



# **Children's Community Engagement Initiative**

**Update for the Milwaukee County Health Committee  
January 30, 2013**

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EVP, Community Services

# Our Plan

**Healthiest Kids  
in the Country**

## **Select NATIONAL programs**

Destination site for select national programs

## **MIDWEST leading provider**

Destination site for regional programs

## **Improve health status in WISCONSIN**

Expand fetal/newborn services  
Expand provider network and provide care closer to families' home  
Manage population health & innovate payment models

### **People**

Inspire staff & provider commitment  
Develop our people to achieve high performance

### **Service**

Build family, referring physician and payer loyalty through convenience, transparency and collaboration

### **Quality**

Ensure safety  
Health & disease management  
Reduce waste and rework

### **Finance**

Margin management  
Cost structure realignment

## **Information Management**

Improve access, quality and use of information

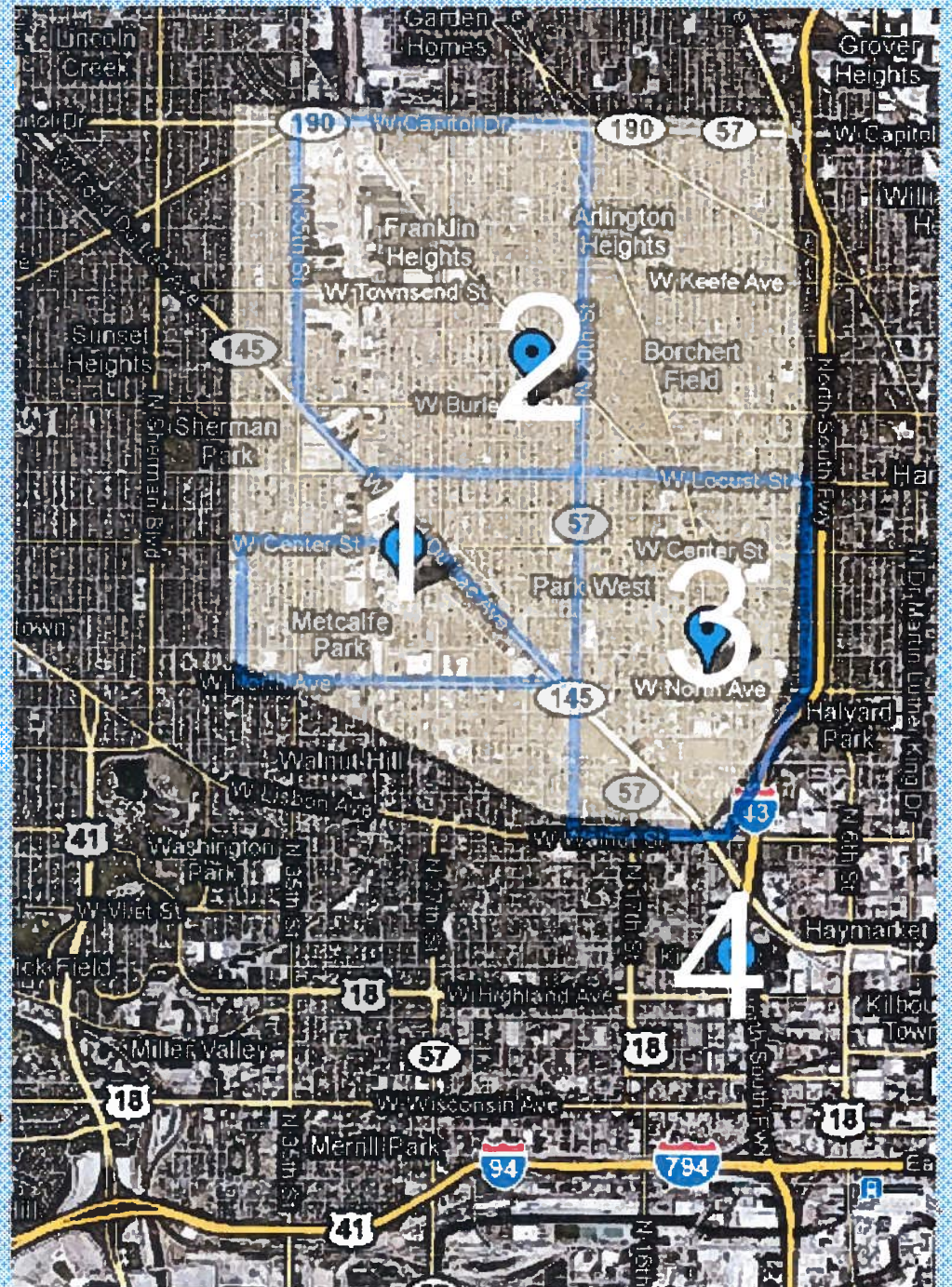
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1. Metcalfe Park: *Next Door Foundation*
2. Amani/Franklin Heights: *COA Goldin Center*
3. Lindsay Heights: *YMCA, Walnut Way Conservation Corps*
4. Downtown Health Center

