



Community as the Center

Elevating the Community Perspective as a Driver in
Community Health Assessments and Community
Health Improvement Plans

Agenda



The Purpose



The Plan



Lessons Learned

Introductions



Tanya Bustamante, DrPH, MPH
Deputy Director, Health,
Housing, and Community
Services,
City of Berkeley



Janice Chin, MPH, PMP, CPC, TIPC
Director, Public Health Division
City of Berkeley

What comes to mind when you hear “community engagement” in program planning?



<https://www.menti.com/alqwxgjex92o>

The Need for Engagement

- Commitment *to* the community, but also *by* the community
- Shared understanding
- Shared ownership and accountability
- Sustainable implementation



The Key Components of Engagement

- Commit to equity and centering community
- Focus on building trust
- Establish accessible and consistent communication
- Cultivate community ownership and capacity
- Implement a process with continuous feedback and adaptation



Our Strategy: Commitment

CENTERING LIVED EXPERIENCE

Engage thoughtfully and deliberately with those who have lived experience



EQUITABLE DATA PRACTICES

Apply principles of accessible data collection and analysis



ROOT CAUSE ANALYSIS

Understand the links between health and equity status and historical and present day structures, policies, and practices



SUSTAINABILITY

Support community members' capacity to develop, implement, and sustain local initiatives

"Something isn't going to be different unless we do something different...the status quo is not working ...this plan...is a step towards transformation, towards something different, towards true community power." - **PENELOPE COLLINS**

Our Strategy: Community Steering Committee Recruitment



Recruitment Plan Outline

Timeline

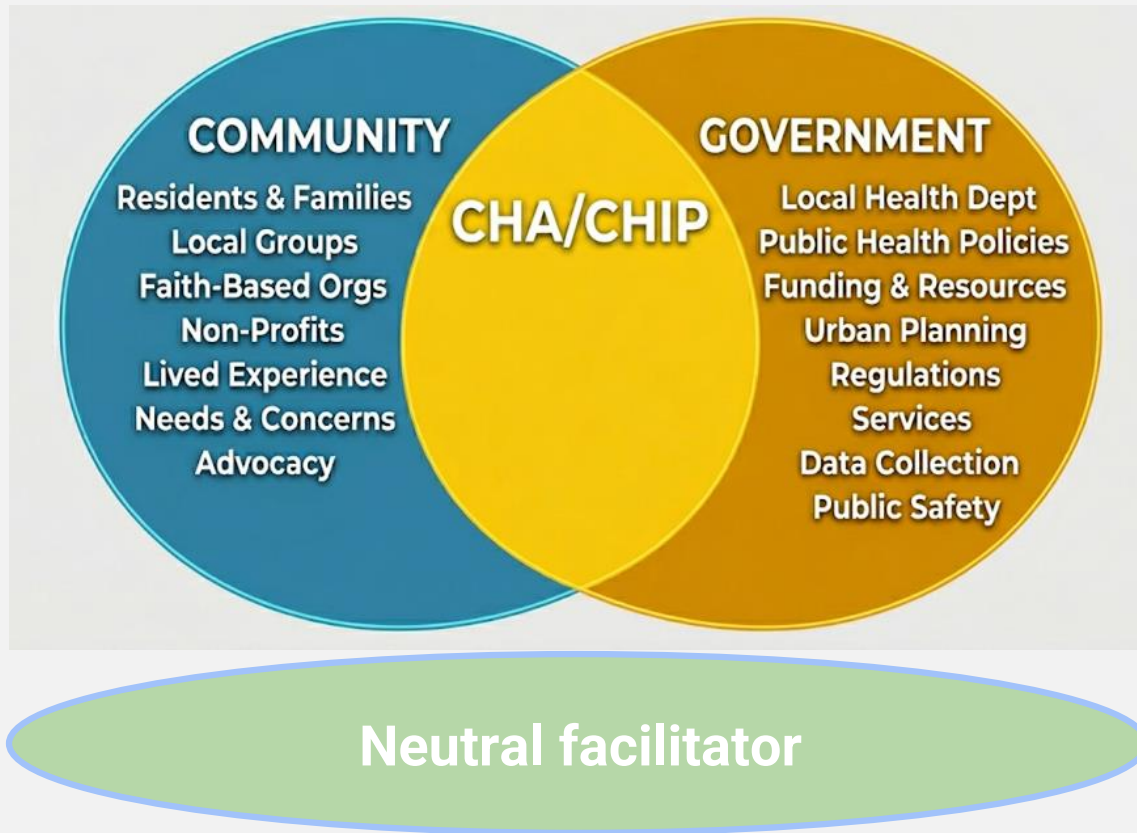
- 11/3: finalize recruitment application language
- 11/6: meet to create Alchemer
- 11/8: finalize flier and one-pager OR Flier and completed Alchemer survey
- 11/9: Berkeley to provide feedback in full team meeting
- 11/13: Email to current org contact list goes out
- 11/13 - 11/17: JSI prints and pushes out print materials throughout the community
- 11/28: A second push-out to partners and HHCS with remaining materials finalized
- Last week of Nov - first week of Dec: final push of print materials
- 12/15: Ongoing review of applications - phone screens completed
- 12/20: HHCS to review and approve list
- 12/22: Decision made
- Early January: Notices sent to all applicants

