

Magnolia Community Initiative

Supportive Communities • Strong Families • Thriving Children



About MCI



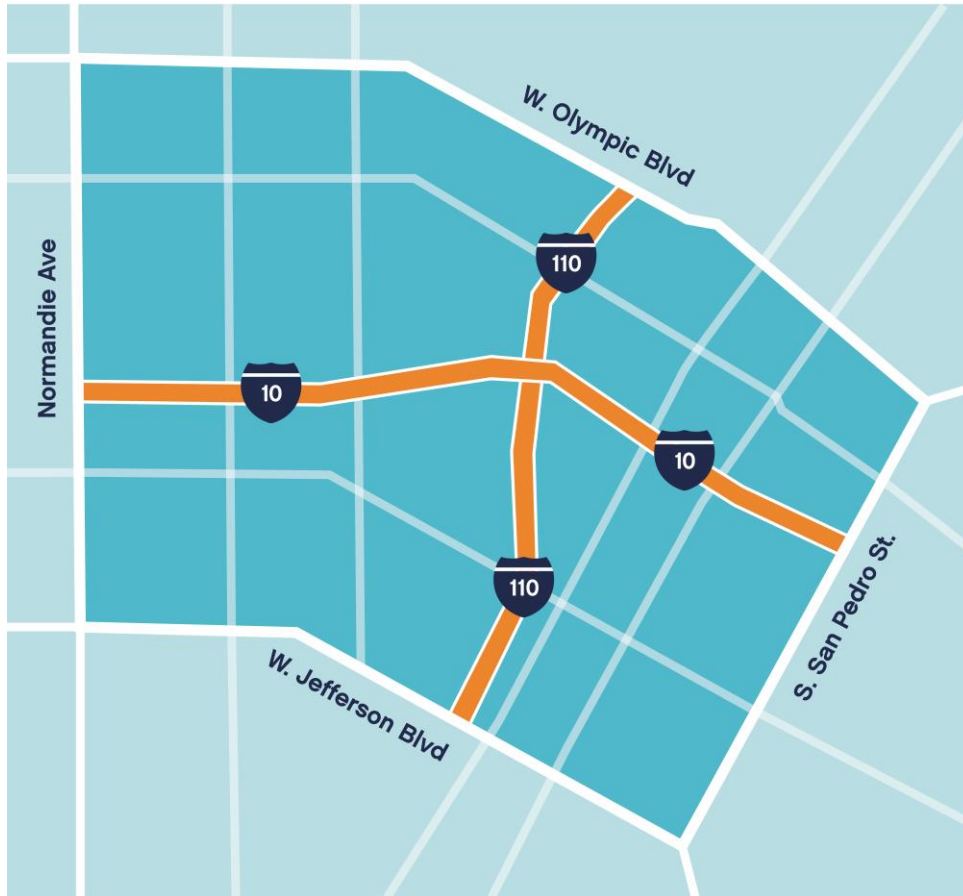
magnolia community initiative

Magnolia Community Initiative (MCI) is an approach for improving population well-being at a community scale.

Focusing on a 500-block area in Los Angeles as an **incubator for new ideas and innovative approaches**, MCI rethinks how local resources and residents can work together to strengthen families.

Since its inception, MCI has grown into a **nationally applicable** framework for community-driven change, with more than **70 public and private organizations** joining forces with parents to help children and families flourish.

Committed to Improving Outcomes for Our Community's Children



65% live in poverty

35% are overweight

78% are not proficient in reading by third grade

40% will not graduate from high school

What are MCI core values?

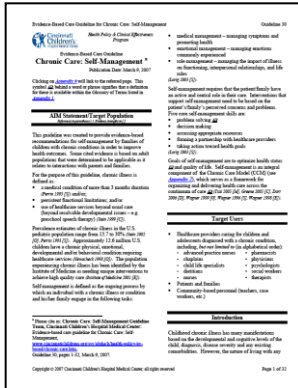
- Honor the work already being done in the community.
- Support network partners by building and strengthening their current efforts.

How can initiatives get stuck?

