Progress report on implementation of plan• Photos of progress
2. Use working group to determine how to best support public transportation efforts of other organizations	A. Identify primary needs in public transportation in Washington County by studying existing data and conducting additional research if necessary B. Identify existing projects in community related to public transportation to determine potential overlap in efforts C. Identify and strategize with transportation providers (i.e., Community Action, ODOT, TAC, HUB, churches, community partners with transportation vehicles) and other community stakeholders to brainstorm possible opportunities through collaboration	Health Equity	2/22	12/22	<ul style="list-style-type: none">• CHC members read community transportation providers' plans and participate in meetings to aid in identifying opportunities and advocate for solutions that increase health equity
3. Use working group to identify other key access barriers (e.g., literacy levels, internet access, trust, stigma) and identify	A. Review research on the specific challenges to accessing health resources/healthy living within Washington County B. Talk with community members within priority populations to	Health Equity	2/22	6/22	<ul style="list-style-type: none">• Create summary with evidence of top challenges to healthy living in Washington County• Interview, invite to a meeting, or create a forum for community

key partners to collaborate on solutions	better understand barriers and strategize solutions C. Identify and share recent accomplishments and best practice models for addressing needs with coalition peers and partners D. Identify community stakeholders who are working on related health initiatives to learn from each other and plan collaborative activities to address need				members most affected by top challenges to healthy living to strategize solutions
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*Below are ideas offered by coalition members throughout 2021 coalition meeting discussions and feedback forms related to access to health. These ideas may be useful to working groups as they work to achieve 2022 access goals. The working group whose purpose is most likely aligned with the idea is suggested in parentheses.

Related Ideas:

- Continue involvement with active transportation planning for Main Street West Built Environment (Marietta) (*Active Living*)
- Advance an Active Transportation Plan for Washington County (*Active Living*)
- Continue involvement with active transportation plan for the Village of Beverly (*Active Living*)
- Attend strategic planning meetings of organizations involved in public transportation efforts (*Health Equity*)
- Research needs of groups with disabilities to design a user friendly transportation system (*Health Equity*)
- Talk with community members (e.g. seniors, homeless, intellectual disabilities, physical disabilities, special medical needs, substance abuse, etc.) and their providers about transportation needs, challenges, and opportunities (*Health Equity*)
- Reach out to neonatal care providers, hospitals, lay midwives, etc. to understand community pregnancy, infancy, and breastfeeding needs (*Health Equity*)
- Consider need for assistance, lack of support from families, and perceived threat for safety as key barriers to accessing health resources (*Health Equity*)
- Analyze the effects of climate change on social and environmental determinants of health (*Health Equity*)
- Focus on long term policy and environmental changes that support long-term sustainable improvements to health (*All Groups*)

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