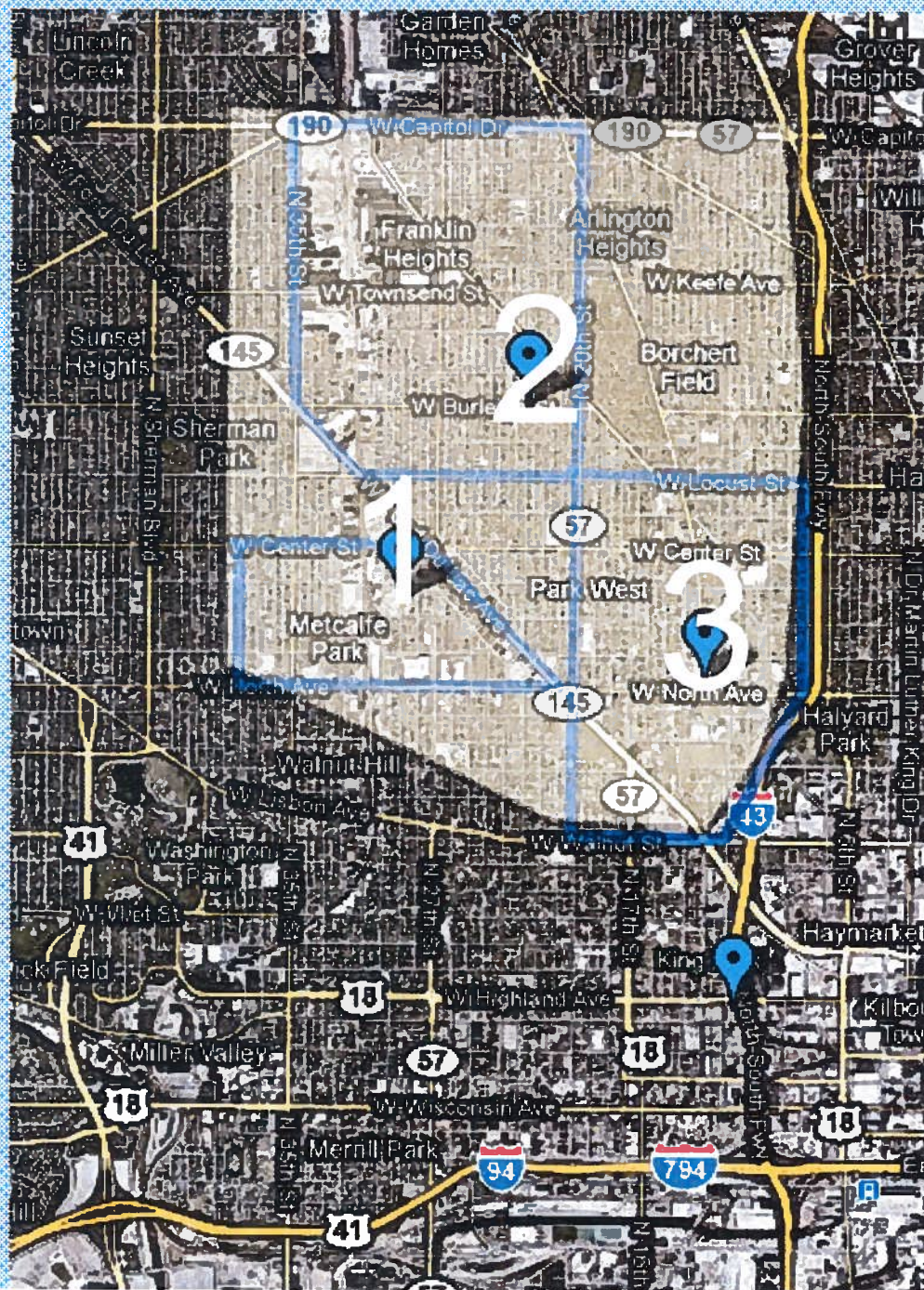






## Snapshot of our communities:

- 22,627 population/2.3 sq miles
  - 42% <18 years
  - 9% >65 years
- 96% African- American
- 44% below poverty level
- Properties
  - 29% owner-occupied
  - 22% w/open violation
  - 20% vacant
- 58 liquor licenses
- 23 schools
- 22% binge drinking
- 12% low birth wt
- Infant Mortality Rate 6.2 W, 14.1 AA
- Highest foster care placements