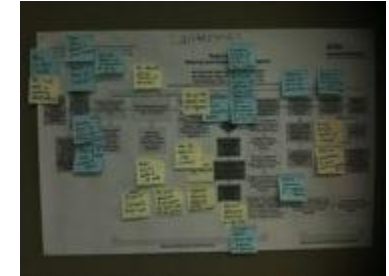
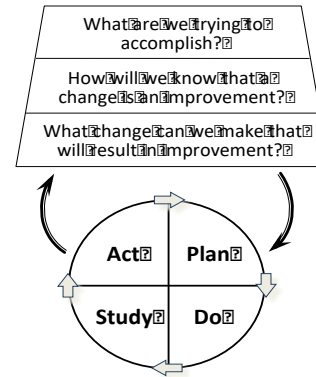
- Working on too many complex problems and ideas at once
- Pursuing many small projects that have little collective impact
- Focusing all resources on a single outcome
- Focusing on policy, without emphasizing change in practice
- Neglecting the human and technical aspects of effective change

Our Recipe for Population Impact

Evidence-Based Programs and Content

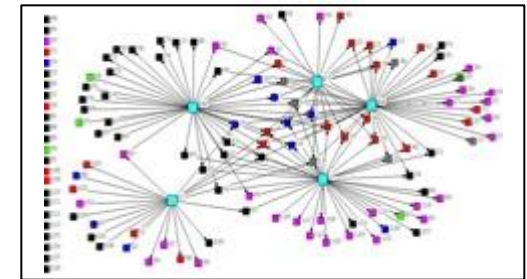
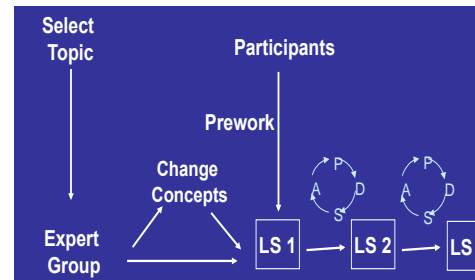
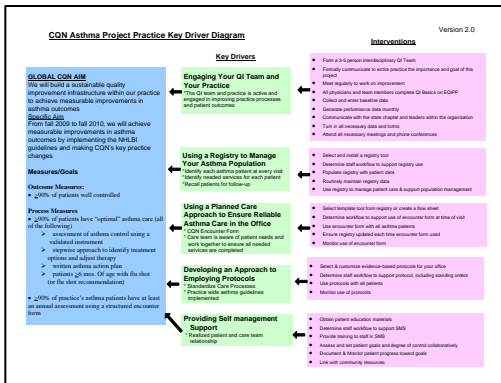


