What is our Road Map for Maximizing Impact?
Maximizing Impact

• Pursue jurisdiction-wide policy and environmental changes that:
  – impact many people, frequently, in a comprehensive way

• Work together and build capacity

• Use focused strategies
  – Evidence-based
  or
  – Innovative
What is our Road Map for Advancing Health Equity?
Common Public Health Approach

Either

Reduce health disparities

Or

Achieve jurisdiction-wide health impact
Twin Approach to Health Equity

*Both* + *And*

Population-wide interventions + Targeted interventions
Next Steps

• Attend Action Institute Nov. 29 – Dec 1
• Hire staff by February 1
• Develop leadership team, coalition and working committees
• RFPs for community engagement mini-grants and media outreach
• Community health assessment and policy scan
• Community transformation implementation plan
Leadership Team

- Policy influence
- Multi-sector representation
- Subgroup representation
- Commitment and vision
Who to Recruit?
What is the Right Mix?

Vision

- Transport
- Developer
- Neigh-bor-hoods
- Planning
- Elected
- Parks
- Media
- Business
- Agriculture
- Health
- Nonprofit
- Schools
- Faith

- Trails
- Rec.
- Bike/Ped Advocate
- Churches
- Banks
- Chamber
- Service Orgs.
- Hospitals
- Insurer
- Foundation
- PTOs
- Academia
- AHA
- ACS
**Community Health Assessment**

- Utilize existing data
- Fill in gaps for subgroups
- Will drive the selection of the top priorities for implementation
Focus, Focus, Focus
Multi-Sector Approach

- Transformation cannot be achieved by health sector alone
- Cannot be achieved by government alone
- Needs engagement of multiple sectors
- Broad multi-sector leadership teams
- Specific members reflect local needs and opportunities
Community Defines local “How”

- Solid practice base on formation of Leadership Teams and Coalitions
  - Community-specific circumstances
  - Who are best people to bring to the table
  - Which champions can make a difference

- Community engagement approaches will be locally driven
Locally tailor CTG Road Map:

- Use evidence base to select and implement impactful strategies that meet local needs
- Apply Health Equity Lens to identify and implement your own local and state opportunities to reduce disparities
- Stay focused
Working Together Across CTG—will advance your local objectives
Five-year Award Timeline

- Year 1 – capacity building year ($499,229)
- Year 2 – capacity building year (Request $499,229) (early in year 2 apply for implementation)
- Year 3 – implementation year (Request $1.4 million)
- Year 4 – implementation year (Request $1.4 million)
- Year 5 – implementation year (Request $1.4 million)
Request for proposals for community engagement mini-grants and media outreach
Call for volunteers for various workgroups
A Report from Atlanta

Kimberly Bankston-Lee
Project Director
The SOL Project
Questions and Answers
Time for a Break!
Coalition Engagement Activity

Abraham Daniels
Program Officer
Sierra Health Foundation

Melissa Guajardo
Program Director
Soil Born Farms Urban Agriculture Project
Coalition Engagement Activity

- Why is the Healthy Sacramento Coalition important for Sacramento County? *(green index card)*
Coalition Engagement Activity

- If we achieve perfection in the planning phase, what would it look like?
  (yellow index card)
Coalition Engagement Activity

- What are the appropriate behaviors and beliefs to guide the Healthy Sacramento Coalition? *(blue index card)*
Coalition Shared Values

- Community input and engagement
- CBO collaboration
- Transparency
- Personal connection
- Generative thinking (asset-based)
- Data-driven action
- Can-do spirit, empowerment, inspired
- Faith-based community inclusion
- Shared decision-making
- Think big while staying focused
Coalition Shared Values

- Communications
- Building political will
- Leveraging community resources, experts
- Recognizing and celebrating successes
- Integrity
- Appreciation
- Health equity
- Shared ownership
- Shared accountability
- Teamwork in action
Coalition Survey

Alan Lange
Vice President
Community Link
• How should information and updates be communicated to coalition members and other stakeholders?

• In what ways would you be most comfortable contributing your ideas to the coalition and its work?

• What skills/knowledge/expertise can you contribute to the coalition and its work?

• How would you like to be involved in the coalition/what coalition activities are you interested in?

• What are your organization’s core strengths that can contribute to the coalition and its work?

• Please share any suggestions or comments.

• Contact information
Reflections

• What went well today?
• What did you learn?
• What could have been better?
Thank you!