

From Data to HOPE

Healthy Opportunities for People through Equity

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Community Health Assessment

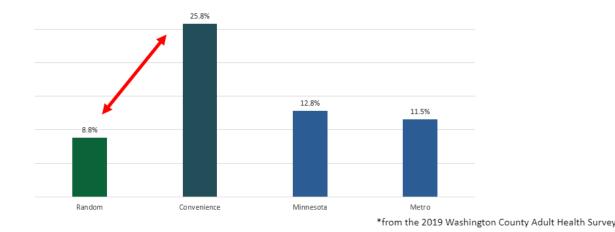
• Required by Minnesota State Statute 145A to conduct a Community Health Assessment



Low-income residents report higher rates of fair or poor health*

• Focus on health equity

Washington County consistently ranks in the top 5 via County Health Rankings
We know that not all residents have the same opportunity to be healthy





HOPE Methodology

- Assess and analyze existing data
- Engage stakeholders and community partners
- Identify communities with most disparities
- Focus in on a community
- Gather qualitative data
- Engage organizations and residents in authentic community engagement

Community Engagement Continuum

Increasing Level of Community Involvement, Impact, Trust, & Communication Flow

Outreach	Consult	Involve	Collaborate	Shared Leadership
Some Community Involvement	More Community Involvement	Better Community Involvement	Community Involvement	Strong bidirectional relationship
Communication flows from one to the other, to inform	Communication flows to the community and then back, answer	Communication flows both ways, participatory form of	Communication flow is bidirectional	Final decision making is at community level Entities have formed
Provides community with information Entities coexist	seeking Gets information or feedback from the	communication Involves more participation with	Forms partnerships with community on each aspect of project from development to	strong partnership structures Outcomes: Broader
Outcomes: Optimally, establishes communication	community Entities share information	community on issues Entities cooperate with each other	solution Entities form bidirectional	health outcomes affecting broader community. Strong bidirectional trust built
channels and outreach channels	Outcomes: Develops connections	Outcomes: Visibility of partnership established with	communication channels Outcomes: Partnership	biblirectional trust built
Washington	onco- Madified by the authors (increased cooperation	building, trust building	

Reference: Modified by the authors from the International Association for Public Participation

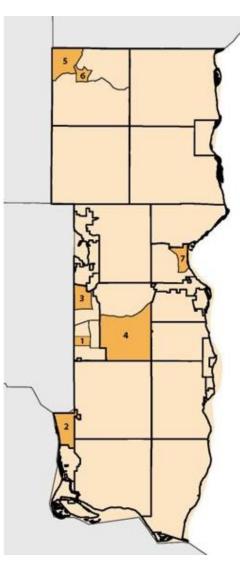


HOPE Key Aims

- 1. Who among us is sickest and poorest?
- 2. Where do they live?
- 3. Why is this happening?



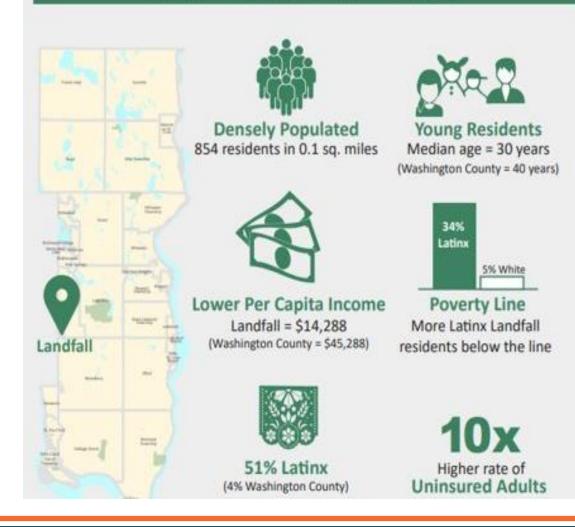
Identify HOPE Site Assess and Build Build Needed Supports Supports Supports Supports Supports





Focus on Place: Landfall

WHAT MAKES LANDFALL UNIQUE?





Data Activity Pick 2 locations that are meaningful to your work

Community Engagement

Washington County resources

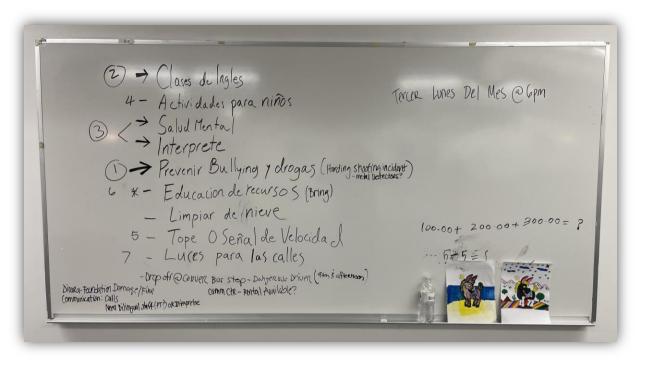
- Family Home Visiting
- Washington County Parks
- Workforce Development

External partners

- 3M
- 622 School district
- Community colleges
- JROC
- YMCA



Landfall Leaders



- Regular meetings with committed local leaders
- Co-creating solutions alongside community
- Top issues identified by community
 - Bullying prevention among youth
 - Mental Health concerns (suicide prevention)
 - English language classes



Communication

- Consider your audience
 - Community members WhatsApp, phone calls, group & individual meetings
 - Partners
- Incentives
 - Food
 - Compensation
 - Responding to direct asks





What is the outcome of this work?

Transformative:

- Capacity building
- Empowerment
- Civic Engagement





Looking ahead

- Our goal is to design a dynamic and integrated Community Health Assessment and Community Health Improvement Plan that
 - Engages stakeholders countywide
 - Recognizes and integrates equity focused, placed-based assessment and action planning
- Every HOPE community is unique, with different assets, resources and partners



Thank you!

