

HIP-Cuyahoga Newsletter

Equity work in action

Spring 2018



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CO-CHAIR CORNER

Greg Brown and Heidi Gullett

As co-chairs, we continue to marvel at the tireless service of countless community members and the incredible level of collaboration among HIP-Cuyahoga partner organizations, all working in new and creative ways to realize our shared vision of achieving equity in Cuyahoga County. The year 2018 holds great promise in sharpening the strategic direction of our collective efforts. We have embarked on a journey to strengthen our steering committee's ability to collectively lead through several visioning retreats centered around the collective impact principles of practice and continued perspective transformation. We are conducting a new collaborative community health assessment, changing the fundamental way business has been done in both public health and health care and ensuring authentic community engagement in all parts of the process. We will implement an evaluation plan to assess the systems impacts of our consortium, continue to hone



our policy agenda in an effort to affect positive change on multiple levels, and ensure health and equity in all policy becomes a reality. This work has proven to be incredibly valuable for both of us personally and professionally, and we are grateful for the opportunity to continue leading this amazing movement.

Greg Brown is the Executive Director of Policy Bridge. Heidi Gullett is an Assistant Professor at the Case Western Reserve University School of Medicine, Department of Family Medicine and Community Health. Greg and Heidi have served as co-chairs for HIP-Cuyahoga since 2014.

UNITED WAY/HIP-CUYAHOGA PARTNERSHIP SEEKS TO BRIDGE THE GAP THROUGH AHC

Our mission to bridge the gap between health care and social services is gaining momentum as one of our partners, United Way of Greater Cleveland, prepares to launch an Accountable Health Communities (AHC) model this summer.

United Way is spearheading the effort through a \$4.51 million award it received from the Centers for Medicare and Medicaid Services.

The program is built around United Way's highly-trained community navigation specialists, who serve as the backbone of United Way 2-1-1, the philanthropy organization's free, 24-hour help center that connects people in need with social services that can solve problems.

Under the AHC model, navigation specialists will provide social service screenings for Medicare and Medicaid patients arriving for medical appointments. Specialists will be imbedded at seven practices operated by local clinical partners: Cleveland Clinic, MetroHealth, St. Vincent Charity Medical Center and Care Alliance Health Center.



"Currently, there's a disconnect between healthcare and social services. Creating an AHC in Greater Cleveland will allow our health system to build a bridge "- August Napoli, United Way of Greater Cleveland President and CEO

HIP-Cuyahoga is collaborating in this promising initiative by helping identify and bridge gaps in social services that the program uncovers, as well as developing communications to inform and engage the community. "Currently, there's a disconnect between healthcare and social services," said United Way of Greater Cleveland President and CEO August Napoli. "Creating an AHC in Greater Cleveland will allow our health system to build a bridge and holistically assess a patient's well-being and refer them to proper social service agencies to address basic needs such as housing instability and food insecurity." United Way is now training a new team of specialists who will be assigned to serve patients at the various clinic sites.

The AHC model has the potential to significantly improve the lives of our community's most vulnerable residents by treating "the whole patient."

By recognizing the connection between health and social determinants, and implementing a strategy to address factors that present barriers to good health, United Way hopes to not only improve patient outcomes, but also reduce the costs of health care for everyone.

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COMMUNITY CHAMPION SPOTLIGHT: CREATING GREATER DESTINIES

by Delores Collins, *A Vision of Change* and Briana McIntosh, *Prevention Research Center for Healthy Neighborhoods*



Over the last three years, Creating Greater Destinies resident ambassador, Delores Collins aka Miss Dee, has been leading resident engagement for several of the HIP- Cuyahoga initiatives.

To sustain clinic-community linkages, Miss Dee has been helping to make sure neighborhoods have lay leaders to help people manage their chronic diseases through the Chronic Disease Self- Management Program (CDSMP). Over twenty HIP-Cuyahoga Community Health Ambassadors (CHAs) and Cleveland State University (CSU) Community Health Workers (CHWs) have become certified CDSMP lay leaders through Fairhill Partners. Miss Dee has been instrumental in creating a partnership between CSU and Fairhill. In fact, upon completion of the CSU program, residents are dually certified as CHWs and CDSMP lay leaders.

Miss Dee organizes community-based CDSMP workshops for Fairhill at several Cleveland area sites. Two workshops are scheduled to take place in May, at the Hitchcock Center for Women and Philemon Community Baptist Church. Creating Greater Destinies' ultimate goal is to have CHAs and CHWs leading the neighborhood workshops!

"When you change the way you look at things; the things you look at change".