Model for Improvement



Network for Continual Learning

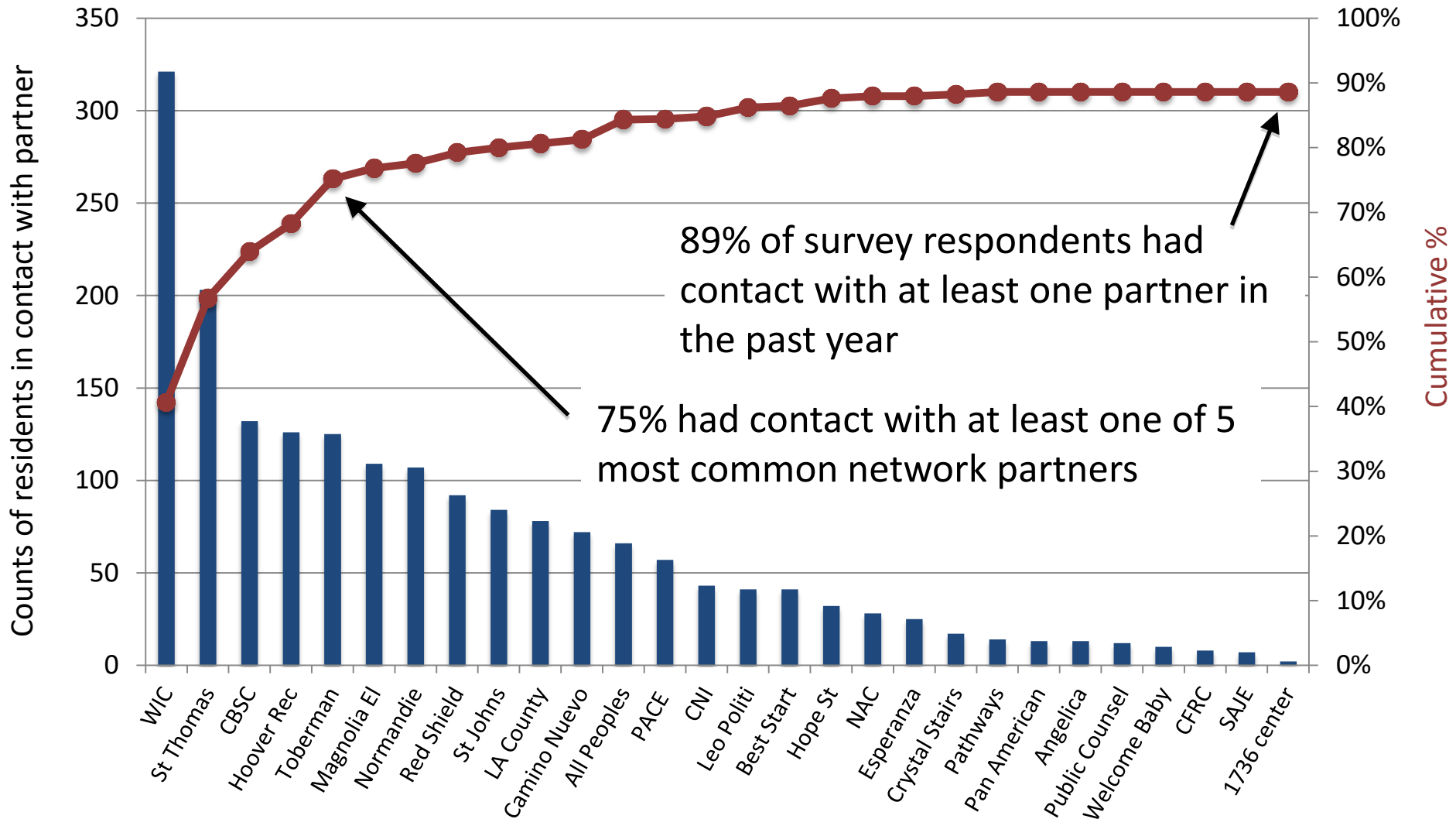
Change Concepts



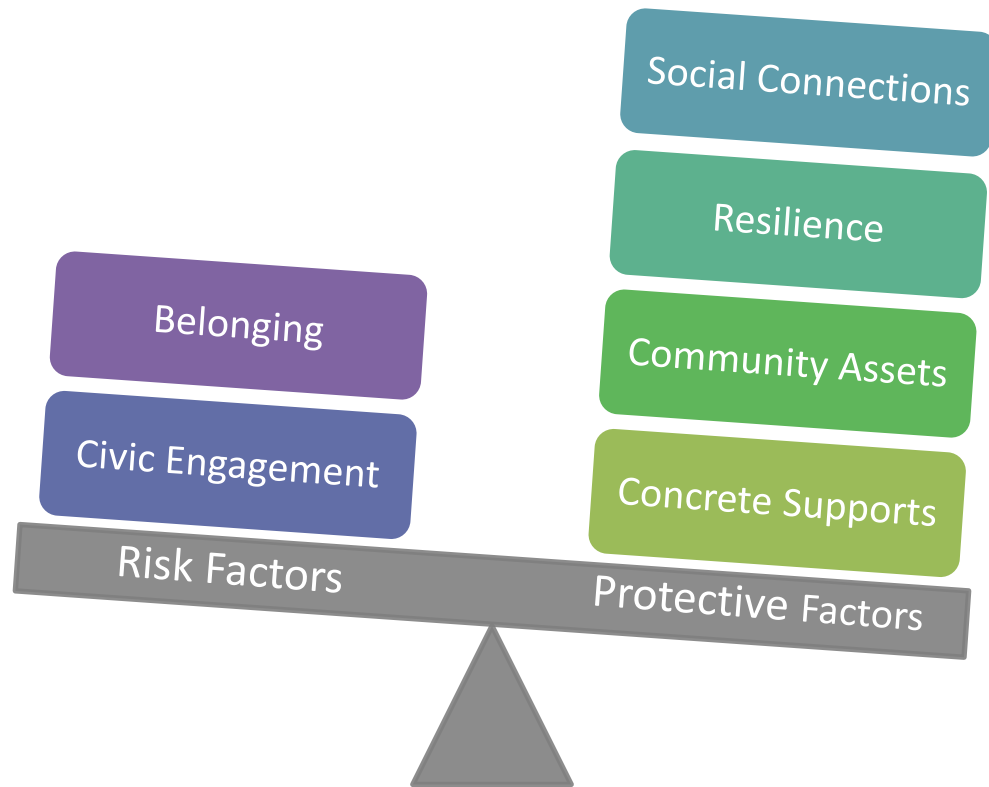
Peter Margolis, CCHMC; Ed Wagner, MD, MPH: MacColl Institute; Associates in Process Improvement; Institute for Healthcare Improvement



