

From the Micro to the Macro: Fostering Health through Systems Change

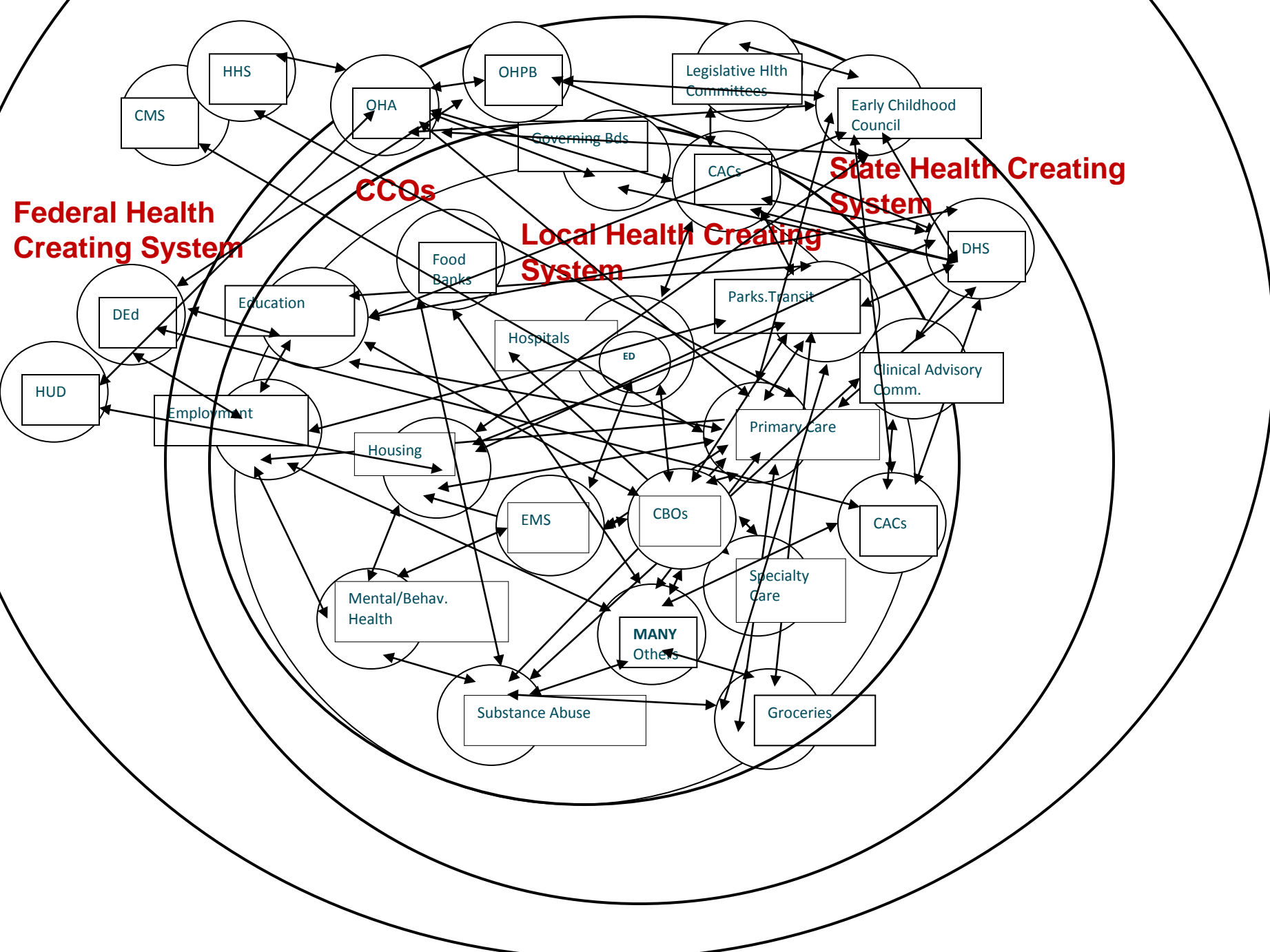
Presenters

- Alicia Atalla-Mai --“It Takes a Neighborhood,” focusing on homeless youth in downtown Portland
- Marybeth Beall -- “It Takes a Neighborhood,” focusing on vulnerable populations in the greater Salem area
- Tatiana Dierwechter -- CHCs, Benton & Linn Counties
- Jennifer Pratt -- It Takes a Neighborhood,” project manager

Giving credit where credit is due...

