

CT ACHIEVE Initiative

Coaches' Training

July 11, 2011

Hartford, CT

Granular Nature of our Work



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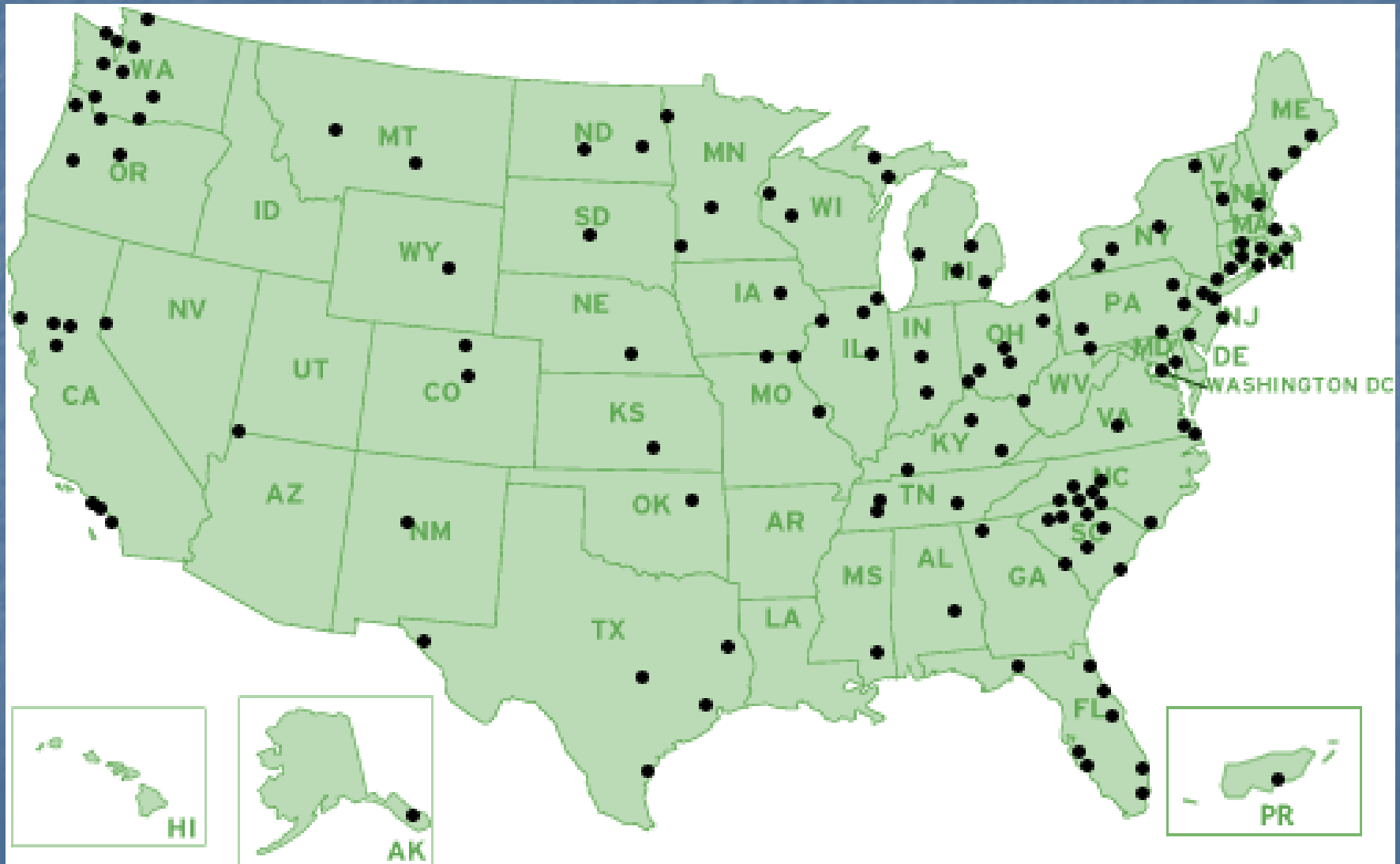
Granular Nature of our Work