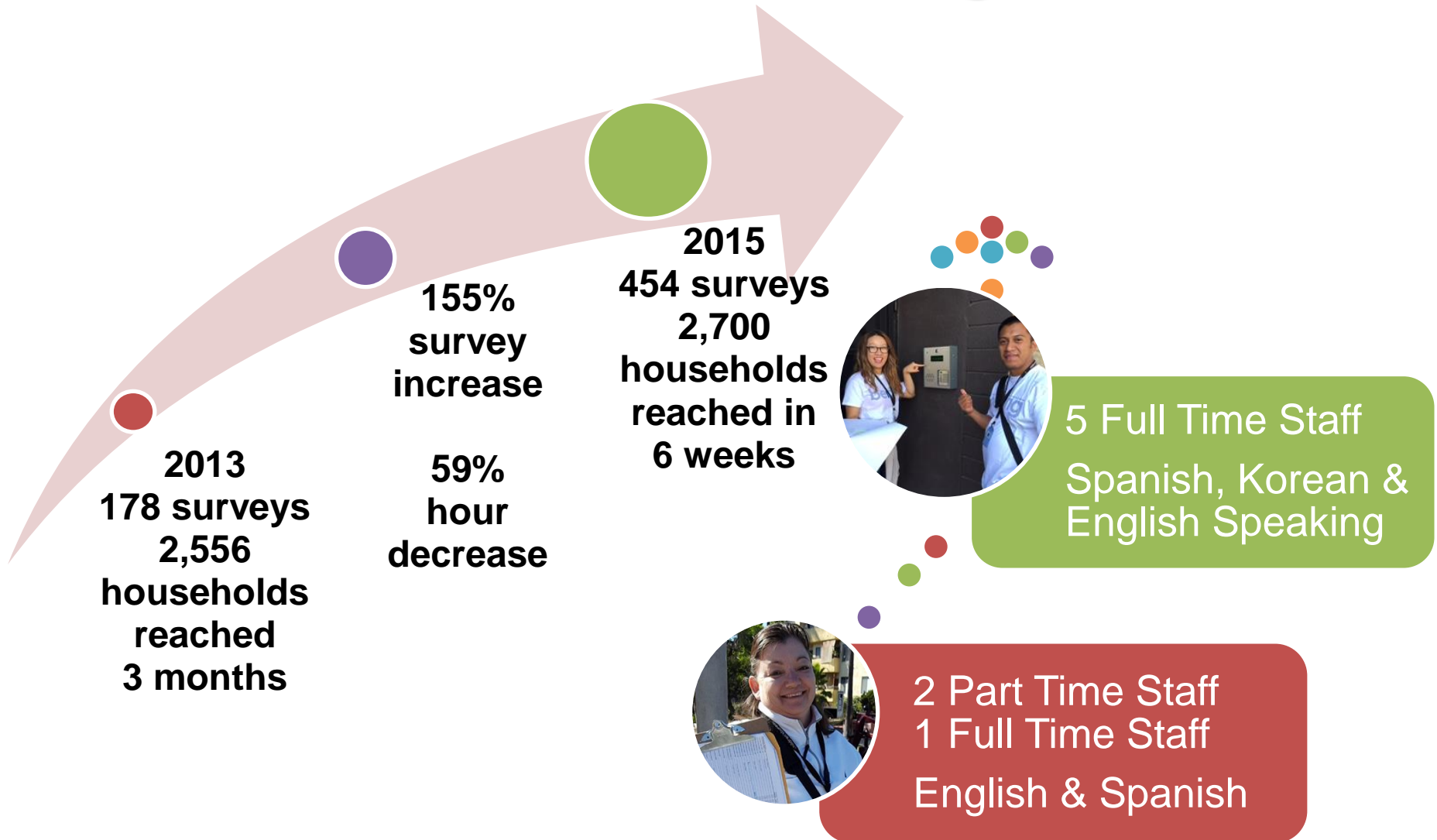
Using data to understand system concepts: Example of measuring network “reach”



