



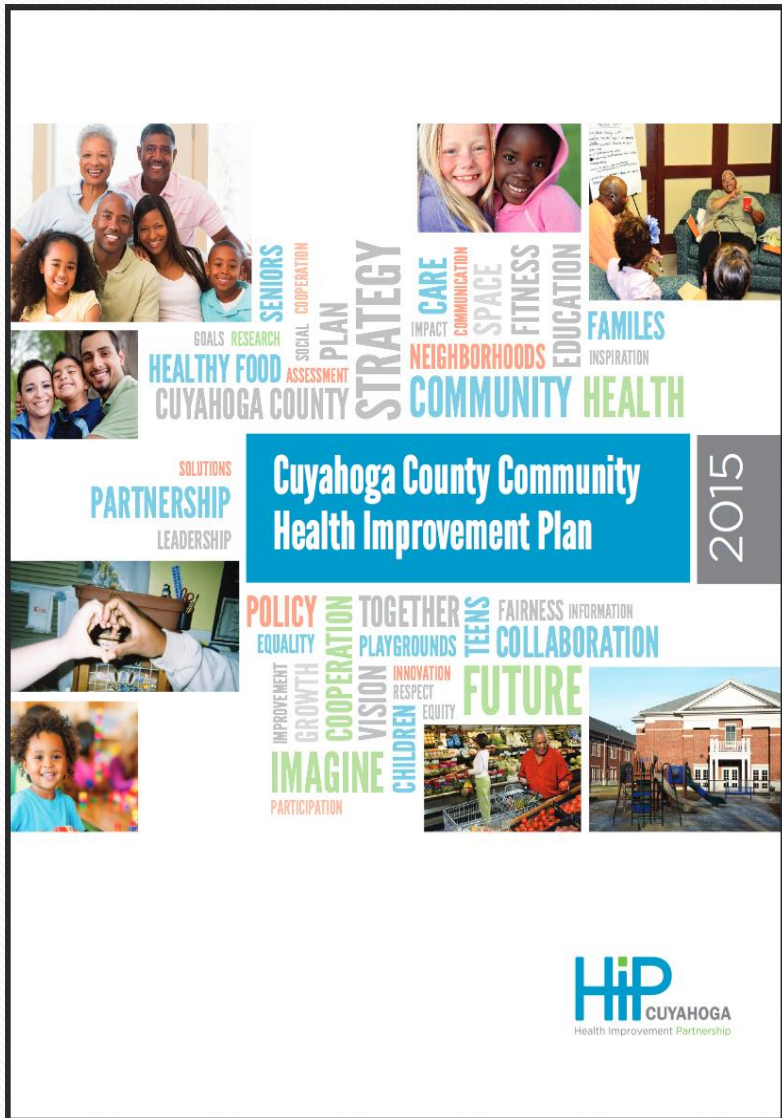
**April 13, 2017**

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**Cuyahoga County Board of Health**  
**HIP-Cuyahoga, Coordinator**

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**HIP-Cuyahoga, Co-Chair**

# Objectives

- Provide an overview of Cuyahoga County's health improvement process and structure which is built on a foundation of equity and racial inclusion
- Describe the establishment and expansion of the multi-sector consortium that draws upon collective impact principles grounded in equity
- Describe efforts to resource and sustain the partnership and its collective action strategy
- Highlight outcomes and impacts of HIP-Cuyahoga
- Describe challenges and lessons learned



The plan serves as a roadmap to address the most important factors impacting the health and wellbeing of our county's residents.

It addresses traditional public health issues, as well as complex social issues.

