CHNA Workshop:
Selecting Priorities & The Strategic Planning Process

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BACKGROUND

- Choosing a hospital (which hospital belongs to which health department?) → build upon prior relationships
- Coalition Building (approx. 50+ members)
- CDC Community Transformation Grant for Capacity Building

Middlesex Coalition on Community Wellness:
- Who we are:
  - COCW is comprised of members from the sectors of public health, healthcare, social services, community services and education
- Our goal:
  - to work together to conduct a Community Health Needs Assessment
  - to identify key issues that impact the health and wellbeing of the communities we serve
  - to develop collaborative programs that meet identified need
SELECTING PRIORITIES

**CDC 5 Focus Areas:**
1. Healthy Eating & Active Living
2. Tobacco-Free Living
3. Clinical Preventive Services
4. Healthy & Safe Environments
5. Social & Emotional Wellness

**CDC 5 Sectors:**
1. Healthcare
2. Worksite
3. School
4. Community at Large
5. Community Institution/Org

**How our Data was Collected:**
- CDC CHANGE Tool
- Key Informant Interviews
- Focus Groups
- PhotoVoice
- Health Equity Index
- Asset Mapping

**Types of Data:**
- Primary
- Secondary
- Quantitative
- Qualitative

**Priority Setting:**
- All-Sector Workgroup meeting – to synthesize data, look for themes and group into CDC focus areas
- Coalition Priority Setting meeting
  - Review of data
  - Focus Area specific break-out groups selected 3 strategies and ranked them based on: 
    *(tool provided by CADH)*
      - Feasibility
      - Magnitude of potential impact
      - Cost
      - Resources needed
      - Existing assets
      - Stakeholders
      - Champion person or organization

- Data to collect or track
- Short-term or long-term results
- Benchmarks to evaluate progress
- Readiness
- Settings/sectors available for implementation
- Ranking
SELECTING PRIORITIES (FACILITATED BY CADH)

Breakout Group Charge:

- Choose 2-3 key priority strategies for their topic area
- Identify if there are specific considerations related to geography, sub-groups of population, assets, or sectors
- Identify strategies that correlate with that priority
- Determine which strategies or existing programs that are most feasible for Middlesex County, based on selection criteria worksheet and ranking
- Each breakout group prepare to briefly summarize report out to larger group

Large Group, SWOT Review of Strategies:

- Is the rationale strong enough?
- What resources, partnerships, champions could be recruited to contribute
- Are there any roadblocks?
- Who would benefit?
- How best to communicate these plans?
- What benchmarks could be used to track progress?