Our Strategy: Consistent, trust-based communication

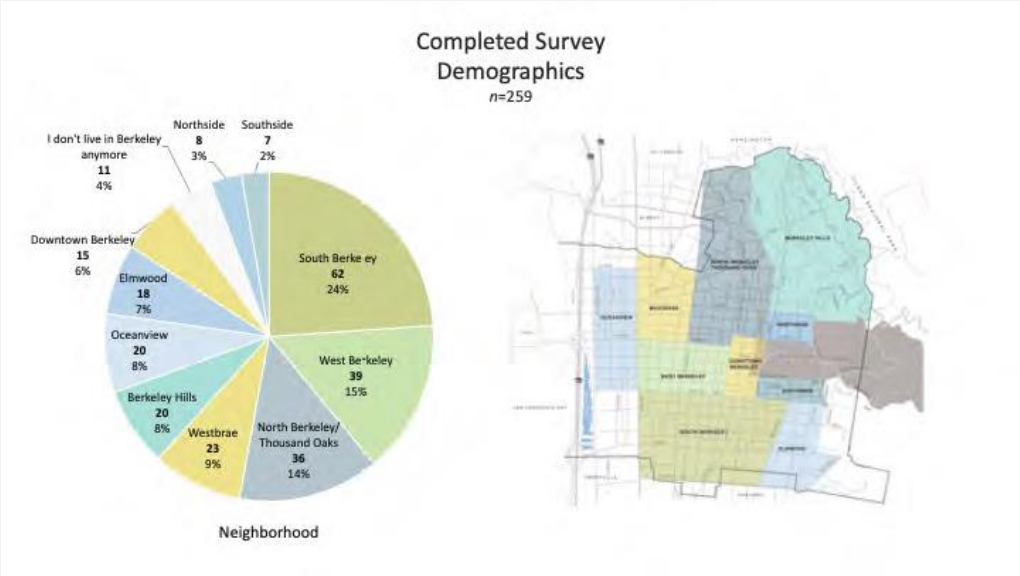


Our Strategy: Shared, continuous decision-making

"I think what frustrates community members is when they hear about a project...it feels like the government is already starting on it without acknowledging community feedback..." - KATI KHOV



Our Strategy: Data Collection



PRIORITY POPULATIONS

Based on the data review and input from stakeholders during the landscape scan and CHA phases of this project, an extra emphasis was placed on these populations.

- Black/African American people
- Latine/Latinx/Hispanic people
- LGBTQIA+ people
- Residents of South and West Berkeley
- Youth

That does not mean that improving the health of other people and populations is not important, a both/and approach is necessary.

Housing

Being able to live in a place that is safe, affordable, and stable.