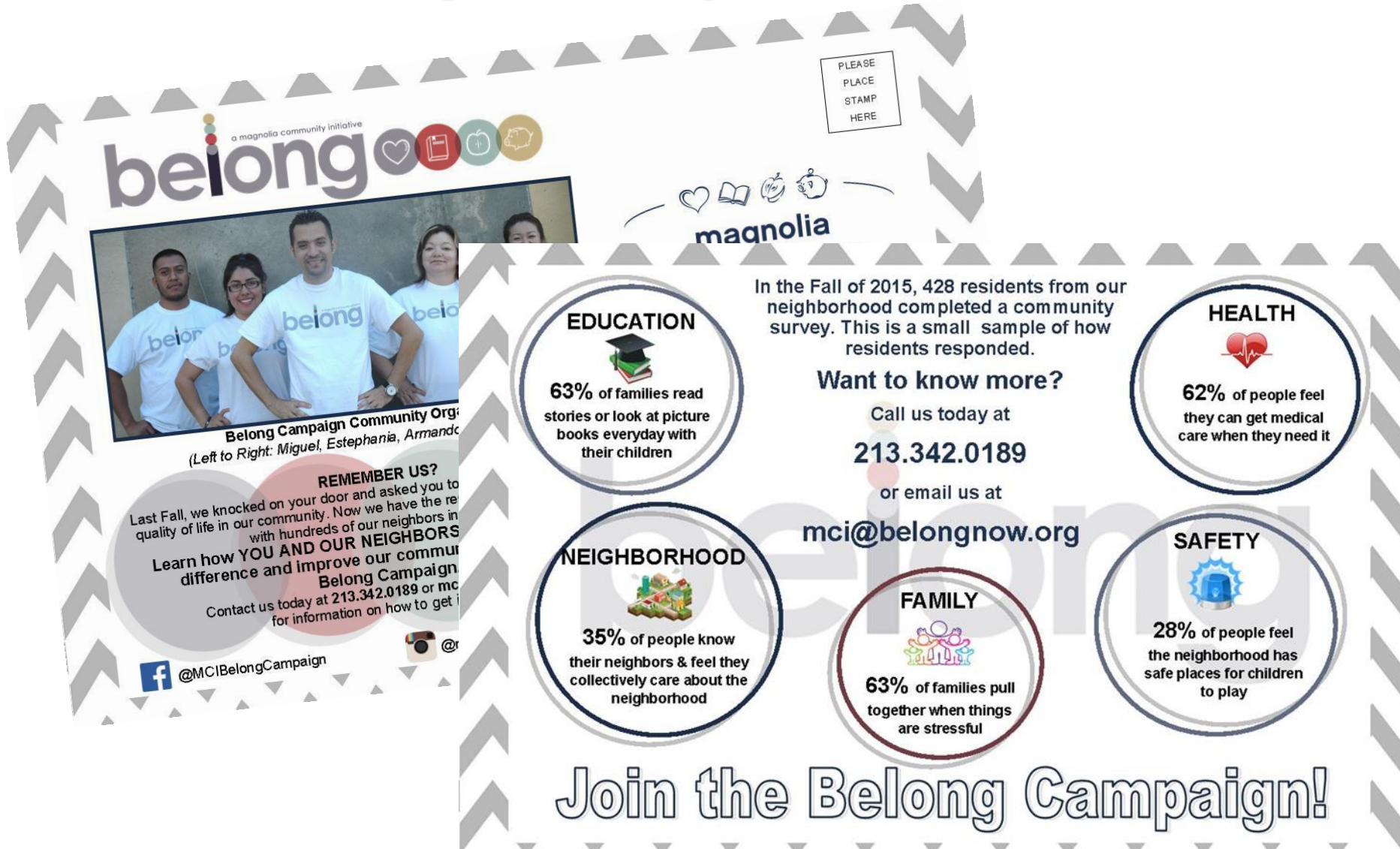
Focus On Improving Community Protective Factors



Community Survey Door To Door Canvassing



Sharing The Results Community Survey Data Postcard



PLEASE
PLACE
STAMP
HERE

a magnolia community initiative
belong

magnolia



Belong Campaign Community Org:
(Left to Right: Miguel, Estephania, Armando)

REMEMBER US?
Last Fall, we knocked on your door and asked you to
quality of life in our community. Now we have the re
with hundreds of our neighbors in
Learn how YOU AND OUR NEIGHBORS
difference and improve our commu
Belong Campaign
Contact us today at 213.342.0189 or mc
for information on how to get i

@MCIBelongCampaign

EDUCATION

63% of families read stories or look at picture books everyday with their children

In the Fall of 2015, 428 residents from our neighborhood completed a community survey. This is a small sample of how residents responded.

Want to know more?

Call us today at

213.342.0189

or email us at

mci@belongnow.org

NEIGHBORHOOD

35% of people know their neighbors & feel they collectively care about the neighborhood

FAMILY

63% of families pull together when things are stressful

HEALTH

62% of people feel they can get medical care when they need it

SAFETY

28% of people feel the neighborhood has safe places for children to play

Join the Belong Campaign!