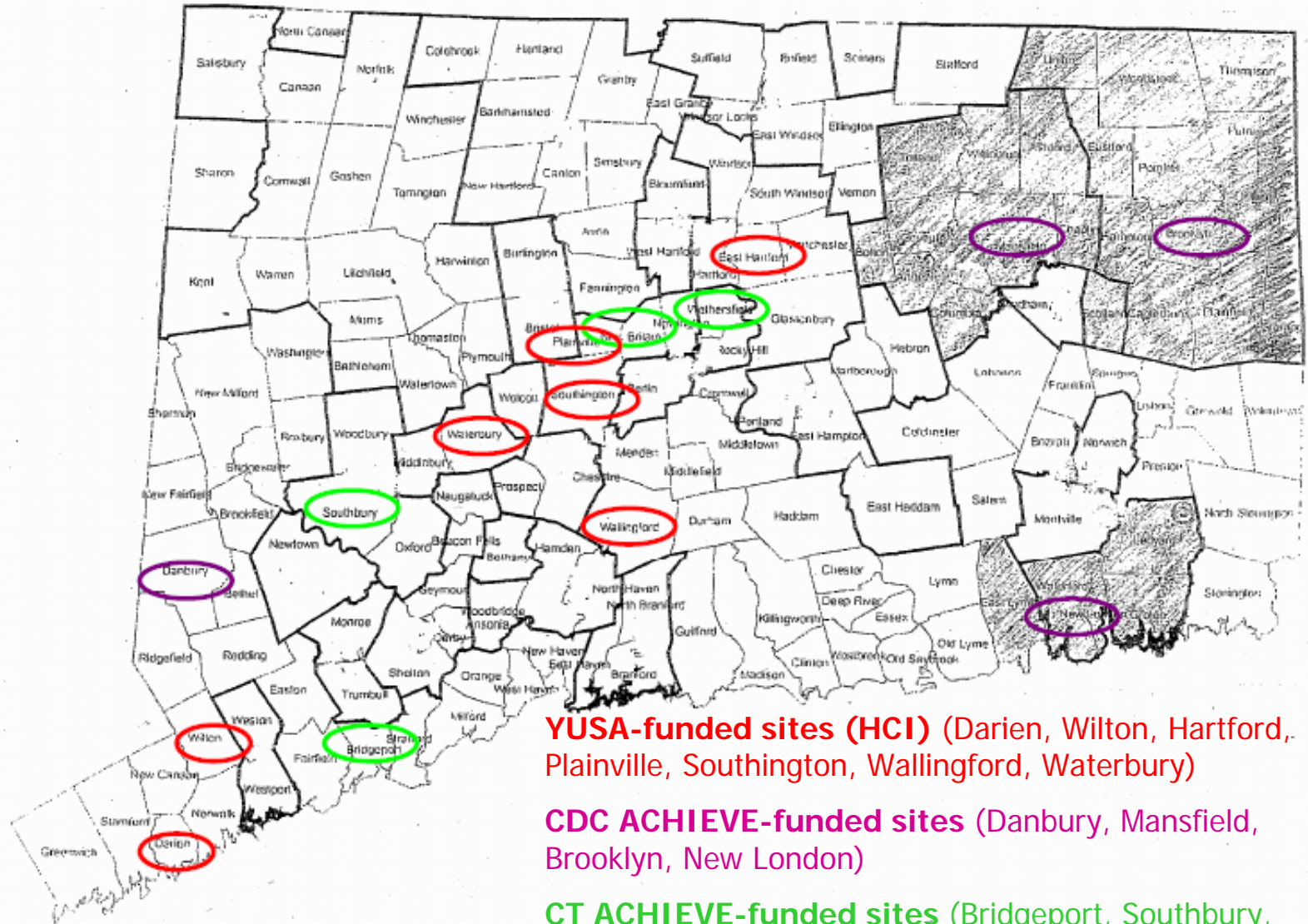
Granular Nature of our Work



ACHIEVE Initiative



Healthy Communities Initiative



YUSA-funded sites (HCI) (Danbury, Wilton, Hartford, Plainville, Southington, Wallingford, Waterbury)

CDC ACHIEVE-funded sites (Danbury, Mansfield, Brooklyn, New London)

CT ACHIEVE-funded sites (Bridgeport, Southbury, New Britain, Wethersfield)

Sustainability Plan

Action Communities for Health, Innovation,
and EnVironmental changE

ACHIEVE model IS the sustainability plan:

- > PSE work creates lasting change
- > CHART

Identifies PSE changes

Shares message/raises awareness

Expectations

- Form a CHART & meet monthly (generally speaking)
- Attend training opportunities, ask for assistance & clarification when needed
- Create Vision Statement & Goals
- Complete CHANGE Tool with multiple sites
- Develop Community Action Plan & prioritize objectives
- Track progress & assess outcomes

Expectations

- Attend training opportunities
 - Coaches' training
 - Action Institute
 - Conference calls
 - Webinars
- > Learn about and put into practice "best practices" whenever/wherever possible

**When you have control over the situation, offer
"Optimal Defaults"**

>> Ask questions; seek guidance; provide updates

Expectations

- Create Vision Statement & Goals
 - Team effort, guided by Coaches (or designee)
 - Engage & inspire (your team and your community)
 - Be flexible – your goal/s might change after a year of ACHIEVE work... it is okay to refine, redefine, and change your PSE change goals

Vision for your ACHIEVE Initiative == BHAG

BHAG

Your ACHIEVE Vision is one

Big, Hairy, Audacious Goal!

