

Focus Question

What must we do in the next 3-4 years to increase health equity in Early County?

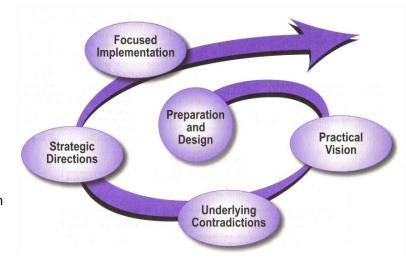
Community Health Improvement Plan 2018 – 2022 Strategic Action Plan

Healthcare Georgia Foundation — The Two Georgias Initiative
Prepared by Horizons Community Solutions
In cooperation with
Early County Family Connection
April 10, 2018

Early Cares – A Partnership for Better Living Strategic Action Plan

From August 2018 through February 2018, members of the Early Cares partnership (formerly the Early County Partnership for Health) collaborated on a strategic planning process, with an emphasis on health equity. Prior to engaging in the planning process, the group reviewed available public health data and collected data on the community's assets, culture, and history as they related to the social determinants of health, as well as policies, systems and environments that promote or impede health behaviors. Data was collected from key informants, including adults and youths; business, faith, healthcare, schools and human service agency representations; and elected officials. To assess the availability of facilities to promote physical activity (fitness clubs, parks, neighborhood walkability, etc.), a series of observational studies also was completed. The Early Cares partners reviewed the data during a half-day workshop and used it to inform the strategic planning process. Facilitators J.K. Veluswamy, Denise Ballard, and Kimberly Scott used the Technology of Participation (ToP) facilitation method (see model below) to capture the priorities, underlying contradictions, and strategies to improve health equity in Early County, GA.

Their efforts resulted in the following Community Health Improvement Plan (CHIP). This version of the CHIP is designed for quick reference and highlights strategies, activities and timelines. A more detailed version of the CHIP, including the results of the community health assessment, is available upon request.



	Planning Participants					
Name	Organization					
Jerry Daniel	Albany State University					
Ngina Mandouma	Albany State University					
Lorie Clenney	Aspire Behavioral Health & Dev. Disabil					
Ceilia Bostwick	Blakely-Early Co. Chamber of Commerce					
Katherine Speight	Blakely Housing Authority					
Valerie Touchstone	The Big Picture					
Debbie Butler	City of Damascus					
Amanda Farley	Early County Family Connection					
DeWana Fields	Early County Family Connection					
Gwen Houston	Early County Family Connection					
Erin Lee	Early County Family Connection					
Angie Wilson	Early County Family Connection					
Travis Wimbush	Early County Ministerial Alliance					
Billy Fleming	Early County News					
Deb Collier	Early County School System					
Tammy Story	Early County School System					
Teresa Bishop	Early County Head Start					
Julia Houston	Pataula Center for Children					
Peggy Jaye	Georgia-Pacific					
Diane Fletcher	Horizons Community Solutions					
Denise Ballard	Horizons Community Solutions					
Kimberly Scott	Horizons Community Solutions					
Susan McIntyre	Babies Can't Wait					
Cindy Hiatt	LifeBrite Community Hospital					
Sondra Alexander	Mt. Zion Church					
Brooks Carter	Primary Care of Southwest Georgia					
Jennifer Lewis	Primary Care of Southwest Georgia					
Chakhara Smith	Primary Care of Southwest Georgia					
Jacqueline Jenkins	Southwest GA Public Health District					
Kimberly Brooks	Southwest GA Regional Commission					
Tonya Pessitts	Southwest GA Regional Commission					
Andy Semones	Southern Regional Technical College					
Dee Dee Widener	Visiting Nurse Association					
Ann Centner	UGA Cooperative Extension Service					
Sherlie Taylor	Community representative					



Our Values:

Equity, Reciprocity, Discipline, Leadership, Accountability, Stewardship, Innovation, Inclusiveness, Unity, and Service

Strategic Action Plan

What must we do in the next 3-4 years to improve health equity in Early County

Practical Vision

What we want to see in place in the next 3-4 years...

- I. Engaged, Effective and Accountable Leaders
- II. Increased Awareness and Utilization of Affordable Healthcare and Health Education Resources
- III. Expanded Youth Initiatives
- IV. Increased Access to Safe, Affordable Housing

Underlying Contradictions

What currently blocks the realization of our practical vision...

