CA4Health Community of Practice
March 27, 2015

**GOAL**
Launch of CA4Health as a Community of Practice

**OBJECTIVES**
- Share the role and intent of the new CA4Health
- Allow stakeholders an opportunity to inform the design of a new community of practice for a system of prevention
- Establish a network of stakeholders and commitments to collaborate
- Develop an agenda for action to initiate the community of practice

**AGENDA**

9:30
- Welcome & Introductions
- Building a Community of Practice for a System of Prevention
- Opening Panel
  - PICH
  - REACH
  - State
  - Large Cities
  - Strategic Alliance
  - CA Convergence
- BREAK

12:15
- Designing the New CA4Health
- Workgroup Breakouts
  - Achieve a Collaborative Impact
  - Advance Health Equity
  - Position for Future Funding
  - Build Leadership & Mentoring
- Report Back and Audience Response
- LUNCH
- BREAK

4:30
- Importance of Advocacy
- Wrap-up and Next Steps
- Close
Convening Participants

• 68 participants

• CDC Prevention Grant awardees (current and past), CDC Program Officers, CDPH, local health departments, statewide/regional/local organizations, advocacy organizations, Indian health organizations, CA Convergence connectors, funders
Highlights: System of Prevention

**Dr. Tony Iton**

**Infrastructure**
- Needs to be a system of prevention, parts aligned.
- The President is asking us to make a radical shift towards public health and prevention.
- Context: economy, widening disparities, more poverty, undocumented workers.

**Systems**
- Holistic approach to analysis that focuses on parts, interconnections, and how they work over time.
- We want a system of prevention that aligns incentives for the community.

**Guiding Principles**
- Multi-sector win-win
- Engage around community priorities
- Go further upstream and act in the first place [life course]

- Need a deep commitment to community governance!
- Prevention closes the gap.

**Questions**
- Can you have a robust system of prevention without research?
  - No, and we know a lot already.

Other questions:
- Good evidence re injury, are there others?
- Asthma, diabetes, congestive heart failure, tobacco-smoking, falls for seniors, yet what we know vs what we do are 2 different things.
Highlights: Morning Panel

Kathy Grassi (PICH)
- Forming a community of practice
- We already have opportunities to build new collaborations
- Data: Communications, epidemiology, collection, reporting, sharing these resources
- Understanding a new language: Housing education business, immigration, how to talk about populations, disparities
- Train new leaders

Caroline Peck (423/1395 Grantees)
- Building capacity for linkages between community and health system
- Reaching back to hospitals around preventive: seclusion in nursing homes
- Let's get healthy CA: looking at prevention
- Health care system, prevention, communities

Kate Morley (REACH/TONYABE)
- Always operate in pockets
- Need to build bridges with tribes, communities
- Share limited resources
- Connect people doing similar work, even if different funding streams
- Let's move forward: being part of a bigger puzzle

Paul Simon (LA County)
- Strategic coordination
  - Tobacco programs
  - Policy: priorties, messaging: common themes
  - Putting prevention to work
  - 1422 grant: clinical systems, partners with REACH, education, UCLA
  - Have to think beyond CO grants:
    - WIC, TCE, Kaiser
  - A system brings partners together

Manal Aboelata (Prevention Institute)
- Looking at chronic care, prevention
- Working with many partners
- Need to speak up loudly about successes: fund feel we receive, tell our stories about the work we're doing (it's not lobbying)
- Prevention A could get bought up in repeal of ACA

Kristiana De Leon (CA Convergence)
- Statewide network
- State of health: locally must be done with these in the community
- Health equity: must consider ways we do our work - in concert with the public - collectively with shared goals, needs, community voices: leadership
CA4Health CTG + Partnership for a Healthy California

- CA4Health:
  - CTG Rest of State
  - Rural/smaller counties
  - Created the brand

- Partnership for a Healthy California:
  - Facilitated coordination between the 14 CTG grantees in CA
  - Participants expressed interest in:
    - Increased coordination and collaboration as a catalyst for larger-scale PSE change efforts and campaigns
    - Establishing ongoing learning communities to maximize resources and build capacity
California Convergence puts the public at the center of health policy debates, because we believe that fairness in the policy process leads to healthier people and stronger communities.

