



Plan4Health Initiative

EHHD C.H.A.R.T. Coalition

Community Health Action Response Team (C.H.A.R.T.)



VISION: Building Healthy Communities

MISSION: Build a healthy community through policy, systems, and environmental change & health promotion programming; making the healthy choice the easy choice.



Quick Review

▶ WHO:

- ▶ EHHD CHART coalition in partnership with Connecticut Chapter of American Planning Association (CCAPA) and the Connecticut Public Health Association (CPHA)



Connecticut Chapter
American Planning Association



**Connecticut
Public Health
Association**

Promoting Public Health in Connecticut Since 1916



Quick Review

▶ WHAT:

- ▶ **Toolkit for local town planning and zoning commissions and other influential local governing and advisory bodies** to impact policies and the environment in ways that positively affect the health and wellbeing all town residents.
- ▶ **Engage local consumer and resident groups to promote a greater level of ownership of their local built and social environment, and of their power to advocate and influence local planning decisions.**



Quick Review

- ▶ **WHEN:**
 - ▶ 15-month project
 - ▶ February 2015-April 2016
 - ▶ National public announcement TBA
 - ▶ Release of news beyond coalition is “embargoed” until then
 - ▶ Kick-off meeting in Dallas, TX (mid-March)
 - ▶ Community Action Plan (CAP) due by March 31
 - ▶ Implementation period starting in April 2015



National Grantee Kick-off Meeting Recap

- ▶ Dallas, TX
- ▶ Monday 03/16 thru Wed 03/18
- ▶ All grantees from APA, AHA, and WIC projects
- ▶ Technical assistance level grantees (SOPHE, DHPE)
- ▶ Project officers and other representatives from CDC



Plenary Sessions

- ▶ History of CDC-funded chronic disease prevention grant programs
 - ▶ Review of national approaches through WIC, AHA, and APA projects
 - ▶ Coalition building and maintenance
 - ▶ Assessing needs
 - ▶ Keys to developing a strong community action plan (CAP)
 - ▶ Measuring our success and improving our performance (M& E)
 - ▶ Sustaining PSE change (sustainability)
 - ▶ Anti-lobbying rules overview
 - ▶ Health Equity
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Concurrent Sessions

- ▶ Grantee-specific times to meet and discuss grant requirements and expectations
 - ▶ Other topic-specific breakout sessions:
 - ▶ Coalition strategies
 - ▶ Increasing access to environments with healthy food and beverage options
 - ▶ Promoting tobacco and smoke-free environments
 - ▶ Increase opportunities for chronic disease prevention through community-clinical linkages
 - ▶ Planning for systems change
 - ▶ Communication strategies: effectively sharing your messages & stories
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Some “take-aways”

- ▶ **Technical assistance widely available**
 - ▶ Webinars
 - ▶ Newsletters
 - ▶ Online sharing community
 - ▶ Online toolkits and resources
 - ▶ Conference calls
 - ▶ Site visits



Some “take-aways” (cont’d)

- ▶ We are part of a wide network of sites and coalitions working towards one shared goal
- ▶ Supportive atmosphere of cross-sector collaboration, horizontal exchange, and vertical support.



Some “take-aways” (cont’d)

- ▶ “Twin-approach” to achieve **equitable** access to healthy environments
 - ▶ “A practitioner’s guide for advancing health equity. Community strategies for preventing chronic diseases.”



Some “take-aways” (cont’d)

- ▶ Reach
 - ▶ Frequent and intense exposure to PSE messaging and interventions
 - ▶ Estimated reach among local population
- ▶ Monitoring and Evaluation Plan
 - ▶ Built off of Community Action Plan (CAP)
 - ▶ Communications and Success Stories



Some “take-aways” (cont’d)