Early Development Instrument (EDI)

- **A internationally validated population measure of child well-being**
- **Holistic Measure on 5 Domains of Development**
 - Physical Health and Well-being
 - Emotional Maturity
 - Social Competence
 - Language and Cognitive Development
 - Communication and General Knowledge
- **Checklist completed by kindergarten teachers after 3 months of kindergarten**

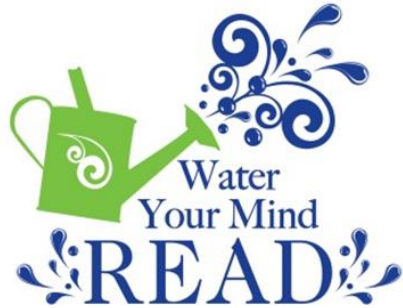
We are increasing daily reading to children:

18% increase in the number of families in the **community** who read with their children daily over the past two years



The following slide presents Family Reading Behaviors broken out by Census Block Group within the neighborhoods of Vecindario Politi and Pico y Magnolia.

Children's Bureau ECE Programs



"Reading Routines Working Group"

Testing the application of different approaches to improve daily parent-child reading.

Children's Bureau Commitment:

- Preschool Program
- Family Enrichment
- Family Friends and Neighbors
- Library Program
- Community Enrichment



**70% of families
are reading
5+ days**

Measureable Improvement

Our families are nurturing:

91% of families with children 0-5 feel they are able to comfort their child when he/she is upset; a 10% increase over the last two years – Community Survey

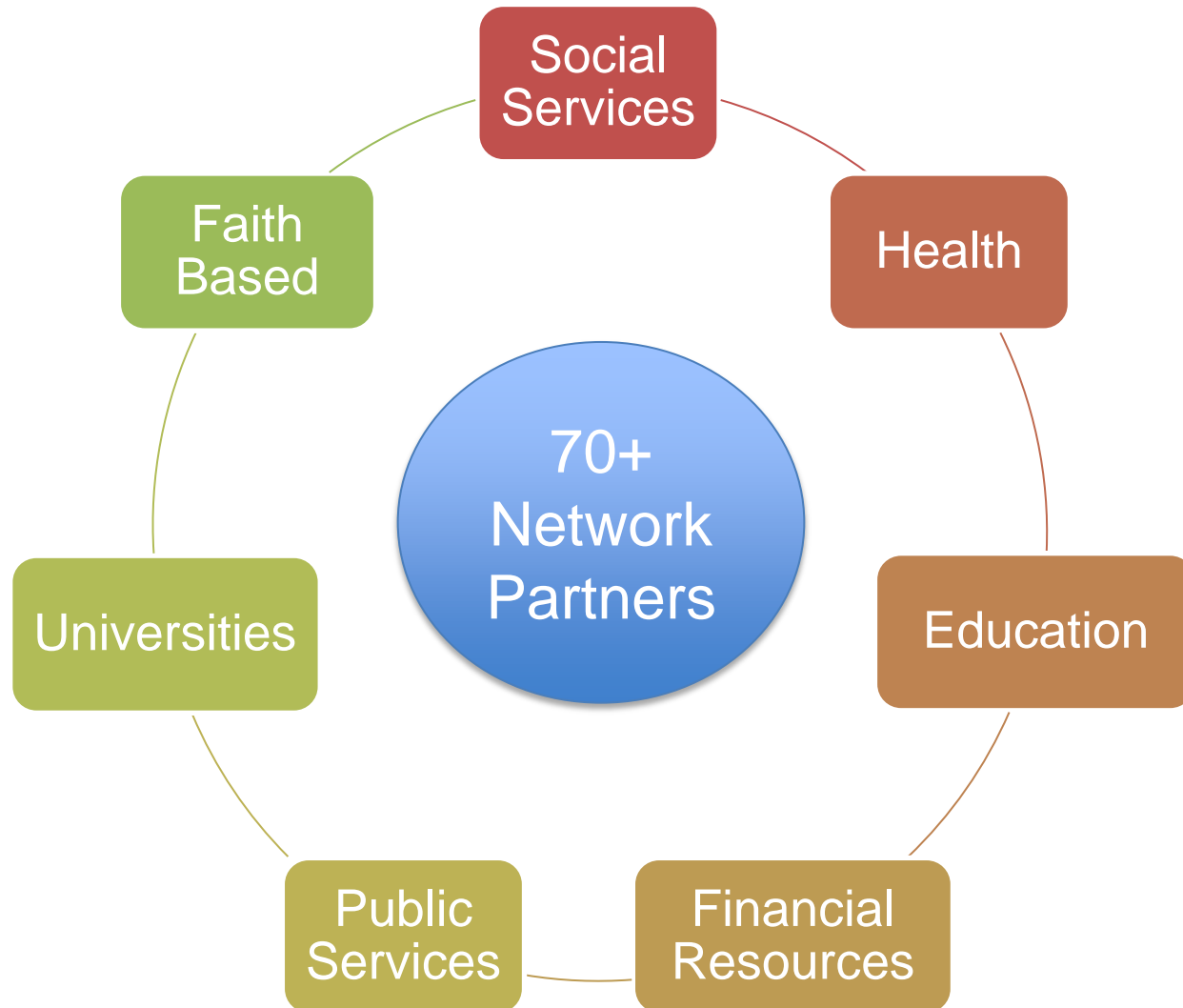
Our organizations are connecting families with the resources:

82% of families report that agency staff suggested other programs that could help them; a 10% increase over the last two years - Parent Survey

Our partners stay with us:

90% of our partner organizations have been with us for 5 years or more – MCI data base

MCI Network Partner Diversity



What have we learned?

- A scalable, sustainable measurement system can drive collective action
- New measures and data display can spark “systems thinking” among diverse providers
- Process improvement methods help diverse organizations move from planning to action, in the face of complexity
- Organizations are having early success with care pathways and flow strategies that rely on cross-sector collaboration



Local Health Department and Community-Based Partnerships: Opportunities for Enhanced Impact

Zoe Phillips, MS, MPH, CHES

Maternal, Child and Adolescent Health Programs

Los Angeles County Department of Public Health

Los Angeles County Background

- LA County Department of Public Health serves over 10 million County residents
- County comprises of 88 cities as well as unincorporated areas
- County sectioned into 8 Service Planning Areas (SPAs)
 - Magnolia Community Initiative (MCI) catchment area spans 2 SPAs
- MCI also geographically spans:
 - 2 Supervisorial Districts
 - 4 Los Angeles City Council Districts
 - 4 County Health Districts



Map of LA County SPAs



County Health Data - Relevant to MCI Catchment Area

- SPA 4 and SPA 6 often fare worse than other County SPAs on adverse health outcome measures related to the Social Determinants of Health*, including, but not limited to:
 - Percent of children (ages 1-17) with **access to a park or safe place to play**
 - 81.9% (SPA 4) and 78.5% (SPA 6)
 - Percent of adults (ages 18-64) who are **insured**
 - 84.8% (SPA 4) and 82.2% (SPA 6)
 - Percent of adults who reported **difficulty accessing medical care**
 - 28.6% (SPA 4) and 32.5% (SPA 6)
 - Percent of live births where mother **received prenatal care during 1st trimester**
 - 79.1% (SPA 4) and 77.0% (SPA 6)
 - **Diabetes death rate** (age adjusted per 100,000 population)
 - 23.5% (SPA 4) and 37.6% (SPA 6)
 - Percent of adults at **risk for major depression**
 - 15.7% (SPA 4) and 16.8% (SPA 6)
- Los Angeles City Council Districts 8, 9 and 10**:
 - High **childhood obesity prevalence** (35.5%, 33.3% and 32.4% respectively)
 - High percentage on the **Economic Hardship Index** (67.3%, 82.9%, 58.1% respectively)

*Los Angeles County Department of Public Health, Office of Health Assessment and Epidemiology. *Key Indicators of Health by Service Planning Area*; January 2017.

**Los Angeles County Department of Public Health. *Parks and Public Health in Los Angeles County: A Cities and Communities Report*; May 2016.



County and LAC DPH Partnership with Magnolia Community Initiative (MCI)

- County Department collaboration with MCI: DPH, DMH, DPSS, DCFS, County CEO, CSSD, County of Office of Child Care, County Public Library
- DPH a MCI network partner since 2009
- Partnership characteristics:
 - Research & Evaluation
 - Steering Committee
 - Personnel hiring
 - Data
 - Enhance collaborating opportunities
 - Leverage resources
 - Participation in professional development – MCI Fellowship