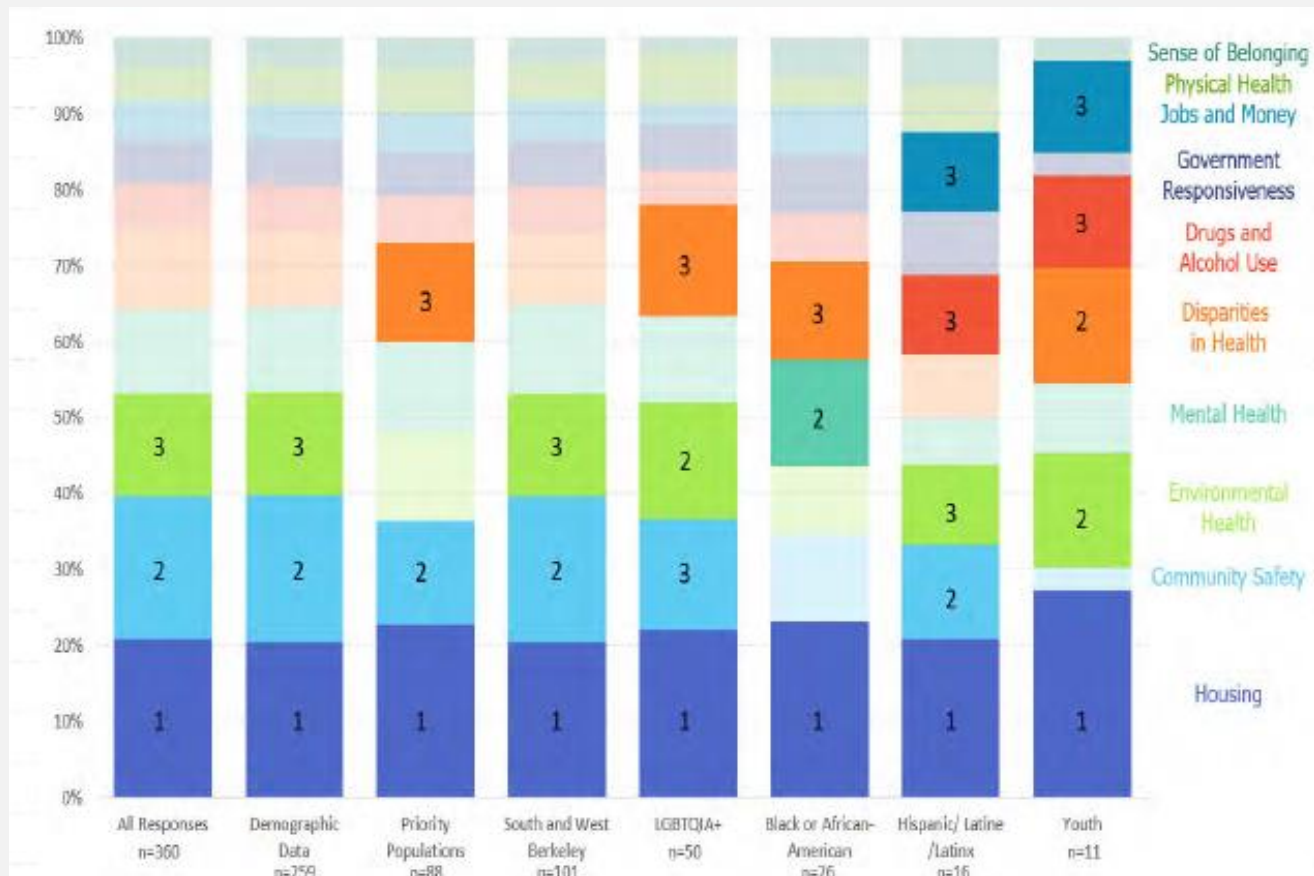
1. Why did you select this area?

2. Please rank the following issues from 1 (highest priority) to 4 (lowest priority), to indicate what you think the BWB should focus on. **Each number can only be used once.**

ISSUE	RANKING 1= highest priority 4= lowest priority
Affordable housing for people of different income levels	
Displacement of long-time community residents	
Health and safety of homeless people	
Quality of housing services (like navigation, support for renters, and public housing that is safe, healthy, and well-maintained)	

3. I think a way to improve housing in Berkeley is...

Our Strategy: Data Collection



KEY FINDINGS

At the conclusion of the community survey, JSI and the CSC systematically reviewed all of the data collected via survey, interviews, focus groups, reports and statistics. Based on that review, a set of 6 key findings emerged. Although not all of the input, data and voices could be included in full detail, this report summarizes the information as best as possible to tell a clear story of the current situation and perspectives in Berkeley regarding health and wellness.

