Community Transformation Plan (CTP) Summary
Approved March 30, 2012

PROJECT PERIOD OBJECTIVE: To develop a Community Transformation Implementation Plan that provides strategies for reducing chronic diseases jurisdiction wide and among targeted populations currently experiencing health disparities in Sacramento County. Special efforts will be undertaken to engage populations experiencing health disparities in the leadership team, coalition, the data collection and policy scan of the community health assessment and the strategy development of the implementation plan.

YEAR 1 TIMEFRAME: September 30, 2011 through September 29, 2012

ANNUAL OBJECTIVE #1: Develop a Leadership Team that represents diverse stakeholders of the county and who can leverage political and other resources necessary to advance policy and systems change in Sacramento County.

Milestones/Activities
1. Identify community champions, decision-makers, multi-disciplinary leaders, and strategic partners with representation from population subgroups experiencing health disparities
2. Develop written roles and expectations of leadership team
3. Create a targeted recruitment plan (e.g., transportation, planning, education, health care delivery)
4. Decide on final Leadership Team members
5. Host first full leadership team orientation meeting; establish governance structure
6. Train leadership team about the health benefits of policy and environmental changes
7. Develop and implement Leadership Team evaluation plan for midcourse review
8. Conduct assessment of Leadership Team communication needs, issues and ideas (survey, interviews)
9. Develop and implement a Leadership Team communication plan including media opportunities
10. Engage Leadership Team in the review of the community needs assessment, policy scan and data analysis
ANNUAL OBJECTIVE #2: Develop and implement a county wide coalition with diverse representation of key stakeholders who achieve policy and systems changes to reduce chronic diseases in Sacramento County. Special efforts will be made to engage diverse communities and especially populations experiencing health disparities in the coalition.

Milestones/Activities
1. Explore options to strengthen and/or combine existing health-related coalitions to build capacity for CTG strategic directions (i.e., tobacco-free living, active living/healthy eating, clinical preventive services to control high blood pressure and high cholesterol)
2. Identify community champions, decision-makers, multi-disciplinary leaders, and strategic partners with representation from population subgroups experiencing health disparities
3. Develop written roles and expectations of coalition members; Establish coalition principles to guide coalition development and operation
4. Create recruitment plan to target multiple sectors (e.g., transportation, planning, education, health care delivery)
5. Establish coalition workgroups on Community Health Assessment, policy, communications, evaluation, Community Transformation Implementation Plan development
6. Provide coalition training on policy, systems and environmental change strategies and communications and spokesperson training
7. Establish and implement regular coalition meetings
8. Conduct assessment of CTG coalition communication needs, issues and ideas (survey, interviews)
9. Develop and implement a CTG coalition communication plan
10. Engage CTG coalition in review of community needs assessment, policy scan and data analysis
**ANNUAL OBJECTIVE #3:** Design and conduct a community health assessment, including a policy scan, which is jurisdiction wide and focuses on populations experiencing health disparities. Ensure these populations are engaged in the data collection and the analysis of the findings. This data will be utilized to guide the development of the CTG implementation plan.

**Milestones/Activities**
1. Engage and coordinate with the Leadership Team and coalition to develop a plan to complete the community health assessment;
2. Describe methods and approaches for conducting an area-wide community health assessment with inclusion of population subgroups experiencing health disparities;
3. Align and vet community health assessment with Centers for Disease Control staff;
4. Health Assessment: Review rates of chronic disease risk factors using data from surveillance systems (e.g., BRFSS, YRBSS, NHIS, US Census) and other existing data sets (e.g., hospital discharge data); Identify gaps and needs;
5. Policy Scan: Conduct policy scan around the CTG focus areas as part of Community Health Assessment;
6. Policy Scan: Identify the needs and opportunities, feasibility, and potential impact of policy, systems, or environmental changes within general and subgroup populations. Utilize the completion of the policy scan as a media opportunity to tell our story;
7. Community Assessment: Measure community resources and readiness;
8. Review data, determine priorities and set direction for CTG implementation plan;
9. Share assessment data with CDC (by uploading in CDMIS) and key stakeholders through planned communication strategies;
10. Utilize the completion of the Community Assessment Report as a media opportunity.
ANNUAL OBJECTIVE #4: Educate the general public and populations experiencing health disparities to increase their awareness of CTG planning efforts and achievements for wellness and prevention.

Milestones/Activities
1. Conduct assessment of various audiences' needs and issues (focus groups, roundtable discussions, community forums, key informant interviews, public opinion survey, etc.)
2. Establish communication network across partner groups and strategies for communicating regularly with partners, leadership team, coalition and all levels of decision makers
3. Assess partner communication outlets (listserv, website, blog, Twitter, event...)
4. Adapt and disseminate CDC-provided communication tools
5. Develop a communication plan integrating message strategies and tactics and evaluation measures for each objective, including news media/earned media, and social media and to whom, what and how often to communicate
6. Develop, acquire, and adapt messages, ads, materials linking national and local efforts
7. Tailor and disseminate messages through no-cost, low-cost, or paid outlets to various audiences and through multiple channels
8. Use milestones such as the policy scan and health assessment to “share our story” by capitalizing on media opportunities to share stories

ANNUAL OBJECTIVE #5: Develop a CTG implementation plan that is jurisdiction wide and identifies strategies to address priority chronic diseases of populations experiencing health disparities as defined in the community health assessment. Ensure these populations are engaged in the development of the strategies and the implementation of the plan.

Milestones/Activities
1. Use analyses and findings from community health assessment, policy scan, and PRISM to selection and prioritize gaps and to develop health objectives and activities;
2. Select & prioritize implementation strategies
3. Create Community Transformation Implementation Plan (CTIP) using Community Assessment & Policy Scan findings (to be submitted April 2013)

Funding for this project is provided in whole by the Centers for Disease Control and Prevention's (CDC) Community Transformation Grant, 1U58DP003522, as part of the Prevention and Public Health Fund of the Affordable Care Act. The views expressed in this project do not necessarily reflect the official policies of the CDC or imply endorsement by the U.S. Government. Learn about Community Transformation Grants at www.cdc.gov/communitytransformation.