- A. Ineffective communication impedes residents' ability to take advantage of available resources
- B. Leaders are often disengaged from communities' needs and interests
- C. Resources and services are inaccessible to those most in need
- D. Cultural Traditions, Beliefs & Practices are Resistant to Change
- E. Poverty Stands in the Way of Progress
- F. Many Youths are Unable to Reach their Full Potential
- G. Safety/Crime an issue but may be hidden (child/elder/domestic abuse)

Strategic Directions

What deals with underlying contradictions and moves us towards our vision...

Using a collective impact approach, we will...

- Optimize and Expand Resources
- 2 Identify, Develop and Support Effective, Accountable Leaders
- Increase Community
 Capacity to Achieve
 Health Equity and Improve
 Quality of Life for All

			, , ,
	Early Cares Initiative: Chair, Gwen Hous	ton; Co-Chair, Travis Wimbush	
I. Engage Effective and Accountable Leaders Leadership Committee TBD, Chair	II. Increase Awareness and Utilization of Affordable Healthcare and Health Education Resources Healthcare Committee Jennifer Lewis, Chair	III. Expand Youth Initiatives Youth Committee DeWana Fields, Chair	IV. Increase Access to Safe, Affordable Housing Housing/Homelessness Committee Gwen Houston, Chair
 A community viewing of the acclaimed documentary, Unnatural Causes: In Sickness and in Wealth, followed by panel discussion Offer a health equity workshop to partners and other key stakeholders, facilitated by Partnership for Southern Equity Through training and experiential practice, increase knowledge and skill among partners regarding advocacy and community organizing Through small group and individual education, increase worksites' ability to implement evidence-based policies, systems and environmental change Increase capacity among partners for program sustainability by routinely sharing information on grant opportunities Offer a leadership training course to Community Liaisons, with emphasis on communication, group facilitation, and conflict resolution Conduct dating violence prevention refresher training for youth advocates 	 Survey community organizations and update existing community resource guide Develop and pre-test key messages with low-income residents at increased risk for diabetes, hypertension and/or cancer Create a social marketing/ targeted media campaign focusing on audiences at increased risk for chronic disease Implement marketing campaign to recruit program participants using a variety of trusted channels Provide navigation assistance to facilitate cancer screening among at least 200 primary care patients. Enroll at least 10 primary care patients annually in the Centers for Disease Control and Prevention's Prevent T2 diabetes prevention program 	 Offer youth enrichment opportunities including college tours and cultural diversity camp Increase access to youth development offerings by providing transportation assistance to youths in need Survey local businesses on skills needed to fill part-time and summer jobs and partner with employers to match youths with available positions Offer youth training on resume writing, interviewing and work ethic Connect mentors with employees to ensure success 	 Assist homeless residents and those at risk by providing navigation assistance and enrollment in the Neighbor to Neighbor Program to help participants move toward self-sufficiency Assemble a broad-based housing team and prepare members to apply to the Georgia Initiative for Community Housing program Housing Team applies to GICH Program for training and technical assistance Housing Team develops a comprehensive housing plan with technical support of the GICH program Implement housing plan by seeking funding from GA Dept. of Community Affairs and other organizations

Ineffective Communication Impedes Residents from Taking Advantage of Available Resources	Leaders are Often Disengaged from Communities' Needs and Interests	Resources and Services are Inaccessible to Those Most in Need	Cultural Traditions, Beliefs & Practices Resistant to Change	Poverty Stands in the Way of Progress	Many Youths are Unable to Reach their Full Potential	Safety/Crime an Issue but May be Hidden
 Limited, lack of, ineffective communication Communication strategies not targeted Disconnect between leaders (e.g. elected officials) and the people Communication strategies don't produce buy-in from target audience High cancer rates need more attention 	 Lack of buy-in for services/programs that serve all residents Community members not engaged in political process Politics don't favor the poor Racial divisions get in the way of progress 	Those without transportation lack access Those with low-literacy skills may not take full advantage of existing services Many lack health insurance and can't afford services Information about services don't always reach segments of community that might benefit most Target audience may not see value in what's being offered	 Like old ways-don't want to change Easier to do nothing different Biases (related to race, gender, other "isms") Apathy 	Inequality of opportunities Racial disparities Low-income residents often overwhelmed by needs of daily living-live in "survival" mode Suffers discrimination due to racism and/or classism	 Limited recreational facilities Few After School Programs No after-school or summer jobs Too few youth enrichment opportunities High teen pregnancy Many families have no transportation when opportunities are available 	 Violent crime stats suggest "hidden" crime (domestic and/or child abuse?) Built environment not safe (too few sidewalks) Alcohol abuse