Finding 1: There is a lot to be proud of when it comes to wellness in Berkeley

Finding 2: Diversity is highly valued and racism is deeply rooted

Finding 3: Health is connected to where people live

Finding 4: More transparency and collaboration are needed to increase trust and effectiveness of health improvement efforts

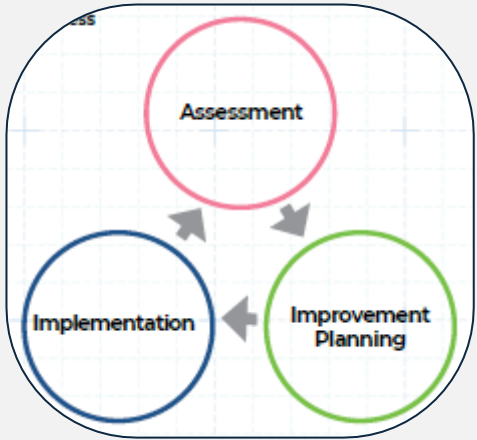
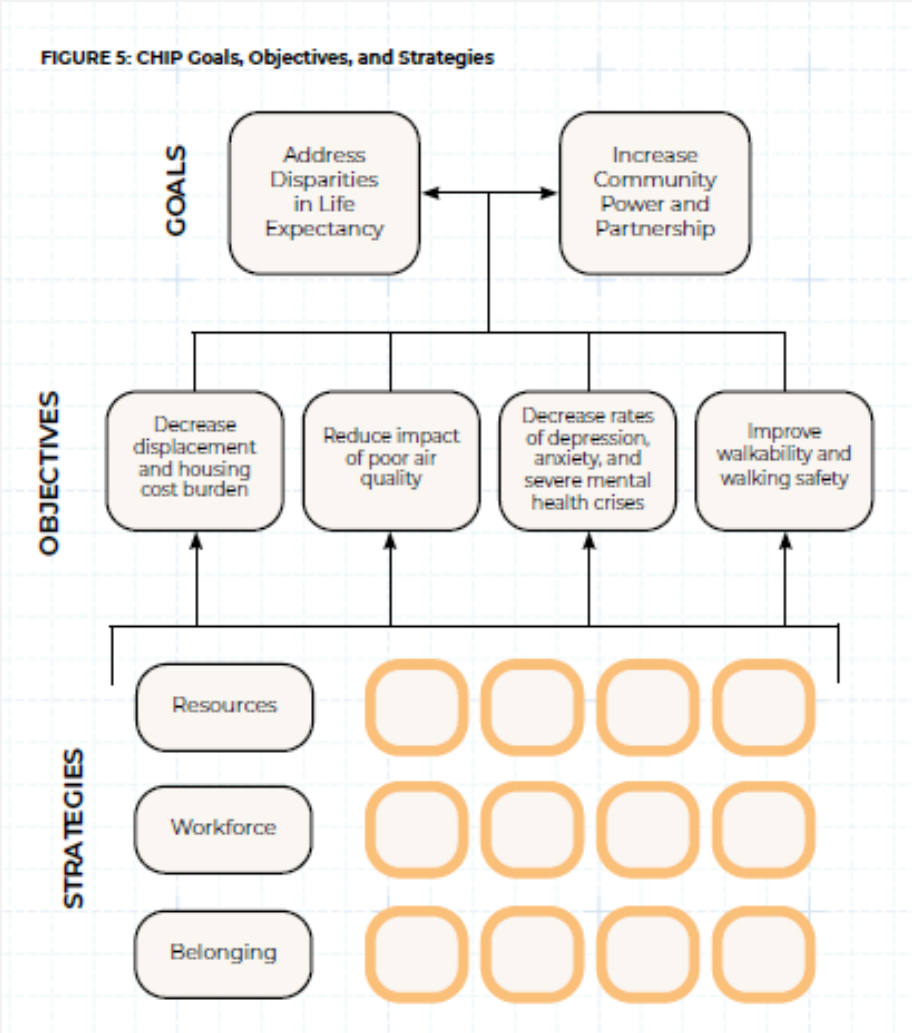
Finding 5: Berkeley is becoming a more difficult place for people to afford to live well

Finding 6: Connection and safety are essential for supporting mental and physical well-being



