



SAN JOAQUIN VALLEY

PUBLIC HEALTH CONSORTIUM

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MULTI-SECTOR CROSS JURISDICTIONAL PLANNING (MCJP) METHODOLOGY

Since Public Health Accreditation was introduced, local Departments of Public Health have increased formal multi-sector collaboration to complete community health assessments and improvement plans. This methodology introduces provides a guide for local jurisdictions to engage the jurisdictional multi-sector coalitions in planning regional projects for broader public health impacts.

A. Convening Planning

- Identify a trained neutral meeting facilitator, if possible.
- Recruit a planning committee that may include representatives from the Departments of Public Health in the region, key coalition partners, an evaluator, the convening host, and the facilitator.
- Planning Committee Tasks
 - Identify common priority topics and target audiences among county-based multi-sector coalitions. Select a focus area from the common priority topics. Key considerations for selection of priority topic area:
 - Disease rates or issue prevalence across the region
 - Available data
 - Resources and attention currently being devoted
 - Experience/expertise among coalition members to address the topic
 - Opportunities for high return on investment and upstream activities that impact the social determinants of health
 - Specific and narrow enough to facilitate a joint project
 - Identify appropriate members of county coalitions for the priority topic selected and recruit participation.
 - Work with the facilitator to develop the convening agenda and key facilitation strategies.
 - Discuss available resources and develop the budget.
 - Determine meeting date and arrange for location, logistics, and materials. Invite attendees and managed attendance, including travel arrangements.

- County multi-sector coalition summaries focused on the convening priority topic that include: 1) current/recent activity highlights, 2) planned activities, and 3) the benefits of cross-county collaboration from that county's perspective. Attachments of documents already used by the coalitions can be used.

B. Convening

- Potential Convening Objectives
 - Develop an action plan for multi-sector cross-jurisdictional sharing. (It is recommended that the group select a project that can be completed in one year or less. The most focused, narrow project, target audience and around which the group can find agreement will realize a success as a group and set the stage for later work.)
 - Identify common goals, measures, and target audiences among county-based initiatives in the priority topic area.
 - Identify barriers and potential solutions for multi-sector cross-jurisdictional sharing.
 - Identify common data needs and ability to share and merge data best practices.
 - Identify resources that could be shared.
- Sample convening agenda attached
- Sample meeting notes attached
- Key factors of convening success:
 - The planning committee must build buy-in from county coalition members during the participation recruitment period. Follow up one week prior to the convening to confirm attendance and answer questions.
 - Be flexible with the agenda and schedule keeping the primary objective in mind: Develop an action plan for multi-sector cross-jurisdictional sharing.

C. Convening Evaluation and Follow-up

- Sample convening evaluation attached
- Provide meeting notes, Action Plan, and a summary of the evaluation results first to the planning committee and then to all participants.

MULTI-SECTOR CONVENING
SAMPLE AGENDA (DETAILED)
PRIORITY TOPIC: DIABETES

TIME	TOPIC	NOTES
10 A.M.	<p>Welcome and Introductions</p> <ul style="list-style-type: none"> ● Welcoming statement by location host ● Welcoming statement by Organizing Committee Member ● Introduction of Organizing Committee ● Self-Introductions by Table ● Each county introduces what they see as the value of cross-county partnerships ● Introduction of facilitator and ground rules 	<ul style="list-style-type: none"> - Table Tent Name Cards - Table Seating by County - Host to welcome outside room: hand out name cards, packet (if any) and table assignment - Need to ID committee spokesperson to kick off
10:45	<p>Expectations, Purpose and Goal for Day</p> <ul style="list-style-type: none"> ● Addressing Type 2 Diabetes ● Need to find tight focus that will benefit entire region ● Develop plan that is executable in 12 months with existing resources 	<ul style="list-style-type: none"> - Facilitator Overview - Is 12 months the appropriate timeline?
10:55	<p>DISCUSSION: Value of working together across county lines</p> <ul style="list-style-type: none"> ● Opportunities (<i>input from participants</i>) <ul style="list-style-type: none"> - Shared Audience, Media, Challenges, Resources, Politicians, Messaging, MediCal access to care - Achieving collectively what we can't do alone - Avoiding duplication of efforts - Maximizing efficiencies - Capitalizing on great ideas, approaches and practices - Leveraging resources 	<ul style="list-style-type: none"> - Call out exercise from tables - Write responses on boards - Two panels, one for Opportunities, one for Challenges - Prioritize top reasons – This may be an exercise