A true BHAG is clear and compelling, serves as unifying focal point of effort, and acts as a clear catalyst for team spirit. It has a clear finish line, so the organization can know when it has achieved the goal; people like to shoot for finish lines.

—Collins and Porras, 1996

BHAG

Philip Morris: Slay Goliath and become the front-runner in the tobacco industry, despite the social forces against smoking.

Amazon: Every book, ever printed, in any language, all available in less than 60 seconds. Also: Earth's most customer centric company.

Boeing: Bet the pot on the B-17, 707 and 747.

Google: Organize the world's information and make it universally accessible and useful.

IBM: Commit to a \$5 billion gamble on the 360; meet the emerging need of our customers.

Microsoft: "A computer on every desk and in every home."

Nokia Siemens Networks: Connecting 5 billion people by 2015.

Twitter: To become "the pulse of the planet."

EHHD ACHIEVE Vision

The Eastern Highlands Health District communities offer and encourage opportunities for *a//* residents to have daily access to physical activity, healthy foods, and tobacco-free environments to support healthy behaviors.

Expectations

- Complete CHANGE Tool
 - Start with Community-at-large
 - Complete prior to Action Institute
 - Select 3-4 additional SITES in ONE sector
 - Schools
 - Places of worship
 - Community Institutions or Organization

At a later date, you will most likely want/need to do additional sites or sectors

Expectation

- Develop Community Action Plan
 - Guidance will be provided at Action Institute
 - Dynamic plan – IT WILL CHANGE!
 - Focus of CAP is on PSE NOT program implementation
 - Some components will include education or community awareness

Expectations

- Track Progress & Assess Outcomes
 - Tools & resources provided
 - Some assessment will come from EHHD and some from contracted group
 - Two levels of assessment
 - Your initiative & work as a collaborative (external)
 - Community needs and progress with PSE Change (internal)

"Coach"

■ Roles:

- Act as a CHART member (you will participate fully, but have additional responsibilities)
- Set agenda/ Big picture/vision/coordinate details
- Communication
- Resource clearing house
- Facilitation
- Point person

Resources

- Facebook page for resource posting & discussions
- Website for CT ACHIEVE updates and info
- Webinars & conference calls on topics of interest / need – schedule & topics TBD with your input

CHANGE Tool

- Developed by CDC; provides solid list of 'best practices' in 5 categories:
 - Physical activity
 - Nutrition
 - Tobacco
 - Chronic Disease Management
 - Leadership

CHANGE Tool

- Available on-line
- Excel document
- Rating scale of 1 – 5 with 99 as n/a
- Rates Policy & Environmental factors independently
- Used annually to assess change/progress
- As developed, it is a tool for 'management' not community use

CHANGE Tool

- Exercise:
 - As a group complete the Community-at-large tool using the State as the community
 - Use facilitation cards
 - Facilitation cards for all sectors are available on the CT ACHIEVE website & FaceBook

Recruiting & Building a Strong CHART

- Forming a CHART:
 - 8 – 10 Key leaders in community; change makers; ability to make or influence policy and environment (or key informants)
 - 2 year commitment (minimum)
 - Meet monthly (generally speaking)
 - This is NOT an 'advisory' committee; this group will identify PSE change opportunities and create situations where they can directly influence CHANGE

Keeping your CHART engaged

- Meetings should either have work to accomplish or be used as a learning opportunity
- Initial meetings will be focused on
 - Assessment/CHANGE Tool
 - Vision & Goals
 - CAP (Community Action Plan)

Timetable for Deliverables

Game plan

Week of			
July 11	Coaches' Training	Solidify CHART	Set kick-off meeting
July 18	Solidify CHART		
July 25	1 st CHART meeting?		
August 1	1 st CHART meeting?	Complete CHANGE Tool for CAL	
August 8	Complete CHANGE Tool for CAL		
August 15	Complete CHANGE Tool for CAL		
August 22			
August 29	Action Institute: August 31 & Sept. 1		

Action Institute

- Agenda posted/sent out in the next week
- Hotel accommodations
- Up to 10 from your community are at no cost (AI registration/AI meals included)
- AI is open to other communities in state through an application process
 - Must bring teams of at least 3
 - \$30/person
 - One-day conference (Day 2 is for CT ACHIEVE)

EHHD Success

- Town Planners redoubling efforts to ensure planning regs incorporate complete street language
- Policies adopted in member towns/schools re: breastfeeding, snacks, beverages
- Raised to agenda status: sugar milk in schools, school menu selections, lake use to increase opportunities for active sports, temp food permits to include strong encouragement for healthy options
- Little 'p': Healthy Eating Resolution at scout troops; adoption of 9-5-2-1-0 for Health in many schools and community organizations

EHHD Success

Celebrated first year with a major event:

Farm to Table Dinner & Keynote address by
Dr. David Katz at the Hole in the Wall
Gang Camp