# Partnership in Planning

## Where We've Been | 2010-2015

- 50 Active individuals and organizations
- Over 200 in HIP-Cuyahoga Network

## Where We Are Now | 2016-2017

- 100+ Active organizations
- Over 600 in HIP-Cuyahoga Network

UNEQUAL  
OPPORTUNITIES



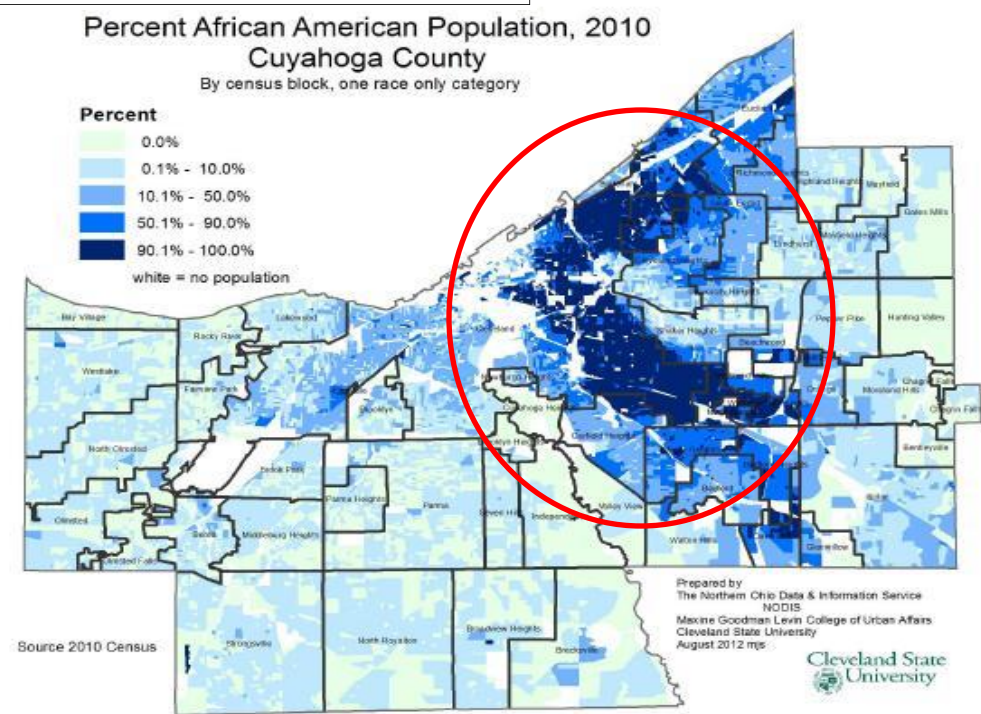
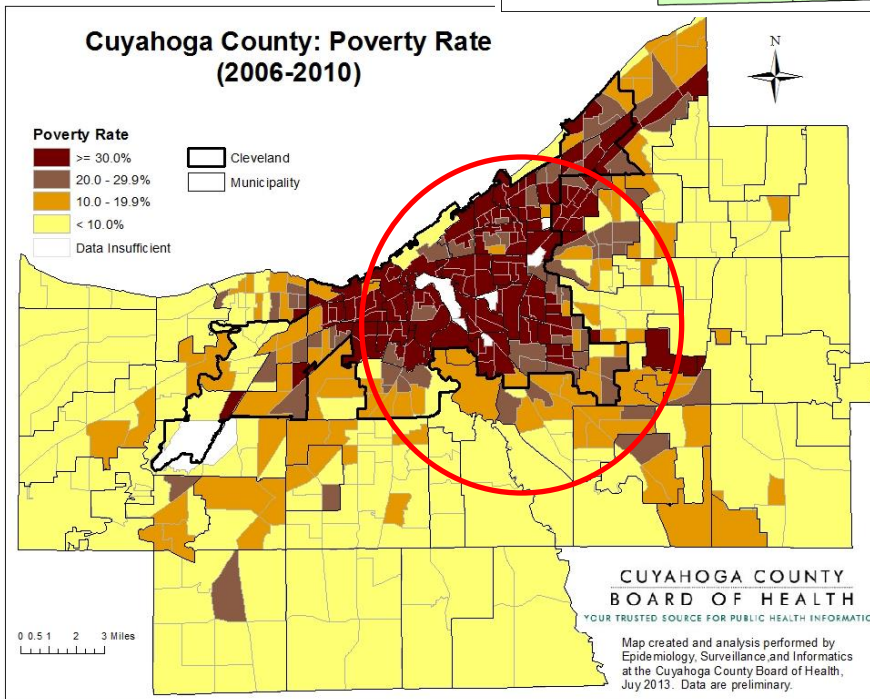
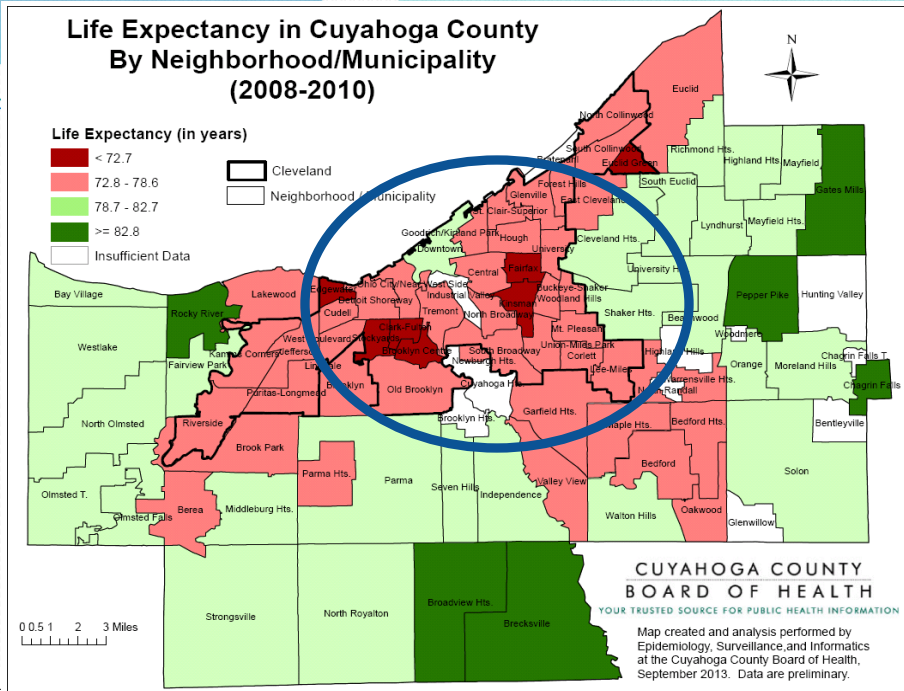
POOR  
HEALTH