What innovative, pra		tegic Directions: he underlying contradictions and move	e us toward our vision?
Create and implement a targeted marketing campaign to increase awareness of existing resources Create a social marketing/ targeted media campaign focusing on audiences at increased risk for chronic disease Implement marketing campaign to recruit program participants using a variety of trusted channels that reach priority audiences	Offer navigation and lifestyle coaching • Survey community organizations and update existing community resource guide. • Provide navigation assistance to homeless and those at risk to increase access to resources • Provide navigation assistance to promote cancer screening and early detection • Provide lifestyle coaching to prevent Type 2 diabetes and obesity	Collaborate to Increase funding Offer grant writing workshops Routinely disseminate information on upcoming grant opportunities that encourage collaboration Assemble Housing Team and work with GICH to develop and implement housing plan Expand access to youth development opportunities Increase youth enrichment opportunities including college/technical collage tours and cultural diversity training Provide transportation to youths in need Partner with local business to offer part-time jobs and job training	I. Optimize and Expand Resources
Build leadership capacity through edu advocacy and community organizing the use of data to educate governmen communication and group facilitation advocate for priorities at city council/o how to make the "business case" for h	t officials county commission meetings	Identify and support champions Identify champion(s) among elected officials Support new leaders that share Early Cares' agenda (including those from priority populations) Share data (via dashboard)	II. Identify, Develop and Support Effective, Accountable Leaders
Engage Priority Populations Regularly meet with community liaiso Invite liaisons to participate in all capa Invite liaisons to co-present on prioriti Encourage liaisons to serve as media s Convene Community Advisory Cou	city-building workshops es to city/county governments pokespersons	Offer training/educational opportunities that increase understanding of issues related to health equity • Health equity workshops • Screening of Unnatural Cause Introduction to cultural humility	III. Increase Community Capacity to Achieve Health Equity and Improve Quality of Life for All

Overershing		Quarter 1			Quarter 2			Quarter 3			Quarter 4		
Overarching Strategy Year 1 Accomplishments	July 2018	Aug.	Sep.	Oct.	Nov.	Dec.	Jan. 2019	Feb.	Mar	Apr	May	June	
I. Optimize and	Targeted Marketing & Resource Referrals: - Survey community and update												
Expand	resource guide - Develop and pre-test messages												
Resources	Davidana ant and insulances												
	screening and diabetes prevention programs												
	Youth Initiatives: - Offer college/technical school tours to youths												
	- Administer survey of local businesses-identify youth employment opportunities												
	- Conduct youth employment workshops & offer job leads - Cultural diversity camp												
	Housing: Assemble Housing Team												
	Prepare & submit GICH application												
	Offer Neighbor to Neighbor												
	Program Navigation Assistance/Coaching:												
	- Provide navigation/cancer												+-
	screening assistance to uninsured - Conduct diabetes prevention												\perp
classses													
	Funding/Sustainability: Disseminate information on grant												
opportunities													

Timeline for Implementation Year 1 Quarter 1 Quarter 2 Quarter 3 Quarter 4													
Overarching Strategy	Year 1 Accomplishments	July 2018	Aug.	Sep.	Oct.	Nov.	Dec.	Jan. 2019	Feb.	Mar	Apr	May	June
II. Identify, Develop and Support Effective, Accountable Leaders	- Advocacy/Community organizing, facilitated by 9to5												

		,	ne for I		entati	ion Ye	ar 1						
			Quarter 1			Quarter			Quarter 3			Quarter 4	1
Overarching Strategy	Year 1 Accomplishments	July 2018	Aug.	Sep.	Oct.	Nov.	Dec.	Jan. 2019	Feb.	Mar	Apr	May	June
III. Increase Community Capacity to Achieve Health Equity and Improve Quality of Life for All	Health Equity Training: - Host viewing if documentary, Unnatural Causes: In Sickness and in Wealth, with panel discussion. - Health equity workshop facilitated by Partnership for Southern Equity Engage Members of Priority Populations: Committee Chairs meet with Community Liaisons Liaisons co-present on priorities to city/county governments Community Advisory Council (Liaisons) meetings convened at least semi- annually to assess progress and gain feedback	2018			•				•				
	N	 1onitor	ring, T	 rackin	g and	Evalu	ation						