- Delores Collins, HIP-Cuyahoga resident ambassador

Members of Creating Greater Destinies help to increase opportunities for physical activity through their work. They create shared use agreements so that community members can take advantage of physical activity opportunities within community sites such as schools and churches. Miss Dee has been instrumental with advancing the shared use work, through teaching CDSMP and by helping to start walking clubs across several shared use sites. CHAs are looking for walking champions to lead weekly exercise activities at each site. Creating Greater Destinies is working hard to compile resident interests, talents, and expertise to create a cycle of community programming to bring to the shared use sites. For example, Miss Dee's organization, A Vision of Change, Inc (AVOC) will be implementing a new curriculum, called Small Bites, into their All About a Healthy Me Program.



Creating Greater Destinies members with their certificates of completion of their leadership program

Small Bites teaches PK-8th grade students about nutrition and healthy cooking through a series of eight, 1-hour lessons combining nutrition and knife-free cooking.

CHECK, CHANGE, CONTROL BLOOD PRESSURE

FROM THE CHRONIC DISEASE MANAGEMENT SUBCOMMITTEE

by Diane Solov, Better Health Partnership

Better Health Partnership leads the Chronic Disease Management Subcommittee, whose members have contributed to measurable improvement across its four programmatic initiatives to reduce the burden of chronic disease in Cuyahoga County. The programs and summaries of their results:



Chronic disease self-management workshops for consumers

Fairhill Partners enrolled more than 100 people with diabetes or other chronic conditions in one of nine evidence-based workshops they held to help participants adjust their lifestyles to better manage their health. Decreased sleep problems and improved depression were documented.

A best practice to manage high blood pressure and toolkit for primary care

A five-component "best practice" to improve blood pressure control rates climbed from 69% to 74% since 2011. With the aid of Better Health Partnership "coaches," the 16 safety-net practices improved the most, with rates of well-managed BP ranging from 9 to 25 percentage points. A hypertension online toolkit is available at no cost.

Under construction

Better Health Partnership is collaborating with United Way of Greater Cleveland 211 and other partners to build a bidirectional electronic referral and feedback system for patients with hypertension. When operationalized, the system will enable seamless connections to help clinicians and community agencies better support the health and social needs of their patients and clients.

LINKING CLINICAL CARE AND PUBLIC HEALTH THROUGH COMMUNITY HEALTH ASSESSMENTS

FROM THE LINKING CLINICAL AND PUBLIC HEALTH SUBCOMMITTEE

by Kirstin Craciun, Center for Health Affairs and Heidi Gullett, Case Western Reserve University School of Medicine

Full Steam Ahead

A great deal of work has occurred over the past few years in Cuyahoga County to improve linkages between clinical care and public health to build opportunities for everyone in Cuyahoga County to have a fair chance to be healthy. A key strategy to achieve this has focused on getting hospitals and health departments in Cuyahoga County to work together on their community health assessments, rather than separately as they have been done in the past. Collaborative community health improvement plans will then be created building on the assessment findings.

2018 Cuyahoga County Health Assessment

An exciting partnership between the Cleveland Department of Public Health, the Cuyahoga County Board of Health and University Hospitals will result in a collaborative 2018 Cuyahoga County Health Assessment. Co-led by HIP-Cuyahoga, CWRU School of Medicine and The Center for Health Affairs, the 2018 Cuyahoga County Health Assessment allows the Cleveland Department of Public Health, the Cuyahoga County Board of Health and University Hospitals to partner on a simpler assessment before creating a more comprehensive community health assessment in 2019.

2019 Cuyahoga County Community Health Planning Underway

Why is another community health assessment being created in 2019? The more comprehensive health assessment that will be done in 2019 will allow the Cleveland Department of Public Health, the Cuyahoga County Board of Health and University Hospitals to work with additional Cuyahoga County hospitals that are on a different 2019 reporting cycle. Planning is underway to operationalize how Cuyahoga County hospitals and public health departments will work together on the 2019 community health assessments and improvement planning process.

HEALTHY EATING AND ACTIVE LIVING (HEAL)

FROM THE HEALTHY EATING AND ACTIVE LIVING SUBCOMMITTEE

by Michele Benko, Cuyahoga County Board of Health and Erika Trapl, Prevention Research Center for Healthy Neighborhoods



Everyone should be able to eat healthy and be active if they choose.

The Healthy Eating, Active Living (HEAL) sub-committee partners are working to increase opportunities and access to year round healthy food options for all Cuyahoga County residents through the implementation of six strategies including: (1) Healthy Food Retail; (2) Farm-to-School; (3) Produce Prescriptions; (4) Complete Streets Policies; (5) Shared Use Agreements; (6) Safe Routes to School.