SHORTER  
LIVES

- Cuyahoga County ranks in the bottom third of all 88 counties in Ohio for residents' health outcomes.
- Even though Cuyahoga County ranks consistently in the top 10 in the state for clinical care (measured by access to and quality of care), this has not made our residents healthier.
- The conditions that shape health are not spread equitably across the county.
- There are significant differences in life expectancy, depending on where someone lives.

*\*2016 County Health Rankings by University of Wisconsin Population Health Institute*



# Equity is Attainable in our Community...

## By working TOGETHER

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**WE BELIEVE** THAT ALL PEOPLE  
IN CUYAHOGA COUNTY HAVE THE RIGHT  
TO LIVE THEIR HEALTHIEST LIVES, NO  
MATTER WHERE THEY LIVE OR WORK,  
HOW MUCH MONEY THEY MAKE, OR  
WHAT THEIR RACE, RELIGION, SEXUAL  
ORIENTATION, OR POLITICAL BELIEFS.

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# Building the Case for Equity

- Shared value and commitment to equity
- Taking a **head** and **heart** approach
- Recognizing that historical policies and practices shape current inequities
- Building collective capacity of partnership
- Thinking, understanding, and valuing differently, then acting differently –  
**Perspective Transformation**



# Process: Through an Equity Lens

- Organizing
- Visioning
- Assessments
  
- Identifying Strategic Issues & Key Priorities
  
- Formulating Goals &
- Action Cycle



Source: National Association of County and City Health Officials (NACCHO)

# Process Timeline

- **2009-2013** Data collection & Community Health Status Assessment
- **2013** Facilitated selection of strategic issues & key **priorities through an equity lens**
- **2014** Formal consortium bylaws adopted
- **2015** Steering committee terms begin AND first countywide Community Health Improvement Plan is released & implemented!

# Vision, Mission, Core Value

- **Our Vision** – “Cuyahoga County is a place where all residents live, work, learn, and play in safe, healthy, sustainable, and prosperous communities.”
- **Our Mission** – “To inspire, influence, and advance policy, environmental, and lifestyle changes that foster health and wellness for everyone who lives, works, learns, and plays in Cuyahoga County.”
- Building **opportunities** for everyone in Cuyahoga County to be healthy.

# Community Health Status Assessment for Cuyahoga County, Ohio



**To show people that you will find love no matter what color!** – Photograph and Comment from Boys and Girls Club member, 2012 Youth Photovoice project.