I. Optimize and Expand Resources									
Activities	1 st Year Accomplishments	4-Year Success Indicators							
Targeted Marketing and Resource Referral: Community survey of resources to address health equity.	Resource Guide updated and disseminated	# of partners receiving resource guide;							
Design and implement targeted marketing campaign to promote health equity messages and programs	Targeted marketing campaign implemented and evaluated	# of individuals reached with awareness messages; # of participants reached;							
Navigation Services/Lifestyle Coaching:									
Prevent T2 diabetes prevention lifestyle change program course delivered to pre-diabetics	Pre-diabetics successfully participate in lifestyle change program.	# of participants recruited; # completing program; # of participants that achieved weight loss goals; participant demographics; # of patients screened; type							
Cancer screening & navigation program delivered to primary care patients	Uninsured primary care patients screened for breast and/or colorectal cancer.	of screening; pt. demographics; screening outcomes							
Youth Enrichment Initiatives:									
Arrange college tour and recruit youth participants	Youths participate in one two-day college tour	# of youths attending tour; % from lower-income families							
Survey employers on job skills need for youth summer/after-school employment	Resource list created of employment opportunities for youths.	# of employers offering employment to youths; # of youths that seek employment; # of youths that gain employment; % of youths from lower income families							
Partner with employers to conduct job placement Train youths to increase interview/resume writing skills	Youths secure part-time employment								
Host cultural diversity camp for youths	Youths exhibit increased knowledge and change in attitude about key cultural diversity issues/concepts	# of sessions offered; # of participants per session; change in knowledge and attitudes; participant demographics							
Housing: Assemble GA Initiative for Community Housing (GICH) team and draft technical support application	GICH application submitted to UGA by Housing Team	# of individuals on team and community sectors represented; level of participation among team members; # of applications submitted; type of technical support provided by UGA; # of funding applications submitted							
Funding/Sustainability: Disseminate information on grant opportunities Among partners	Partners collaborate on grant opportunities	# of collaborative grant applications submitted							

II. Id	entify, Develop and Support Effective, Acc	countable Leaders
Activities	1 st Year Accomplishments	4 Year Success Indicators
Advocacy & Leadership Training: - Host Advocacy/Community Organizing workshop, facilitated by 9to5 Georgia	Partnership members and other key stakeholders participate in workshop and demonstrate increased knowledge of advocacy and community organizing principles and practices.	# of participants and sectors represented; change in knowledge.
- Deliver Safe Date youth violence prevention train-the-trainer	Partnership members and other stakeholders involved with youths participate in training and deliver curriculum to youth groups	# of participants; change in knowledge and skills; # of youth trainings delivered; # of youths reached
- Host leadership training for Community Liaisons	Liaisons participate in leadership trainings, demonstrating increase in knowledge of meeting facilitation, active listening, consensus building, and meeting follow-up.	# of participants; changes in knowledge and skills.
- Host youth cultural diversity camp	Youths participate in week-long training program and demonstrated increased knowledge of and change in attitude about issues related to cultural diversity	# of participants; # of sessions attended per participant; change in knowledge; change in attitude and beliefs

III. Increase Community Capacity to Achieve Health Equity and Improve Quality of Life for All									
1st Year Accomplishments	4-Year Success Indicators								
Partnership members and other key stakeholders view documentary and demonstrate an increased understanding of health equity issues.	# of participants and sectors represented; change in knowledge, belief and attitudes								
Partnership members and other key stakeholders participate in workshop and demonstrate increased understanding of health equity issues.	Same as above								
Bi-monthly meetings	Perceived level of engagement of liaisons by committee chairs and by liaisons; # of trust established between committees and liaisons								
Liaisons participate in capacity-building workshops and exhibit increased knowledge and skills and changes in attitude/beliefs	High level of engagement in advocacy/outreach among liaisons; increase in confidence in ability to engage in advocacy activities; liaisons exhibit leadership skills and express satisfaction with level of engagement; high level of mutual trust between committees and liaisons								
At least one joint presentation involving a liaison and other partnership members in a public forum.	Great participation among liaisons in advocacy and community education activities; # of liaisons participating; # of audience reached; community sector reached.								
Two CAC meetings held, with at least one liaison co- facilitating meetings with committee chairs.	Liaisons and Committees demonstrated a high degree of satisfaction with level of engagement.								
Worksites will adopt at least one PSE change strategy.	# of organizations adopting strategies; # of strategies adopted; # of individuals influenced by adoption								
	Partnership members and other key stakeholders view documentary and demonstrate an increased understanding of health equity issues. Partnership members and other key stakeholders participate in workshop and demonstrate increased understanding of health equity issues. Bi-monthly meetings Liaisons participate in capacity-building workshops and exhibit increased knowledge and skills and changes in attitude/beliefs At least one joint presentation involving a liaison and other partnership members in a public forum. Two CAC meetings held, with at least one liaison cofacilitating meetings with committee chairs.								