	<ul style="list-style-type: none"> ● Challenges (<i>input from participants</i>) <ul style="list-style-type: none"> - Non-traditional - Existing and proscribed funding sources for work - Lack time to do present work and collaborate 	
11:20	DIABETES: Prevention or Management? <ul style="list-style-type: none"> ● Discussion about best area for a cross-county approach ● Effort to focus work ● Pros and Cons of each ● Consensus decision 	<ul style="list-style-type: none"> - Facilitated discussion - Reiterate need for focus - Move to consensus at conclusion
11:40	CURRENT ACTIVITIES: Relevant Sharing by Participants <ul style="list-style-type: none"> ● Invite participants to introduce work they are doing related to Diabetes Prevention/Management (based on decision in previous session) ● Write activities on boards and post around rooms ● Highlight especially interesting projects that would benefit from cross-county involvement 	<p>Use boards to record input</p> <ul style="list-style-type: none"> - Provide opportunity for gallery walk and interest selection via stickerS
NOON	WORKING LUNCH (CONTINUE WITH CURRENT ACTIVITIES EXERCISE)	
12:40 P.M.	TARGET AUDIENCE IDENTIFICATION (Group Discussion) <ul style="list-style-type: none"> ● Discussion about appropriate audience segmentation ● Highlight importance of: <ul style="list-style-type: none"> - Focused approach - Cross-County involvement - Expediency 	<ul style="list-style-type: none"> - Open discussion - Group consensus on audience selection
1:00	ACTION PLANNING: Diabetes cross-county sharing initiative <ul style="list-style-type: none"> ● Brainstorm potential strategies ● Start with strategies from previous activities that make sense ● Develop criteria for selection, potential criteria: <ul style="list-style-type: none"> - Does this activity promote cross-county sharing? - Will this have a measurable impact on the audience? 	<ul style="list-style-type: none"> - Record ideas on white boards - Collectively develop criteria and write up for everyone to see

	<ul style="list-style-type: none"> - Is it realistic to expect results in a year? - Can my organization contribute and commit? - Do we have the resources, time to make this happen? ● Prioritize key strategies with respect to the criteria ● Develop initial timeline ● Establish responsibilities ● Create initial evaluation plan 	
2:00	ACTIVITIES: What are the supporting activities that will help us realize the strategy?	- Possible table exercise
2:25	OPERATIONALIZING THE PLAN: <ul style="list-style-type: none"> ● Develop initial timeline ● Discuss existing resources that could be employed ● Assign responsibilities ● Create initial evaluation plan 	<ul style="list-style-type: none"> - Briefly outline initial timeline - Invite county tables to assume responsibilities for activities identified and possibly ID task force leaders - Begin initial discussions about how the activities will be evaluated and reported back to entire group
2:45	REVIEW DECISIONS: <ul style="list-style-type: none"> ● Overview of key decisions and next steps ● Closing comments from participants ● Closing remarks from organizers ● Meeting evaluation 	<ul style="list-style-type: none"> - Who from organizing committee will be spokesperson to group? - Who is handling meeting evaluation? - Who will be responsible for ongoing communications and next steps (assume it is the organizing committee)?
3:00	ADJOURN	

SAMPLE AGENDA (FOR MEETING PARTICIPANTS)

TIME	TOPIC
10 A.M.	WELCOME AND INTRODUCTIONS
10:45	EXPECTATIONS, PURPOSE AND GOAL FOR DAY
10:55	<p>DISCUSSION: Value of working together across county lines</p> <ul style="list-style-type: none"> ● Opportunities (<i>input from participants</i>) ● Challenges (<i>input from participants</i>)
11:20	DIABETES: Prevention or Management?
11:40	CURRENT ACTIVITIES: Relevant Sharing by Participants
NOON	WORKING LUNCH (Continue with current activities exercise)
12:40 P.M.	TARGET AUDIENCE IDENTIFICATION (Group Discussion)
1:00	ACTION PLANNING: Diabetes cross-county sharing initiative
2:00	ACTIVITIES: What are the supporting activities that will help us realize the strategy?
2:25	OPERATIONALIZING THE PLAN
2:45	REVIEW DECISIONS
3:00	ADJOURN

MULTI-SECTOR CONVENING

SAMPLE MEETING NOTES

Value of a regional Central Valley approach to addressing chronic diseases, such as diabetes

- Shared population with many commonalities
- Shared media market invites common messaging approaches
- Shared opportunity to engage and activate advocates
- Shared challenges, including poverty, poor health indicators, air quality and lack of resources
- Health care resources are not concentrated in one area

Opportunities for four-county regional collaboration

- Schools
- Shared message across cultural groups
- Residency required to do community partnerships
- Funding – success at bringing and leveraging funding in the region
- Equity and social determinants of health increases understanding and invites more non-traditional partners
- Pursue more sustainable funding
- Push for inter-collaborative model of funding
- Consistency of data with health plans
- Political will – create message/education to help them understand
- Ability to share information across county lines
- Increased support for PSE work with 2020 Tax and Prevention dollars
- Established coalitions and partnership can jump on funding opportunities
- Shared knowledge of populations