For additional details, please see <http://hipcuyahoga.org/healthy-eating-active-living>.

Here are brief updates from a few of the HEAL strategy working groups:

Heathy Food Retail - Healthy Corner Stores

Food retail includes any place where food can be purchased. Through the Healthy Food Retail (HFR) program, approximately 200,000 residents have greater access to healthier food options in their neighborhoods because stores have added fresh fruits and vegetables, whole grain breads and pastas, low-fat dairy products and other healthy items to their inventory.

JOB OPENING:

Part-time FARE-PRCHN fellow to support the healthy retail work.

Job description: <http://www.prchn.org/JobOpps.aspx#FAREFellow>

Supermarket Coalition

The Supermarket Strategy and Policy Group is working to implement high quality supermarkets in under-resourced communities. On April 26th Buckeye residents led a forum and tour of the Simon's Supermarket being developed at East 116th St. and Buckeye Rd. in Cleveland. The forum aimed to develop accountability and relationships between store ownership and residents - with storeowners publicly addressing concerns and questions from residents. The store is opening in the location of a former Giant Eagle that closed in early 2017. The store closure caused deep community concerns related to jobs, healthy food access and access to a pharmacy. The City of Cleveland stepped up to provide \$988,000 in grants and loans for the project and the Healthy Food for Ohio Program supported with an \$895,000 loan for the project. Now, residents are organizing to ensure high standards at the store and to help the store stabilize. The store will be 55,000 square feet in size, will hire from 70-80 employees and is tentatively scheduled to open this June.

Farm to School

Schools and farms are partnering to provide locally grown foods, and teach children about where food comes from. Farm to School partners are working on harvest of the month kits, collecting pledges supporting Farm to School initiatives, and incorporating more Ohio produce into the USDA Fresh program. Check out <http://feedourfuture.org>.

Shared Use Agreements

Local schools and churches are opening their doors for people to be active in their community. Shared Use partners are working to expand into new communities such as Fairfax, Buckeye-Shaker and Old Brooklyn. We are developing a shared use marketing toolkit to support policy holders. Residents interested in becoming walking-club leaders and certified fitness instructors and offering their program at shared-use sites should contact Anna Thornton at 216-368-5776 or abt11@case.edu. To learn more about Shared Use Agreements, go to <http://hipcuyahoga.org/shared-use/>.

ARCHES | AMERICANS' CONCEPTIONS OF HEALTH EQUITY STUDY

FROM THE ELIMINATING STRUCTURAL RACISM SUBCOMMITTEE

by Colleen Walsh, Cleveland State University and Sarah Willen, University of Connecticut

Most public health professionals believe that, “Everyone deserves to live the healthiest life possible” (Robert Wood Johnson Foundation 2016). Yet the current public climate suggests that Americans do not unanimously support this claim.

Why might these differences of opinion matter? Initiatives like HIP-Cuyahoga can only succeed if they speak to the interests and goals of a wide range of community stakeholders, ranging from policymakers and health professionals to community advocates and individual community members. Connecting with these broad audiences will require clear insight into how different groups of Americans think about who deserves what, and why, in the health domain. Together with HIP-Cuyahoga, an interdisciplinary research team has launched a new study called ARCHES | AmeRicans' Conceptions of Health Equity Study, that is designed to generate exactly this kind of insight.

ARCHES is a mixed-methods study that explores individual views, values, and experiences in relation to questions of fairness and health.

The lead researchers include two medical anthropologists, both native Clevelanders, and a political scientist. The study, which is funded by the Robert Wood Johnson Foundation is organized in two phases. During Phase I, which is based in Greater Cleveland, members of our team are participating in and observing HIP-Cuyahoga activities, with a special focus on the activities of the Eliminating Structural Racism Subcommittee. We are interviewing a diverse group of 140 Clevelanders, half of them involved with HIP-Cuyahoga and half uninvolved. In Phase II, findings from Cleveland will be used to design and conduct a survey about views of health and fairness with a national sample of 3,000 American adults. We are very grateful to those HIP-Cuyahoga members who already have taken time to meet and talk with a member of the ARCHES research team, and we look forward to connecting with others in the coming months.

Overall, both ARCHES team members and HIP-Cuyahoga partners hope the study findings will be of benefit to community health researchers, policymakers, healthcare providers, and other key stakeholders in Cleveland and beyond. Specifically, we hope this research study will help clarify the range of Americans' views regarding health and fairness, when and how those views might change, and how clearer insight into personal experiences – including experiences of “perspective transformation” – might help confront health inequities and create conditions where everyone can flourish and thrive.

More information about is available at arches.chip.uconn.edu. If you would be willing to meet for an interview, please contact the ARCHES team at email.ARCHES.project@gmail.com.