Our Strategy: Document Production

"CHAs/CHIPs can be used to uplift and articulate community concerns and needs and be used as a tool...what can I do to further that advocacy? My advocacy depends on the systems and my engagement with them."- MICHAEL FREEMAN



PROCESS

SEPTEMBER 2025 - MARCH 2026
Phase 1: Preparation

APRIL 2026 - MARCH 2028
Phase 2: Action

APRIL 2028 - AUGUST 2028
Phase 3: Refresh

Communication Tools

<https://youtu.be/8lQDyzAtPIQ?si=FyEGWYw1vaMAQVRW>

Lessons Learned

"[I] want people to experience a healthy environment and feel safe, seen, and heard. [I] want people to treat community with respect, take care of it so we can live healthier lives."

- ISABELLA LEDZEMA , Community Steering Committee Member

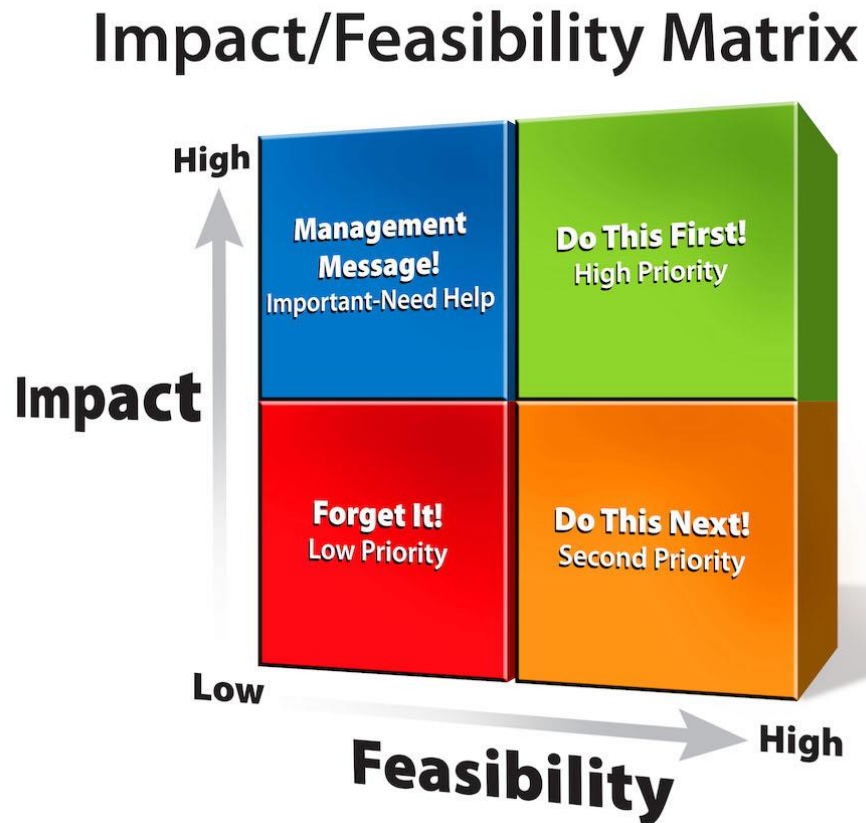
The importance of building trust and listening

- Acknowledging historical and cultural distrust of government agencies
- Centering Equity by raising community voices - what does that look like?
- Building Accountability with Community



Lessons Learned

Focus on the intersection of impactful and feasible



Considerations

- Change takes time
- changing organizational and political climate



Lessons Learned

Ability to pivot:

- When there is staff turnover
- When leadership changes
- Other environmental pressures and competing priorities (budget reduction, loss of funding, ambiguity)



What is Next?

- PH Accreditation
 - Infrastructure Alignment
 - Continuous Community Engagement
 - Communications Development
 - Dashboard Development and Sustainability



Thank you!



Tanya Bustamante, DrPH, MPH
tbustamante@berkeleyca.gov



Janice Chin, MPH, PMP, CPC, TIPC
jchin@berkeleyca.gov

[Berkeley CHA & CHIP](https://berkeleyca.gov/safety-health/public-health/community-health-assessment-and-improvement-plan): <https://berkeleyca.gov/safety-health/public-health/community-health-assessment-and-improvement-plan>