



LEVERAGING STRENGTHS FOR SUSTAINABILITY:

Shaping Health Interventions with Community Asset Framework and Community Asset Profiles

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AGENDA

- Introduction to County of San Diego
- CDC COVID-19 Health Disparities Initiative
- Project Inspiration
- Community Asset Framework
- Community Asset Profiles Pilot
- Next Steps

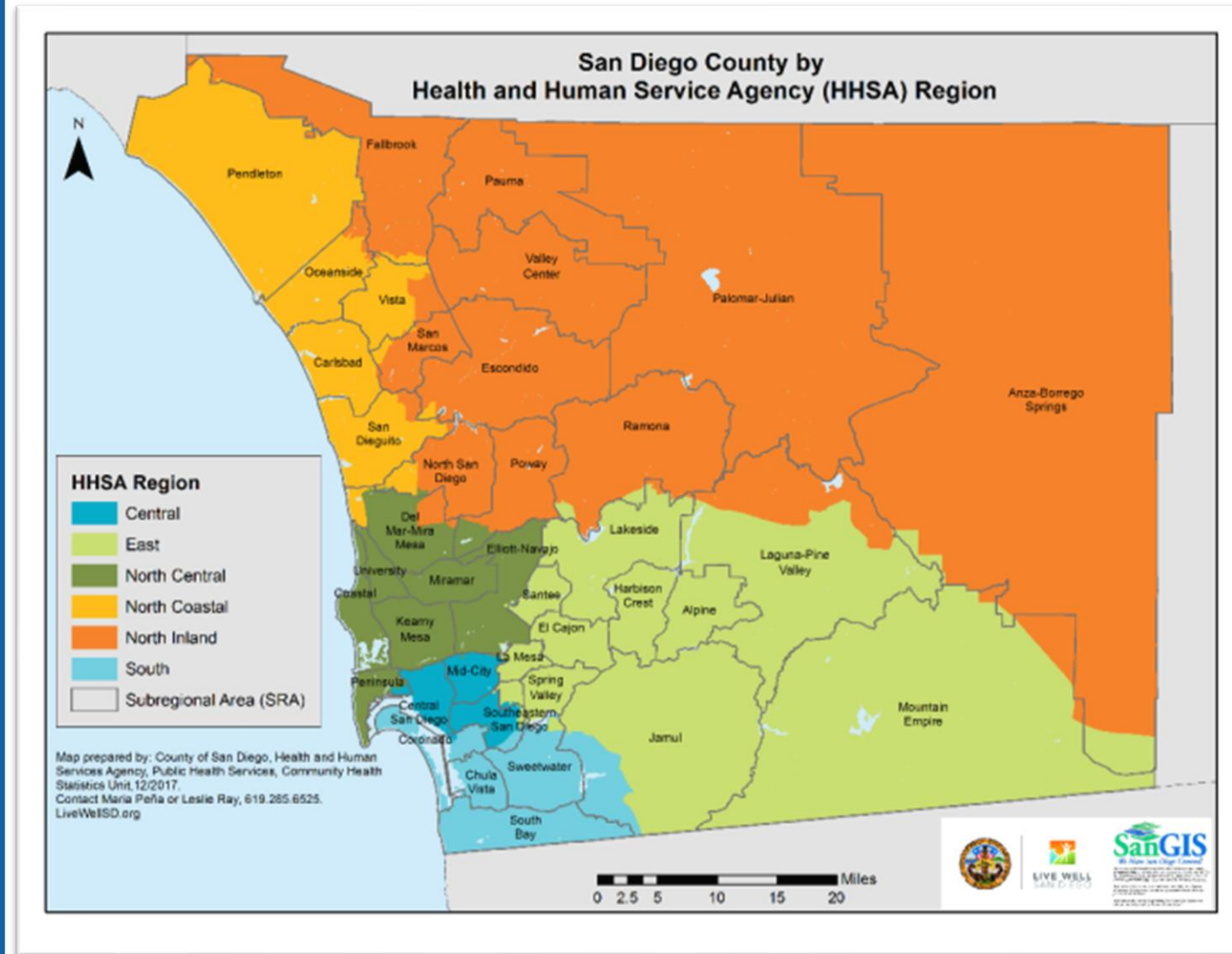


OVERVIEW OF COUNTY OF SAN DIEGO



WELCOME TO SAN DIEGO COUNTY

- Over 3.3 million residents
- Diverse population
- Busiest border in the world
- Tourist destination
- Refugee and immigrants
- Culture & language diversity
- Largest number of tribal nations (18)
- Largest military facilities (18)



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COVID-19 HEALTH DISPARITIES INITIATIVE