- Regional infrastructure
- Active engagement of community residents and other stakeholders
- Active advocacy network in support of prevention and health equity
The New CA4Health

- 28 New CDC grantees (PICH, REACH, 1422, 1305, Indian Country)
- Previous CPPW, CTG and REACH grantees
- Other funded initiatives (e.g., BHC, HEAL Zones)
- Government stakeholders (e.g., CDPH)
- Diverse partners
Community of Practice (CoP)

- Common definition: “...groups of people who share a concern, a set of problems, or a passion about a topic, and who deepen their knowledge and expertise by interacting on an ongoing basis.”
- Main elements:
  - Community
  - Defined domain of interest
  - Practice
**Designing the New CA4Health**

- **OG:** PHI transformation grant
  - Partnership for a Healthy CA
  - CA Convergence

- The new CA4 Health
  - Added 28 CDC grants
  - Previous grants
  - Other initiatives
  - Government stakeholders
  - Other diverse partners

- Community of Practice
  - Defined domain of interest
  - Practice

- Themes:
  - Innovate
  - Communicate
  - Learn
  - Share
  - Lead

- PILLARS:
  - CONVENE
  - ORGANIZE
  - PROMOTE
  - ADVOCATE
  - LEADERSHIP

- Communicating + sharing:
  - PHID on-line resource by PHI
  - Capacity to host hubs by topic news
  - Social media

- Chronic conditions:
  - Learning Collaboratives
  - Need guidelines
  - Want to expand: we have many partners, want more.
Assessments & Input

- 19 phone surveys
- 100% expressed interest in participating in CA4Health

What would help to advance or accelerate efforts?

- connections to others doing similar work
- more robust policy agenda/joining forces on collectively prioritized campaigns and strategies
- linking ongoing activities regionally
- CA programs sharing more across topic areas to learn applicable strategies
- more unified and impactful messaging
- increase the variety of models of culturally appropriate campaigns and messages
- shared measurements / evaluation and data collection / awareness of the issues and data
- racial and cultural humility and appropriateness training
<table>
<thead>
<tr>
<th>Expertise Available</th>
<th>Expertise Sought</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program implementation</td>
<td>Evaluation and metrics</td>
</tr>
<tr>
<td>Working with the Latino community</td>
<td>Advocacy</td>
</tr>
<tr>
<td>Evaluation design and analysis</td>
<td>Active transportation issues</td>
</tr>
<tr>
<td>Food procurement and nutrition</td>
<td>Messaging</td>
</tr>
<tr>
<td>Public policy development, implementation, and enforcement</td>
<td>Best practices, lessons learned, barriers, and challenges</td>
</tr>
<tr>
<td>How to engage with non-traditional agencies in public health discussions</td>
<td>Effective communication strategies for community audiences</td>
</tr>
<tr>
<td>Working with Tribal communities</td>
<td>Food policy</td>
</tr>
<tr>
<td>Collective impact elements</td>
<td>Working with non-traditional partners</td>
</tr>
<tr>
<td>Cultivating community partnerships</td>
<td>Strategies for resident engagement</td>
</tr>
<tr>
<td>Disseminating data to the community</td>
<td>Working with businesses</td>
</tr>
<tr>
<td>Active transportation/built environment/general plans/school wellness plans</td>
<td>Successful clinical-community linkages strategies</td>
</tr>
<tr>
<td>Housing and tobacco/smoke-free parks</td>
<td>Conditional use and zoning</td>
</tr>
<tr>
<td>Engaging clinicians in community linkages</td>
<td>Working with limited-resource communities</td>
</tr>
<tr>
<td>Internal and external advocacy</td>
<td>Corner store work</td>
</tr>
<tr>
<td>Working with governments on PSE change</td>
<td>Working with churches/faith-based initiatives</td>
</tr>
<tr>
<td>Training staff to effectively work on health disparities</td>
<td>Community health worker strategies</td>
</tr>
</tbody>
</table>
Evaluation of CoP

• Harder + Company Community Research:
  • To assess and inform the development and performance of CA4Health
  • Explore who is participating and how
  • Explore what actions or outcomes emerge from CA4Health
  • Shared products
Highlights: Convening Evaluation

- 71% reported commitment to continued participation
- Strong interest in receiving and providing training and TA related to chronic disease prevention and health equity
- Future gatherings having time for networking and peer-learning
Hearing from your peers...

- Barb Alberson, San Joaquin County Public Health Services
- Trisha Chakrabarti, Mandela Marketplace, Oakland
CA4Health Goals

• Establish a community with a commitment to shared responsibility, action, and governance/leadership
• Provide learning opportunities on the practice of equity and chronic disease prevention
• Provide opportunities to learn about, implement, and adapt promising practices
• Engage in collaborative action at the local, regional and/or statewide
• Innovate and expand conversations/understanding/capacity
• Build collaboration, shared values, and collective impact statewide
To Date...

- March convening
- Phone interviews
- Directory/matrix of activities
- Policy call & resources shared
- Webinar
Next Steps

• Continue building relationships and seeking input
• Infrastructure: develop materials, establish governance/leadership structure
• Solidify regionalization design
• Childhood Obesity Conference gathering in San Diego
• Establish communications plans and mechanisms
• Plan local/regional/virtual opportunities for sharing, peer networking, mentoring, and learning
“In a complex and increasingly connected world, movements and networks are cornerstones of the organizational strategy of the future. They are the best way to bring about massive, scalable, and sustained social impact...”

Question

How will this affect other programs already in place?
Question

What pathways will be available for awardees to share best practices and learn from each others' experiences?

How will we communicate?
Question and Answer
Additional Questions?

can4health@phi.org