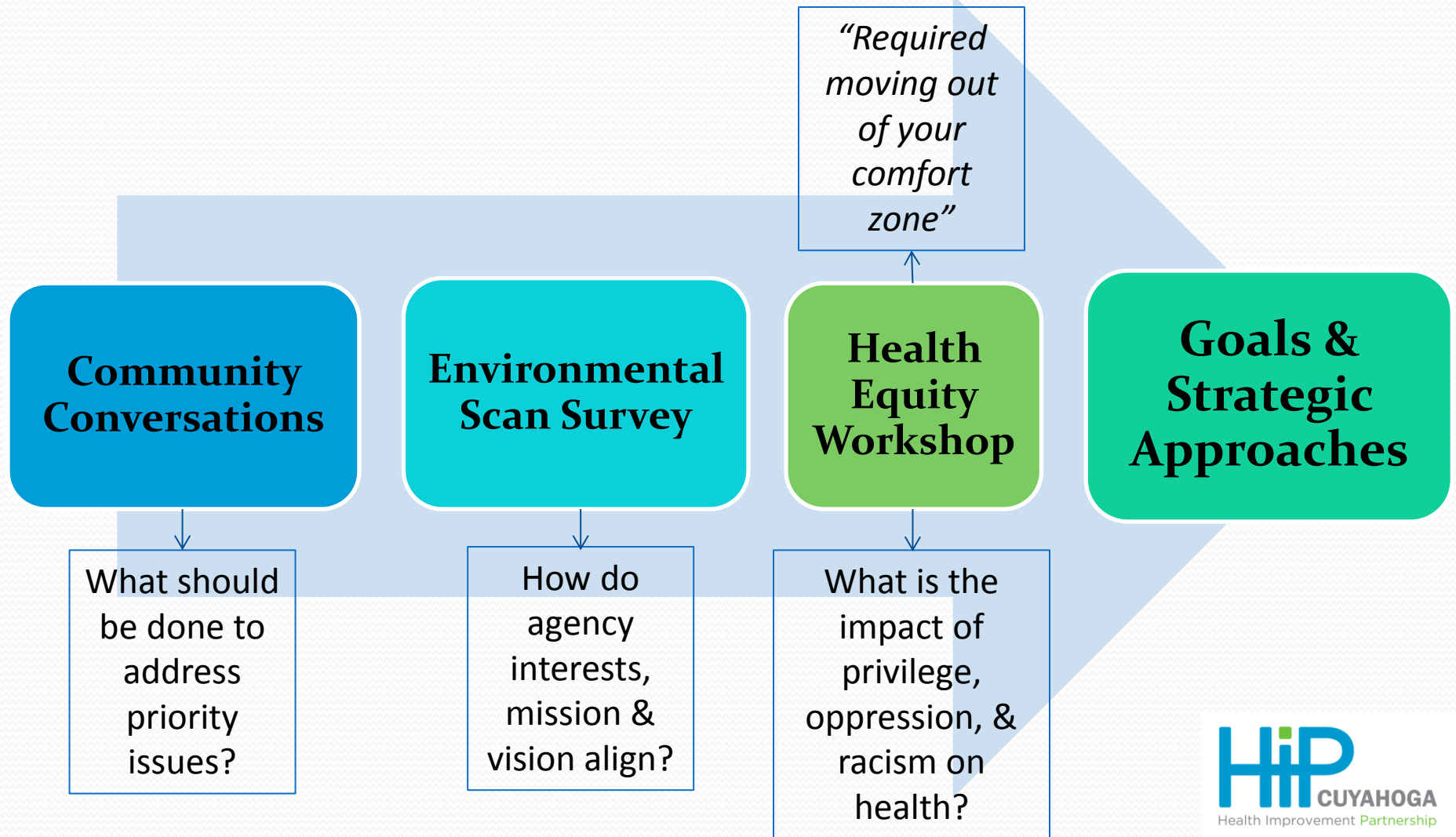
*March 21, 2013*

- Community Themes and Strengths Assessments
  - Quality of Life Survey
  - Youth Photovoice project
  - Key Stakeholder Interviews

# Areas of Focus

- Eliminating Structural Racism
- Healthy Eating and Active Living (HEAL)
- Linking Clinical and Public Health
- Chronic Disease Management

# Shaping Goals & Strategies



# Partnership in Action

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## Where We Are Now | 2016-2017

