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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
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

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.
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 & Strategies
- 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.
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.

Community Health Status Assessment for Cuyahoga County, Ohio

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

March 21, 2013
Areas of Focus

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

Community Conversations
What should be done to address priority issues?

Environmental Scan Survey
How do agency interests, mission & vision align?

Health Equity Workshop
What is the impact of privilege, oppression, & racism on health?

Goals & Strategic Approaches
“Required moving out of your comfort zone”

“Required moving out of your comfort zone”

"Required moving out of your comfort zone"
Partnership in Action

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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.

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.

KEY APPROACH 4
HEALTH AND EQUITY IN ALL POLICIES
Creating healthier and more equitable decision making across sectors, systems, and policy areas.
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!

Visit hipcuyahoga.org to learn more.

#healthmattershere

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 to join us and do something about it.

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