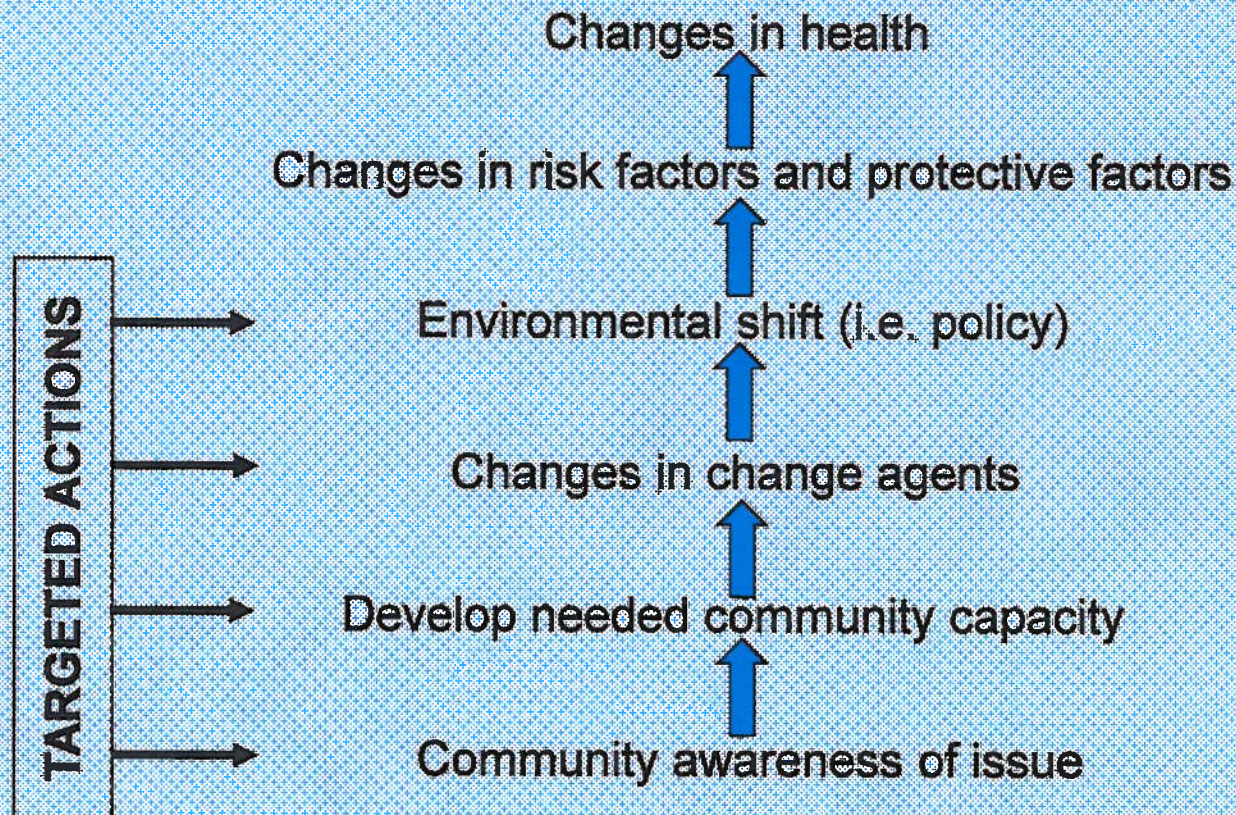


# Guiding principles

- Will be guided by evidence-based practice
- Will work within “ecology” model
  - Based on family strengths and needs
- Will be culturally and linguistically competent
- Will measure outcomes
- Will consider sustainability in priority setting
- **Will empower the community to drive initiatives and instigate change**



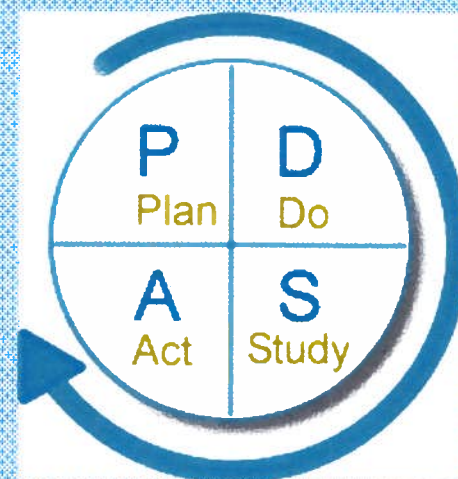
# Racial & Ethnic Approaches to Community Health (REACH)





# Community Engagement

- Information Gathering
  - Community cafés
  - Feedback sessions
- Community “structure”
  - Advisory groups
  - Governance/decisions
- Priority Setting
- Application of Evidence