Challenges for four-county regional collaboration

- Time
- Different priorities
- Different perspectives
- Funding limitations
 - Restricted from working across county lines
 - Lack of sustainability
 - Funding proposals promote competition rather than cooperation and collaboration
 - Too many funding proposals cover short term timelines and need to be longer term
- Social determinants of health
 - Hard to address
 - Physicians don't know how to treat social determinants of health

- Central Valley is overlooked with more attention and collaboration going to southern California and northern California
- Large geographical area
- Need to better understand the diverse populations in the region
- Data
 - Lack of data on outcomes
- Political will
 - Misunderstanding among elected officials about what public health is
 - Lack of political understanding about impacts
- People want quick fixes
- Need to maximize the impact of community health workers
- Need to increase the diversity of providers
- Lack of knowledge about available resources
- Lack of coordination
- Website exists but needs to be expanded and updated
- Too many people go to the emergency rooms
- Identifying the specific target audiences
- Lack of focus – prevention or treatment
- Need to include community input in proposals
- Tremendous turnover
- Working in silos leads to unnecessary repetitions
- Transportation
- Labor
- Administration
- Should the focus be on prevention or management?

Criteria for deciding on an approach

- Does this activity promote cross-county sharing?
- Will it have a measurable impact on the audience?
- Is it realistic to expect results in a year?
- Can my organization contribute and commit?
- Do we have the resources to make this happen?
- Do we already have traction with what we are currently doing?
- Impact!

Potential areas for collaboration

- Coordinated information – 23 votes
- Engage political conversation – 15 votes
- Consistent messaging and marketing approaches – 15 votes
- Food access
- Providers and provider education
- Transportation

MULTI-SECTOR CONVENING

SAMPLE EVALUATION

Please rate how well the convening provided the opportunity to:	No opportunity	Little opportunity	Some opportunity	Substantial Opportunity
Create focused, aligned goals and objectives				
Explore <u>opportunities</u> for multi-sector cross-jurisdictional collaboration and sharing				
Explore <u>the potential benefits of</u> multi-sector cross-jurisdictional collaboration and sharing				
Expand on health efforts in your county by linking, aligning, and interweaving them with other efforts in the region				

Please rate how well the convening provided the opportunity to identify:	No opportunity	Little opportunity	Some opportunity	Substantial Opportunity
Common goals				
Common measures				
Common target audiences				
Common data needs				
Capacities to share and merge data				
Service gaps				
Best practices				
Sharable resources				

Please rate the return on your investment of time, effort, etc. in participating in this convening.	No return	Little return	Some return	Substantial return

Please rate how confident you are in your ability to contribute to action plan developed today.	No confidence	Little confidence	Some confidence	Substantial confidence

Please rate how confident you are that the action plan created today:	No confidence	Little confidence	Some confidence	Substantial confidence
The Action Plan can be implemented successfully.				
The Action Plan will leverage and maximize existing available resources.				

Please rate your level of confidence that the outcome of this convening will be increased impact of current county-based health initiatives.	No return	Little return	Some return	Substantial return

What did you find most meaningful about the convening?

What do you think could be improved?

What appreciations or suggestions do you have for the facilitators from Brown Miller?

What appreciations or suggestions do you have for SJVPHC staff?

What feedback do you have on the logistics, such as location, food, and rooms?

MULTI-SECTOR CONVENING

SAMPLE MEETING NOTES AND ACTION PLAN

Produce a regional diabetes policy brief with fact sheets for different audiences

Write proposal to secure underwriting for the project (Sara Bosse)

- Apply to Central Valley Community Foundation
- Who else?
- Outline brief
 - Impact statement with metrics for success
 - Data collection and review (Linda Stokes with help from Heather Berg and input from each of the counties)
 - Contrast Central Valley data to statewide data
 - Name players
 - Prioritize audiences
 - Write brief
 - Design
 - Infographics
 - Successes and best practices
 - Recommendations
- Project leadership
- Approval process
- Marketing and dissemination plan
- Communications plan and messaging
 - Identify spokespersons
- Means of distribution (hard copies, electronic, etc.)
- Determine responsibilities – who will do what?
- Evaluation – success determinants
- Timeline (tentative)
 - January 2019 actively submit proposal for funding
 - March or sooner – collect data
 - May develop brief
 - May engage hospitals and community audiences (Ivonne Der Torosian)
 - August – develop individual fact sheets (determine what matters to each of the audiences)
 - Politicians
 - Businesses
 - Medical entities and providers
 - Communities (ethnic, immigrant)
 - School leaders
 - Media
 - Faith-based
 - Funders
 - September – release brief