Long Term Impact on MCI Community

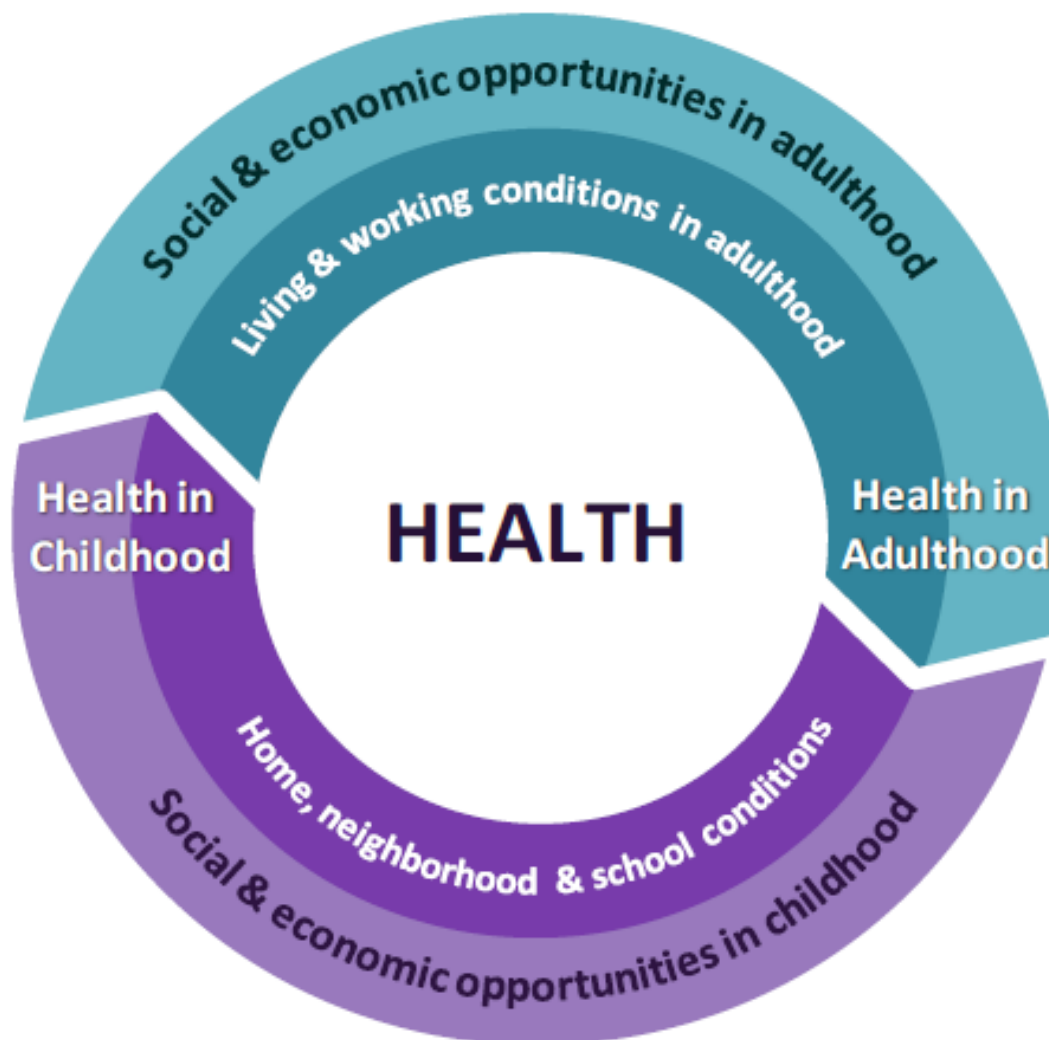
- Health departments need long term investments with community-based organizations (CBO) with a strong evidence base for their programs
 - Investments involving non-funding resources and personnel time are valuable and long term
 - MCI follows a non traditional approach replicated throughout the U.S.
- MCI partnership model is unique and allows for deeper volunteer-based collaboration
 - Survey development and trainings
 - Steering/Advisory capacity
 - Offers growth in network collaboration with County offices
 - Directly connects with CBOs, other agencies, and community residents



Best Practices for Replication of Partnership

- Local health departments (LHD) need long term, targeted collaborations with evidenced-based community models
 - Visibility of LHDs in the community is vital
 - Sustainability: many non-funded mechanisms of collaborations can be explored
 - Partnership must be at the departmental level rather than the individual
 - Cross-sector collaborations improve health outcomes
 - Collaboration can be tailored to suburban and rural communities – not unique to urban areas

Achieving Health Equity Together



A photograph of three young boys sitting in a field of tall grass. The boy on the left is wearing a blue t-shirt and has a slight smile. The boy in the middle is wearing a yellow t-shirt and is looking towards the right. The boy on the right is wearing a white t-shirt with a colorful pattern and is laughing heartily with his arms crossed. A large, semi-transparent teal graphic is overlaid on the left side of the image, containing white text.

Thank You!

***Questions...
Comments...***