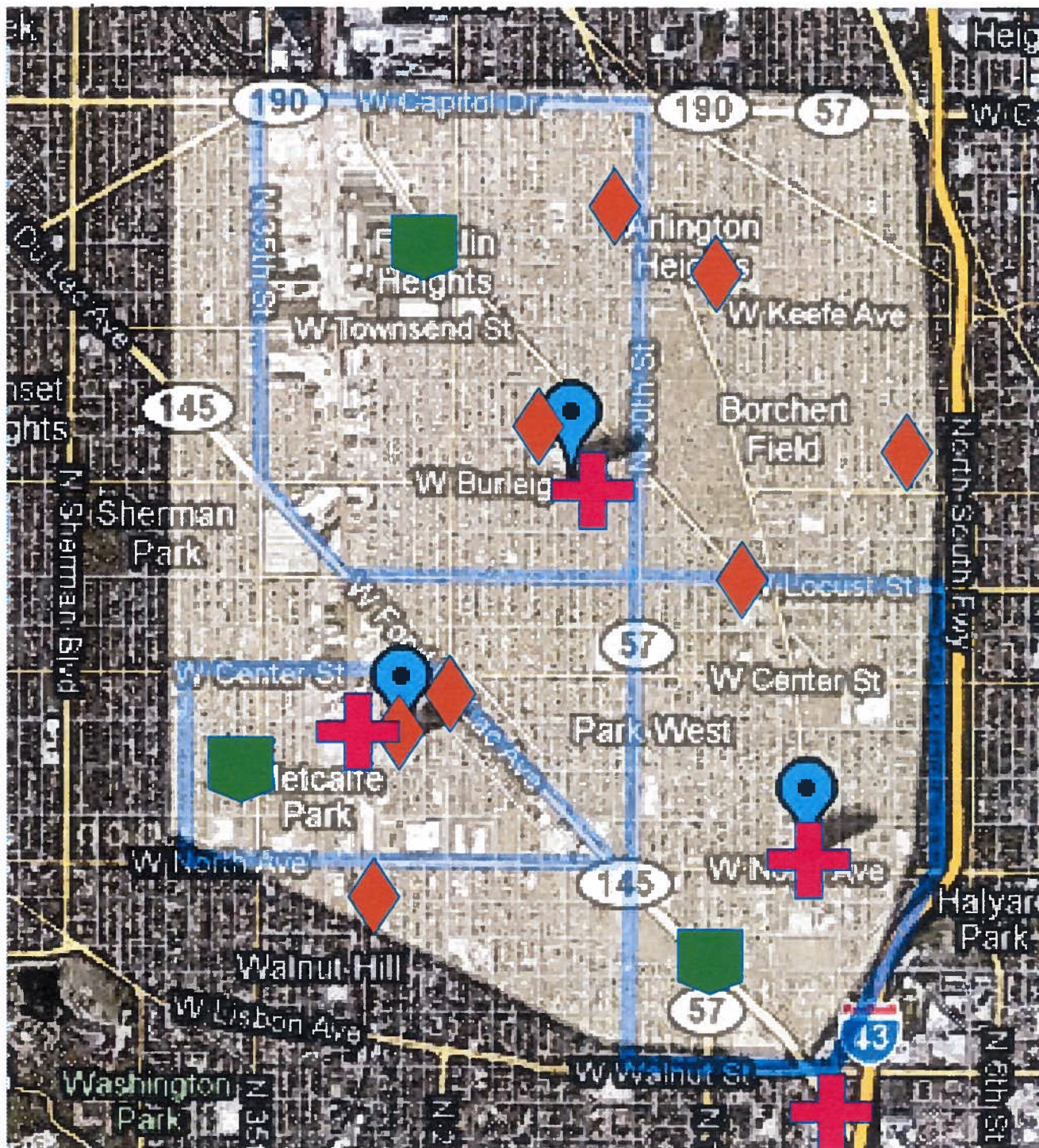




# Community Focus Areas

Focus Area	Community	Stakeholder sample	Example strategies
<b>Education</b>	Metcalfe Park Amani/Franklin Heights Lindsay Heights	MATC Teach for America MPS	Increase availability of GED services Increase access to technical and “soft skills” training
<b>Jobs</b>	Metcalfe Park Lindsay Heights	Goodwill industries MKE Time Banking LISC Penzey’s Spices	Connect employers, educators and potential employees Support development of apprenticeships for young adults
<b>Health</b>	Amani/Franklin Heights Lindsay Heights	CHW Boys & Girls clubs Bread of Healing Fondy Foods Growing Power Public Health	Increase opportunities for physical activity Increase access to healthful foods Increase access to family healthcare delivery and dental services
<b>Safety</b>	Metcalfe Park	Milwaukee Police Safe & Sound Public Allies District Attorney’s office	Increase foot patrol presence in community Increase community residence cohesion
<b>Substance Abuse</b>	Amani/Franklin Heights	CHW MKE Faith community Parsons House Meda House	Increase access to substance treatment services Increase legal job opportunities





## Children's Commitment



### Community Partner Sites

COA Goldin Center  
Next Door Foundation  
YMCA, Northside



### School Nurse Sites

Ben Franklin  
Keefe Ave  
Auer Ave  
LaFollette  
Hopkins/Lloyd  
Clarke St  
Next Door  
Starns



### CHW Clinic sites

COA Goldin center; *future family care*  
Next Door Primary Care & Dental  
YMCA Northside; *future family care*  
Downtown Health Center



### Community Health Navigators

Franklin Heights/Amani- Tunisia Sims  
Metcalfe Park- Bregetta Wilson  
Lindsay Heights- *Recruiting*  
Supervisor- Gabe Doyle



# Levels of Community Engagement Evaluation

Level		Measured Impact	CHHS plan
1	Coalition Functioning	Health partnership activities, <b>does the coalition function well</b>	Measure CHHS effectiveness in partnering within communities to address health behaviors
2	System Change	<b>Improved capacity</b> to address health, <b>change in policy</b>	Understand CHHS's contribution to increased capacity through internal system change and our support of environmental changes in local communities
3	Population Health	<b>Changes in measures of health</b> at a population level	In identified communities, define intervention population and use PDSA cycles to make incremental improvement toward targets







# Questions?

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