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# HIP-Cuyahoga Structure

- The HIP-Cuyahoga Consortium
- Steering Committee

## **Backbone Infrastructure**

- Partnership Co-Chairs
- 7 Anchor organizations for 4 key priority subcommittees
- Backbone org. – Cuyahoga County Board of Health
- Chair Communications/Community Engagement Workgroup
- Chair Shared Measurement & Evaluation Workgroup



**KEY APPROACH 1  
PERSPECTIVE  
TRANSFORMATION**

Building capacity to think, understand, and act differently to make equity and racial inclusion a shared value

**KEY APPROACH 4  
HEALTH AND EQUITY  
IN ALL POLICIES**

Creating healthier and more equitable decision making across sectors, systems, and policy areas

**OUTCOME  
ACHIEVING EQUITY,  
WELL-BEING,  
AND IMPROVED  
POPULATION HEALTH**

Building opportunities for everyone in Cuyahoga County to be healthy

**KEY APPROACH 2  
COLLECTIVE IMPACT**

Fostering cross-sector collaboration, coordination of partnerships, alignment of priorities & actions, and mobilization of resources

**KEY APPROACH 3  
COMMUNITY  
ENGAGEMENT**

Involving community members in planning, decision making, and actions



**Healthier choices  
are right around  
the corner.**

**EVERYONE DESERVES THE RIGHT TO BE HEALTHY.  
AND NOW, HEALTHIER FOOD IS WITHIN REACH  
AT YOUR NEIGHBORHOOD STORE.**

Look for this sign at a  
store near you today!



**1 IN 3** ADULTS HAS  
**HIGH BLOOD  
PRESSURE**  
Uncontrolled high blood  
pressure could lead to heart  
attack, stroke and even death.

**CHECK**

Know your blood pressure.



**CHANGE**

Get active. Eat Healthy.



**CONTROL**

Keep your blood pressure  
at a safe level.



**NO DOCTOR OR INSURANCE?**

**VISIT:** [hipcuyahoga.org](http://hipcuyahoga.org)  
to learn more.

#healthmattershere



Made possible with funding from the Centers for Disease Control and Prevention.

**YOUR NEIGHBORHOOD  
MATTERS TO YOUR HEALTH.**

Some people live shorter lives than others—  
20 years shorter—just because of where they live.  
It doesn't have to be this way.



Visit [hipcuyahoga.org](http://hipcuyahoga.org) to join  
us and do something about it.



#healthmattershere

Made possible with funding from the Centers for Disease Control and Prevention.

# Key Outcomes and Impact

- **Eliminating Structural Racism** - Readiness assessment developed and administered to assess HIP-Cuyahoga members readiness to address racial equity and cultural competence. Data analysis pending.
- **Clinical and Public Health** - Engagement and active participation of leadership from all 3 local public health departments, the major hospital systems, and the Center for Health Affairs in Cuyahoga County regarding collaboration in future community health assessments and plans.
- **HEAL** - Through the Healthy Food Retail (HFR) program, **more than 123,000 residents have greater access to healthier food options in their neighborhoods** because 15 store owners have received the HFR certification and have added fresh fruits and vegetables, whole grain breads and pastas, low-fat dairy products and other healthy items to their inventory.
- **CDM** - 8 clinics have implemented the hypertension best practice with success reaching more than 10,000 patients with hypertension. **Among the participating clinics, BP control has improved from between 2 and 13 percentage points through the course of the project.**

# Resources and Sustainability

- Funding partners 2010 – 2017
  - Saint Luke's Foundation of Cleveland
  - Mt. Sinai Health Care Foundation
  - National Association of County and City Health Officials
  - George Gund Foundation
  - The Centers for Disease Control and Prevention – Racial and Ethnic Approaches for Community Health grant
- Leveraged resources
  - Extensive in-kind support
  - Leveraged grant resources



# Challenges & Lessons Learned

## Challenges

- Creating alignment and balance between time, effort and resources dedicated to HIP-Cuyahoga vs organizational responsibilities
- Building a shared value and collective capacity for equity and racial inclusion
- Track progress, measure impact, disseminate outcomes & successes
- Resourcing infrastructure and operations

## Lessons Learned

- Understand how partner organizations values and vision align with collective efforts to improve health and achieve equity
- Consistently build knowledge and capacity
- Develop a comprehensive evaluation plan
- Develop a resource and sustainability plan with short and long-term financing

Thank You!

Questions?

For More Information:

[www.hipcuyahoga.org](http://www.hipcuyahoga.org)