CDC HEALTH DISPARITIES OVERVIEW



- **Title:** National Initiative to Address COVID-19 Health Disparities Among Populations at High-Risk and Underserved, Including Racial and Ethnic Minority Populations and Rural Communities (CDC-RFA-OT21-2103)
- **Award:** \$24,255,805
- **Project period:** June 1, 2021, through May 31, 2026
- **Project goal:** To address COVID-19-related health disparities and advance health equity by expanding health department capacity and services to prevent and control COVID-19 infection (or transmission) among populations at higher risk and that are underserved
- **Priority populations:** Black and African Americans; Hispanic and Latinx; Asian American, Native Hawaiian or Other Pacific Islander; American Indian or Alaska Native; and Rural Communities

CDC HEALTH DISPARITIES OVERVIEW



Four overarching strategies to build infrastructure that address disparities in the current pandemic, and in future responses:

1 Expand existing and/or develop new mitigation and prevention resources and services to reduce COVID-19 related disparities among populations at higher risk and that are underserved.

2 Increase/improve data collection and reporting for populations experiencing a disproportionate burden of COVID-19 infection, severe illness, and death to guide the response to the COVID-19 pandemic.

3 Build, leverage, and expand infrastructure support for COVID-19 prevention and control among populations that are at higher risk and underserved.

4 Mobilize partners and collaborators to advance health equity and address social determinants of health as they relate to COVID-19 health disparities among populations at higher risk and that are underserved.

COMMUNITY ASSET FRAMEWORK & COMMUNITY ASSET PROFILES PILOT



WHAT IS A COMMUNITY ASSET FRAMEWORK?

- **COMMUNITY ASSET FRAMEWORK:** acts as a formal guide, systemizing methods to document **COMMUNITY ASSET PROFILES**
- Each Community Asset Profile is specific to a jurisdiction within the County of San Diego
- Matrix document outlining data points to capture assets
 - Focused on recognizing a community's wellbeing, strengths, & existing priorities
 - Reviews relevant policies, economic, social, & environmental indicators



WHY IS THIS IMPORTANT?



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#BMeNOW 2010

BMe UNLIMITED

YOU CAN DO ANYTHING





Trabian Shorters
Founder & CEO
BMe Community

“Define Black people and all people by their **aspirations and contributions** rather than by degradations and disparities...

don't ignore what's wrong with situations, but we **start with what's right** with the people...

that's how we build **equity without stigma.**”

- Trabian Shorters (2022)



CREATING THE COMMUNITY ASSET FRAMEWORK



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KEYS TO GETTING STARTED

- ✓ Identified grant funds to support the County's Office of Equity and Racial Justice
- ✓ County of San Diego PHS leadership's commitment to health equity
- ✓ Building tools from existing priorities
- ✓ Relationship-building among jurisdictions within the County
- ✓ Collaboration with existing assessment programs
- ✓ Listening to community and partner feedback



DETERMINING MEASURABLE ASSETS

INFORMED BY:



Principles of Trabian Shorters - BMe Community Organization



Asset-based Community Development (ABCD) Model
(Kretzmann and McKnight, 1993)



County of San Diego Strategic Initiatives



Live Well San Diego Health Indicators

ASSET-BASED COMMUNITY DEVELOPMENT (ABCD) MODEL



People & Relationships



Individual Assets



Associations



Institutions

Setting



Physical Environment



Economic Activity



Culture & Stories

COUNTY OF SAN DIEGO STRATEGIC INITIATIVES

 **SUSTAINABILITY:** Economy • Climate • Environment • Resiliency

 **EQUITY:** Health • Housing • Economic Opportunities

 **EMPOWER:** Workforce • Transparency & Accountability • Innovation

 **COMMUNITY:** Engagement • Safety • Quality of Life • Communications • Partnership

 **JUSTICE:** Safety • Restorative • Environmental



LIVE WELL SAN DIEGO HEALTH INDICATORS



HEALTH

Enjoying good health and expecting to live a full life



KNOWLEDGE

Learning throughout the lifespan



STANDARD OF LIVING

Having enough resources for a quality life



COMMUNITY

Living in a clean and safe neighborhood



SOCIAL

Helping each other to live well



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COMMUNITY ASSET FRAMEWORK CONSIDERATIONS

- ✓ Not replacing or duplicating existing needs assessments
- ✓ All data points found online/with existing resources, as to not burden community
- ✓ Implemented by health assessment contractor with Public Health Services program team input





COUNTY OF SAN DIEGO
HEALTH AND HUMAN SERVICES AGENCY



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COUNTY OF SAN DIEGO COMMUNITY ASSET FRAMEWORK



County of San Diego
Strategic Initiatives
Framework Categories

Asset-Based Community
Development (ABCD) Model
Asset Categories
{Kretzmann, McKnight, 1993}

