

**Capital Area Health Alliance**  
**Creating a Culture of Healthy Lifestyles 2014**  
**Community Leaders Breakfast**  
**September 25, 2013**

**Discussion Summary: Strategic Issues 2014 – Collective Impact**

Participants were introduced to the essential conditions for creating *Collective Impact* to address large-scale social change. Using this framework, the table groups discussed and generated ideas in response to the following questions:

- ▶ **Furthering a common agenda and outcomes.** What outcomes should matter the most this next year?
- ▶ **Establishing shared measurements/indicators of success.** How might we collectively measure and track progress/success?
- ▶ **Creating mutually-reinforcing activities.** What activities are most abundant now? What could there be more of? Do differently?
- ▶ **Strengthening the role of CAHA as a backbone organization.** What support will be most beneficial?
- ▶ **Supporting integrated and long-term thinking/planning; building and deepening trust.** What conversation and dialogues should we be convening? Topics? Issues?
- ▶ **Furthering engagement by the community.** How can we involve and collaborate differently and directly with community members?

Feedback from the table groups indicates a clear interest in *working towards a common agenda* for *Choosing Health!* during the upcoming year. Their feedback is summarized in the following table:

|   |  |
|---|--|
| <p><b>1. Creating a Common Agenda</b></p> | <ul style="list-style-type: none"> <li>▪ Get the whole community interested and accountable</li> <li>▪ Create a facilitated dialogue to determine our common agenda (mission, values, goals, outcomes)</li> <li>▪ Have a strategic plan for 3-4 broad areas such as nutrition, fitness, physical activity</li> <li>▪ Have collaborate (as part of projects) be part of each partners' mission</li> <li>▪ Need more ways to measure, more examples and a clearly identified partnership goal(s) with strategies to adopt across us all</li> <li>▪ Identify the common goal and work together to take the next step</li> <li>▪ Outcomes that should matter most:             <ul style="list-style-type: none"> <li>▪ Tapping into the community</li> <li>▪ Getting more community leaders involved</li> <li>▪ Informing key stakeholders (in offices)</li> <li>▪ Get "Choosing Health!" more widely known and adopted</li> </ul> </li> <li>▪ Shared goals to consider             <ul style="list-style-type: none"> <li>▪ Increase physical activity for children → focus on childhood obesity</li> <li>▪ Increased access to healthcare and treatment</li> <li>▪ Encourage preventive health check-ups besides promoting healthy lifestyles (partner with and promote existing programs)</li> </ul> </li> <li>▪ Focus on <i>integrated care</i> by involving organizations that also work with environmental health and other related areas e.g. recycling</li> <li>▪ Focus on worksite wellness in all corporations</li> <li>▪ Avoid competition or duplication</li> </ul> |
|---|--|

|   |  |
|---|--|
| <p>▶ <b>2. Establishing Shared Measures and Indicators</b><br/> (Put measurement discussion on the ongoing agenda of the Healthy Lifestyles Committee)</p>  | <ul style="list-style-type: none"> <li>▪ Focus on follow through i.e. the impact from handing out information, not just handing it out</li> <li>▪ Need to find ways to truly measure (Methods can be simple)</li> <li>▪ Establish baseline measures that are uniform across the objectives of every organization</li> <li>▪ Document the number of people who stay in programs and their experience</li> <li>▪ Measure racial health disparities</li> <li>▪ Display geographically-mapped communities on the CAHA website with respect to various health indicators e.g. prevalence of diabetes, obesity</li> <li>▪ Use geographical mapping to find the weaker areas in the community (Create link to Healthy! Capital Counties from CAHA/ Choosing Healthy Websites. Use Healthy! Capital Counties data to inform discussions)</li> <li>▪ Have more organizations recount their actual Healthy Choices made this year; serve fruit at events, fix vending machines, etc.</li> </ul>  |
| <p>▶ <b>3. Creating Mutually-Reinforcing Activities</b></p>   | <ul style="list-style-type: none"> <li>▪ Find ways to branch out into non-traditional activities e.g. desk exercise; a lot of diet and exercise programs(are available) but very traditional (Include) more than just fitness; we need emotional health to have the drive to make the change</li> <li>▪ Look at other factors that contribute to unhealthy behaviors e.g. poor mental health, smoking</li> <li>▪ Have a searchable (online and interactive) database of all partners with contact list that includes titles and organization website</li> <li>▪ Connect MIDHS services with available services at the local level</li> <li>▪ Focus on bringing together logistics (e.g. transportation) with healthy activities (e.g. transportation to/from farm markets)</li> </ul>  |
| <p>▶ <b>4. Strengthening Our “Backbone” Organization; Supporting Integrated Thinking, Planning, and Creating Trust</b><br/> (Put policy concerns on the ongoing agenda of the Healthy Lifestyles Committee)</p> | <ul style="list-style-type: none"> <li>▪ Put continuous communication “in our face” with reminders, links, news announcements, feedback opportunities</li> <li>▪ CAHA as convener/backbone ... thanks for sharing contact info</li> <li>▪ Increase involvement; be a matchmaker between partners</li> <li>▪ (Establish) state level integration with CAHA</li> <li>▪ Support for more collaboration and visibility</li> <li>▪ Long-term thinking <ul style="list-style-type: none"> <li>▪ Address the question “How come it is so hard to make healthy choices available?” e.g. look at policy concerns that limit, look at where/how we locate paths, bike racks, picnic tables, what snacks we have at work.</li> <li>▪ Go beyond the usual emphasis on eating and physical activity e.g. stress reduction, community recycling</li> </ul> </li> <li>▪ Have the 30 presenters from this meeting serve as mentors to the next agency most in need</li> </ul>  |
| <p>▶ <b>5. Furthering Community Engagement</b></p>  | <ul style="list-style-type: none"> <li>▪ Develop a common public message to reach the people with whom we are working</li> <li>▪ People are inspired by the powerful, real-life stories of families and community. Need these stories to be heard, visuals to be seen, so we really know the needs e.g. share photos of a typical low-income family eats per week (good rally material)</li> <li>▪ Encourage involvement of passionate community members (e.g. ALIVE participants) to participate on CAHA action groups</li> <li>▪ (Hold) networking events to connect community partners</li> <li>▪ Hold mini-seminars at various locations e.g. churches, neighborhood associations, PTO, service clubs, senior centers, youth organizations</li> <li>▪ Bring transportation services into the mix</li> <li>▪ Partner with the business community – they have resources to share</li> <li>▪ Do outreach about what’s important to communities</li> <li>▪ Look into mobile apps and social media to promote further efforts</li> <li>▪ Find ways to support connections with those who have abundance and those who do not</li> </ul> |