HIP-Cuyahoga is Advancing a Culture of Health and Equity Through Collective Action

By Martha Halko, Terry Allan, and Nichelle Shaw, Cuyahoga County Board of Health

Beginning in its earliest phases, the Cuyahoga County Board of Health (CCBH) served as the convener for HIP-Cuyahoga’s health improvement planning process, and committed to changing the local approach to health improvement to one built on a foundation of equity and collaboration. While bringing partners together to address community health needs is not a new role for CCBH, this collective process posed a host of new challenges as core partners sought to engage and build the capacity of diverse partners from the grassroots to the key decision maker levels, to support a shared vision, values and common agenda for improving health for ALL in our County.

To ensure that the most pressing issues impacting the health of our residents are addressed, the partnership discussed the need for this collaborative process to meaningfully partner with community residents, build bridges with new and non-traditional partners, and to break down long-standing sector-based silos to foster alignment of values, interests, capacities, and resources. With the understanding that large scale change through system and policy change must have an intentional and clear focus on race and place, HIP-Cuyahoga core partners worked to establish a structure and a framework for action that draws upon collective impact principles within a framework of equity (see figure 1).



Figure 1. Reference: collectiveimpactforum.org

The HIP-Cuyahoga structure consists of a large coalition and a steering committee. The backbone structure for the partnership consists of two co-chairs, four anchor organizations, and CCBH coordinating backbone functions. This backbone structure has been instrumental to building the collective capacity of the partnership and maintaining the integrity of HIP-Cuyahoga’s Framework for Action as goals and objectives are implemented and impact is measured. CCBH’s role is not to lead, but rather to coordinate the efforts of the collective through management of day-to-day operations, fiscal oversight and strategic guidance, coordination of communications and shared measurement activities, and regular convening’s of the steering committee and consortium.

“HIP-Cuyahoga has catalyzed a change in perspective that has transformed me as an individual, as a physician with a clinical practice in our community, as an educator of medical students and residents, and as a public health professional. This capacity building around equity and the creation of a shared vision for our collective future has changed the way we do business for numerous organizations in our community, including mine. It is now becoming clearer that we can and will meaningfully tackle the upstream determinants of health, like structural racism and poverty that threaten the health of our children, our neighbors, and our collective future as a community. CCBH and its dedicated public servants have been instrumental in leading us all on this journey.”

-Heidi Gullett, MD, MPH, HIP-Cuyahoga co-chair

HIP-Cuyahoga has grown and developed into a strong and effective partnership over the course of eight years. The HIP-Cuyahoga Co-Chairs and CCBH are most proud of the deep level of commitment and investment partners continue to make to achieve equity, well-being and improved population health for everyone in Cuyahoga County. Many partners remain engaged with little to no resources available and continue to provide countless hours of in-kind support and leadership, bringing their passion and expertise to planning, community events, implementation of action plan activities, informing communications framing and messaging, and guiding the use of data to highlight inequities and measure impact. Partners continue to participate because they support the vision, mission and values of the consortium. They understand that addressing complex issues will take time and that no single organization alone can create the transformational and lasting changes we strive to achieve. In addition, partners have begun to see positive outcomes tied to their collaborative efforts and are motivated to accomplish more.

While HIP-Cuyahoga has experienced growth and success, it continues to deal with a variety of challenges. One challenge faced by core partners is creating alignment and balance between the time, effort, and resources they dedicate to the vast array of HIP-Cuyahoga activities, with their organizational roles and responsibilities. As the partnership adopted a collective impact approach, information and resources were shared to support partners’ understanding of collective impact principles and to inform the alignment of their organizational values and efforts with those of HIP-Cuyahoga. Moving forward, collective impact capacity building will be integrated into consortium and steering committee convening’s and meetings to foster meaningful and transparent dialogue around strategies to support ongoing alignment of interests and resources.

Get Involved!



find out more about
HIP-Cuyahoga at
www.hipcuyahoga.org

Newsletter Editor: Ann Stahlheber - astahlheber@ccbh.net



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The Health Improvement Partnership-Cuyahoga (HIP-Cuyahoga) is working together, to ensure that EVERYONE in Cuyahoga County has the opportunity to live their healthiest lives regardless of where they live or work, how much money they make, or what their race, religion, sexual orientation, or political beliefs.

CHECK OUT HIP-CUYAHOGA'S VIDEO

The HIP-Cuyahoga Consortium is building opportunities for EVERYONE in Cuyahoga County to have a fair chance to be healthy. When healthy living is easier, we all live longer and healthier lives. Watch the video on our website, that describes HIP-Cuyahoga and how we approach this work.