- ♥ People & Relationships
- 🏠 Setting

Data Points

Data Sources

C O M M U N I T Y	E Q U I T Y	S U S T A I N A B I L I T Y	Economy	🏠 Economic Activity	Top classes of workers	U.S. Census City Profile (2022)	
					Presence of Farmer's Markets	San Diego County Farmers Markets List (Jan 2024)	
					Presence of local farms or community supported agriculture (CSAs)	UCSD Community Health Farms & CSA finder (2024)	
			Climate	🏠 Economic Activity 🌳 Physical Environment		Participation in County Climate Action Plan (CAP)	2021 San Diego County Policy Scans
						Green jobs initiatives to highlight	SD Foundation Workforce Development Green Jobs
						Method for maintenance and hazard mitigation	Jurisdiction websites
			Environment	🌳 Physical Environment		Parks total area in jurisdiction	Parks For California Outdoor Equity (2023)
						Location/state of physical amenities (parks, conserved habitats, hiking trails, etc.)	Trust for Public Lands ParkScore CalEnviroScreen 4.0
							Jurisdiction websites
						Presence of other environmental protection policies or planning documents	2021 San Diego County Policy Scans
			Resiliency	🏠 Physical Environment		Emergency preparedness centers/ emergency plans	Jurisdiction websites

PILOTING THE COMMUNITY ASSET FRAMEWORK



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COMMUNITY ASSET PROFILES PILOT

To pilot the Community Asset Framework, a contractor will create **five (5) Community Asset Profiles** for diverse jurisdictions

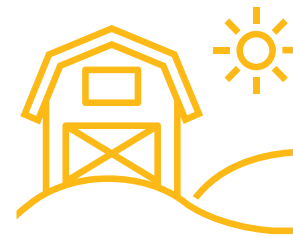
- ✓ Plug data points into Community Asset Framework from online & existing resources
- ✓ Organize highlights/positive outcomes into visually appealing, jurisdiction-specific profile
- ✓ Ground-truth methods & outcomes with voluntary Community Advisory Board
- ✓ Document processes (time/staff required, best practices, challenges, etc.)



IDENTIFYING JURISDICTIONS

Recommended Jurisdictions based on:

- ✓ Community Advisory Board input
- ✓ Healthy Places Index scores
- ✓ County of San Diego's Health Equity zip codes
- ✓ Representation of grant priority populations
 - Represents diverse racial, ethnic, & cultural populations
 - Represents diverse geographic areas
 - At least one profile represents an Unincorporated Area
- ✓ County's Regional Community Coordinators' input
- ✓ Interest & agreement from City Managers



COMMUNITY ADVISORY BOARD



- CAB Responsibilities include:
 - Recommending jurisdictions for pilot
 - Providing feedback on methods and products
- 12 people currently on CAB
 - Will increase to 17, recruiting in piloted jurisdictions
- CAB members requested to attend 3-4 virtual meetings, compensated with \$100 Visa gift card for attending

Organization Affiliations:

- Churches & Faith-based
- City Planning Commissions
- Community Organizations & Non-profits
- Health Centers
- High Schools & Community College
- Workforce Partnerships

Communities CAB members serve:

- African American/ Black; Asian American; & Latinx
- Youth; Rural; Faith-based; & Business

WHAT'S NEXT?

- ❑ Outreaching to jurisdictions to confirm interest
- ❑ Recruiting more Advisory Board members in selected jurisdictions
- ❑ Contractor creating Community Asset Profiles to be shared with piloted jurisdictions & their communities
- ❑ Contractor providing feedback and recommendations on methods for future use
- ❑ Opportunities to share Community Asset Framework for use by City Officials or community-level organizations within County of San Diego
- ❑ Exploring options to incorporate use of Community Asset Framework within County processes, such as incorporating it into HHSA's Community Health Assessment process



FINAL THOUGHTS

Long-term Objectives:

- 1. Empowering Storytelling:** combats stigma while creating **accurate, affirmative, and descriptive narratives** about communities
- 2. Guide for Community Investment:** can serve as a practical model to guide community investments, leveraging existing assets for **sustainable interventions** and **enriched community involvement**



**“Don’t ignore what’s
wrong with situations...
Start with what’s right with
the people”**

– Trabian Shorters, BMe



THANK YOU!



For Questions, Contact:



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The Public Health Services department, County of San Diego Health and Human Services Agency, has maintained national public health accreditation, since May 17, 2016, and was re-accredited by the Public Health Accreditation Board on August 21, 2023.

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