▶ Communications

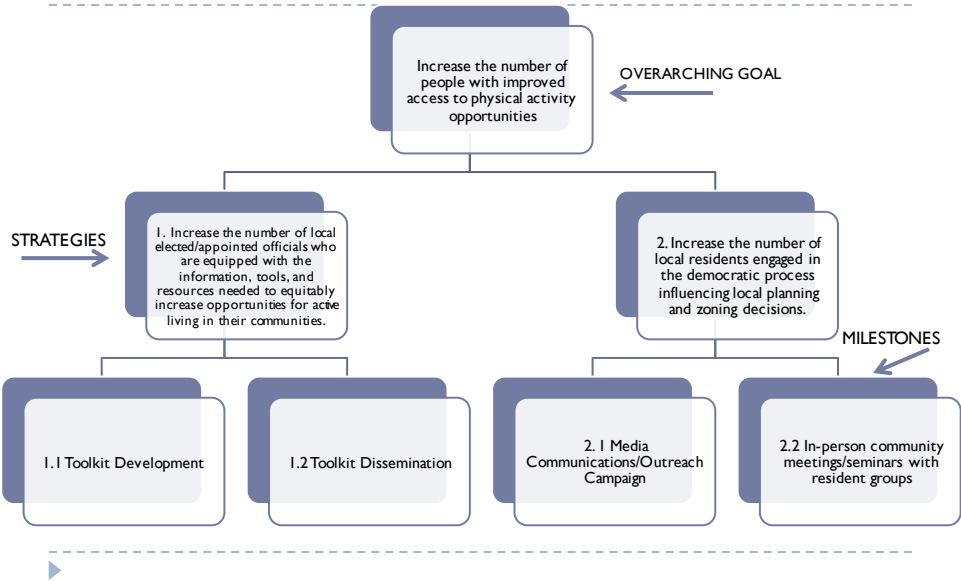
- ▶ Strategically planned comprehensive approach
- ▶ TA for branding and communications efforts
- ▶ Focused on community engagement, equity, PSE change, sustainability, and success stories



The Community Action Plan (CAP) has its own language...

- ▶ **Purpose:** to align all coalition members, grantees and national partners around a set of shared short-, medium- and long-term outcomes, to be achieved through agreed upon strategies and activities.
 - ▶ It resembles a work plan with built-in timelines and people responsible for the completion of identified activities
 - ▶ Also allows us to spend time thinking about “key questions and considerations” before diving into the implementation phase
- ▶ **Nature:** a flexible working document.
 - ▶ Can be used to monitor progress along the way and plan for necessary changes
 - ▶ EHHD CHART will be using an online tool called [Smartsheet](#) to ensure the CAP remains a dynamic document, is used as a “compass” throughout the project life, allowing us to drill down to the task-level detail needed.

CAP Levels



Considerations and key questions for CAP

▶ Handout

Next Steps

- ▶ **Submit our draft Community Action Plan (CAP)**
 - ▶ We will be incorporating your thoughts about the considerations/key questions to be discussed later in this meeting.
 - ▶ We will also share the full draft CAP with you to gather additional feedback as you see fit.
- ▶ **Engage various project committees on immediate issues (i.e. developing key informant interview questions, identifying communications priorities, etc.)**
 - ▶ Let's begin today! Three teams:
 - ▶ Planning and Zoning Advisory Committee (PZAC)
 - ▶ PR and Communications Committee (PCC)
 - ▶ Consumer Advisory Committee (CAC)



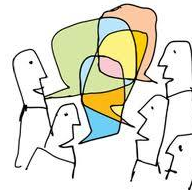
Rules of engagement

- ▶ Select a workgroup you would like to join for today's discussion
- ▶ We will collect your worksheets: please write as much as possible. Your input is invaluable!
- ▶ Debriefing with the group at large → please choose a designated reporter.



PZAC	PCAC	PCC
<p>We will be interviewing PZC members and other elected/appointed officials to help inform the development of our toolkit and outreach efforts. What topics should we include to assess current:</p> <ul style="list-style-type: none"> Knowledge Attitudes Beliefs Behaviors Motivations Needs <p>What related major and routine projects are being worked on in our ten-town district, that could be leveraged within the next 12 months?</p> <p>What's already in the works at the planning and zoning level in our towns?</p>	<p>Think about the consumer groups and residents that you represent and engage with on a regular basis. Who are they (children, seniors, parents, teens, employees, individuals with chronic diseases, clinical providers, teachers, etc.) and what are...</p> <ul style="list-style-type: none"> • Their values • Words that resonate with them? • The physical activities they enjoy on a regular basis... in the winter? In spring? In summer? In fall? • The barriers and challenges they encounter, when it comes to being active? • The enabling systems/policies and environmental features in our communities that facilitate an active lifestyle? • Who are you <u>not</u> seeing being active? 	<p>Think about a comprehensive communication strategy (website, blog, social media, elevator speech, etc.). What/who are...</p> <ul style="list-style-type: none"> • The people and organizations we are trying to communicate with <ul style="list-style-type: none"> • What are their values? What words resonate with them? • Our strengths, assets, secret weapons? • Our Style/"Brand Personality" <ul style="list-style-type: none"> • Think about if CHART were a person, what would her or his personality traits be? • Are there any particular websites that stand out as models to replicate or be inspired by? • Our goals? <ul style="list-style-type: none"> • What would we need to achieve a year after we roll out our new communications strategy? What would make you call it a success?

1. What is the most important discussion point you want to share with the group at large?



2. What is one thing your team could do at (or before) the next CHART meeting to contribute to the continued progress of this project?



THANK YOU!

Please turn in your completed worksheets.
Next meeting: April 28, 2015 in Coventry
More details to come!