The HEAL Zone Planning Process

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Presentation Overview

• HEAL Zone Initiative Support Structure

• HEAL Zone Design Principles

• Planning Process: Expected Outcomes & Phases
A mix of evidence-informed strategies that reach targeted populations in community settings where people live, work, play, eat, and learn

**Expected Outcomes**

*Environments*

- Improved policies related to healthy eating, active living
- Increased awareness, knowledge, skills, motivation, and utilization

*Sustained by: Policies*

*Healthy Behaviors*

- Decrease calorie consumption
- Increase healthy food & beverage consumption
- Increase physical activity

**Goals**

- Improved policies related to healthy eating, active living
- Enhanced by: Education/Promotion

**Vision**

People eat better and move more as part of daily life
Kaiser Permanente
Southern California Regional Office

- Funding
- Grant Management
- Point of Contact for reports, budgets, Community Action Plan approval
- Supporting Kaiser Permanente resources
Kaiser Permanente Local Medical Centers

• Active partner in the community collaborative
  • Participating in Governance Structure
  • Assisting in Developing and Implementing Strategies
  • Thought Partner

• Kaiser Permanente resources for HEAL Zone activities:
  o Health Education
  o Training for Healthcare Professionals
  o Healthy Workforce
  o Education Theatre Programs for Schools
  o Media Relations
Community Partners:
Technical Assistance

• Initial site visit assessments
• Referrals and introductions for TA
• Direct TA
  – Build coalition and partnership capacity
  – Resident and Youth Engagement
• HEAL learning community
Center for Community Health and Evaluation (CCHE):
Planning and Evaluation

• Strategic planning thought partner
• TA for Community Action Plan revision
• Work with sites to develop evaluation plans
HEAL Zones design principles

Strategies that aim for

- Population level behavior change

Focus on

- Changing and improving environments and organizational practices
- Using education, policy, and promotion to enhance environmental changes
- Applying evidence-informed practices
- Leveraging community assets to address the underlying community barriers

Implemented in

- Multiple environment settings

Conducted through

- Multi-sector collaboration and community engagement
Aim for behavior change
Focus on environment and organizational practices
Places where people live, work, and play influence healthy eating and levels of physical activity
Use education, policy, and promotion to enhance changes in the environment

Sustained by Policies

Enhanced by Education

Photo by Time Wagner/HEAC
Apply evidence-informed practices

Drivers of Healthy Behaviors

Availability of healthy foods

Role models

Knowledge Skills

[Images of food and people eating healthy foods]

Photo by Time Wagner/HEAC
Leverage community assets to address the underlying community barriers
Implement in multiple environment settings

School

Home

Food Outlet

Photo by Tim Wagner/HEAC
Multi-sector collaboration and community Engagement

School

- District Supervisor
- Food Services Director
- Principal
- Teachers
- Youth
- Parents
- Families
- Store Owners

Home

- City Planners

Food Outlet

- Community Leaders
Population level behavior and ‘dose’
What’s the Big Deal About the Planning Process?

Remember the story of the Three Little Pigs?
Planning Outcomes

1. Community Assets and Challenges Identified
2. Key Partners: Identified, Engaged and Understand the HEAL Zone Design Principles
3. Coalition Building: Agreed Upon Partner Roles, Commitments and Decision-Making Structure
4. CAP: Aligned with KP HEAL Zone Framework
5. Evaluation Plan Completed
Planning Outcome #1:
Community Assets and Challenges

Community Assessment: Provides Data to Inform Strategies

**ALSO use this assessment to:**
- Identify New Partners and Leaders
- Engage Youth and Community Residents
- Provide Orientation for New Coalition Participants

**Guiding Question:**
*What do we NEED to know and HOW will we use the assessment?*
Planning Outcome #2: Key Partners

Partners are Identified, Engaged and Understand the HEAL Zone Design Principles

Guiding Questions:

Who needs to be at the table?

What will get key partners to the table... ...and keep them coming back?!

How will you balance professional and community interests?
Planning Outcome #3: Coalition Building

Partners Agree Upon Roles, Commitments and Decision-Making Structure

Guiding Questions

• *What are the roles and responsibilities of:*  
  o Coordinating Agency?  
  o Public and Nonprofit Partners?  
  o Community Residents and Youth?

• *What are the partner commitments of staff, volunteers, in-kind resources, expertise?*

• *How will we make decisions together?*
Planning Outcome #4: CAP Revision

Key Questions

• Are there additional community assets and needs?

• Are the right groups being targeted?

• In what settings do target populations live, work, and play?

• What are the key strategies? (high dose?)
  – Reach the same population in a variety of ways?
  – Do they have the likelihood of impacting behavior?

• Are strategies aligned with HEAL Zone outcomes?
Planning Outcome #5: Evaluation

- Tell the story about the process and impact of the strategies
- Provide feedback for improving strategies
- Build the field
- Involve and work collaboratively with each site
Key Components of a Robust Planning Process

....or....how do we build a house of bricks?
What Have *You* Planned for the Planning Process?

- Monthly Coalition Meetings
- Trust-Building Activities
- Surveys and Assessments
- Stakeholder Conference
- New Partners
- Work Plans for Project Strategies
- Coalition Sub-Committees
- Stakeholder Leadership
- Coalition Structure
- Coalition Decision Making Processes
- Strategic Plan, Outreach Plan, Site & Development Plan
- Community Forum
- Literature Review
- New Staff
- New Knowledge
Work Backwards from the Planning Outcomes

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Planning Process Phases

Phase I: Strategic Thinking
Where are we and where do we want to go?

Phase II: Strategic Decision Making
What will we do? Who will do it?

Phase III: Strategic Planning
How will we do it?
Celebrate!
Who to Call for What

**Judy Harper, Community Partners**
- Primary point of contact
- Support for Coalition Building and Community Engagement
- Referrals for Other T.A., Training and Peer Learning exchanges

**Ama Atiedu, Center for Community Health & Evaluation**
- Point of contact for CAP strategy revisions
- Support for Environmental Assessment Design and Tools
- Liaison for Cross-Site Evaluation and Data Collection

**Clara Steimberg, Kaiser Permanente**
- Submission of Progress and Annual Reports
- Point of contact for budget revision requests
- Final approval on revised CAP and Evaluation Plan
Contact Information

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