**Special thanks to Kaiser Permanente
for investing in this learning initiative
to produce health across our communities
more effectively, efficiently, and
with greater justice for all.**





Goal of “It Takes a Neighborhood”

- **To break through system barriers,**
- **Fill system gaps, and**
- **Spotlight and address system breakdowns**

**so that we integrate across all elements of community life
that impact the creation of health --**

**particularly focusing on bringing the social determinants of health
more deeply into reform conversations.**

Our “Theory of Change”

What will it take...

to move from the current state to our envisioned future state?

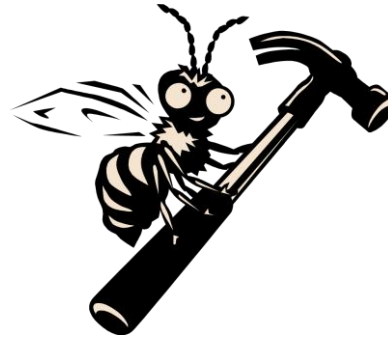
1. **Change in mental models of what it takes to create health and vitality in our communities (incorporating the social determinants of health).**
2. **Change in relationships between organizations (stronger and/or new ones).**
3. **Change in exchanges across the system (coordination, cooperation, communication, strategy development).**

And... It will take full-time support

The Various Roles of a Health Instigator



Shuttle Diplomat



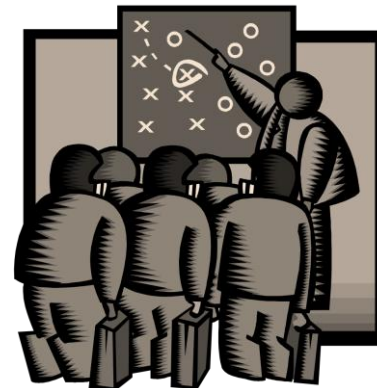
Worker Bee



**Community
Builder**



Convenor

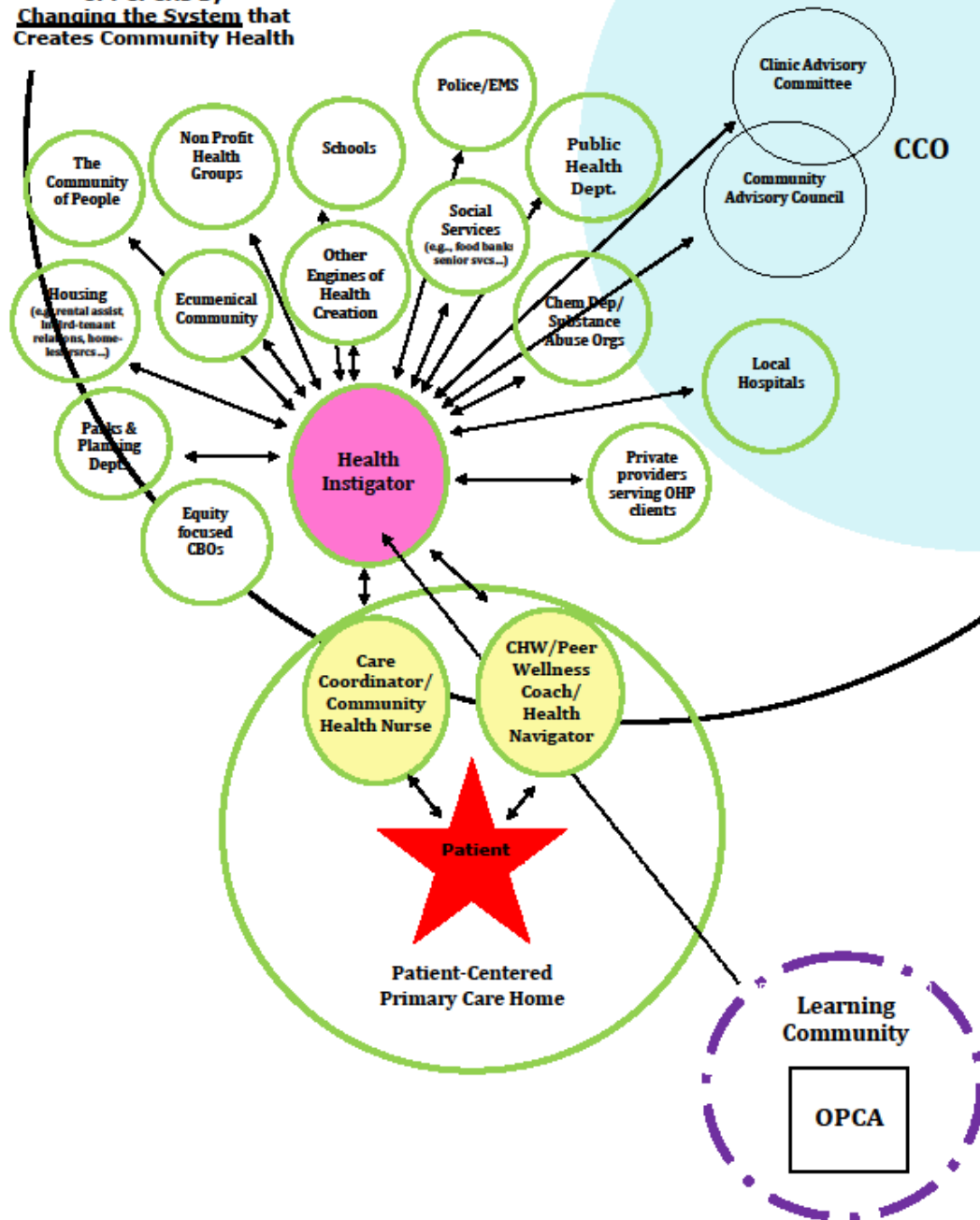


Strategist

It Takes a Neighborhood:

Realizing the Promise of PCPCHs by Changing the System that Creates Community Health

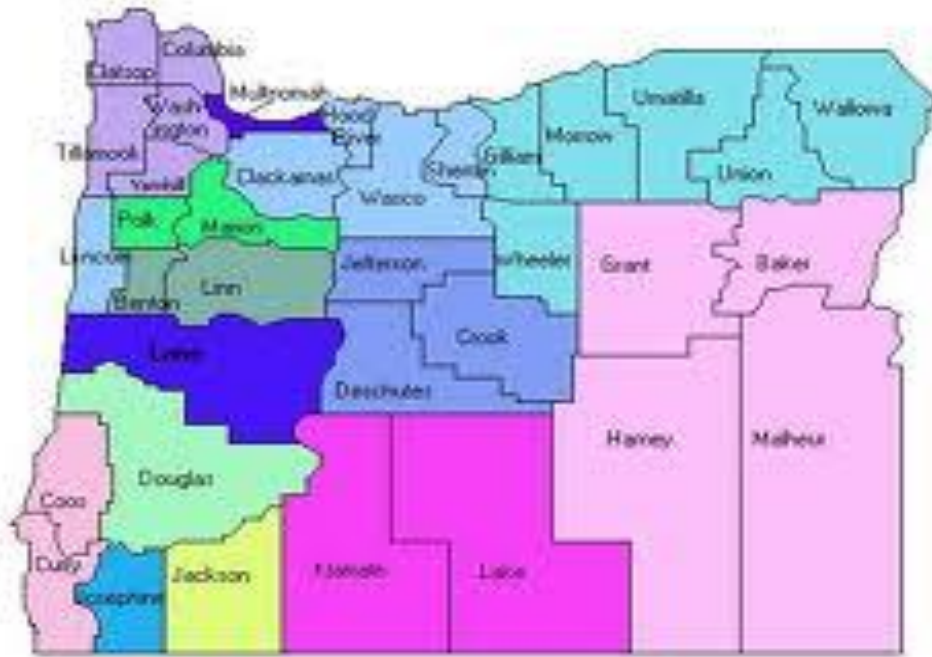
Health Neighborhood



It Takes A Neighborhood

**Improving the System that Serves
Vulnerable Individuals in Marion
and Polk Counties**

**Marybeth Beall M.S. ,
Health Instigator**



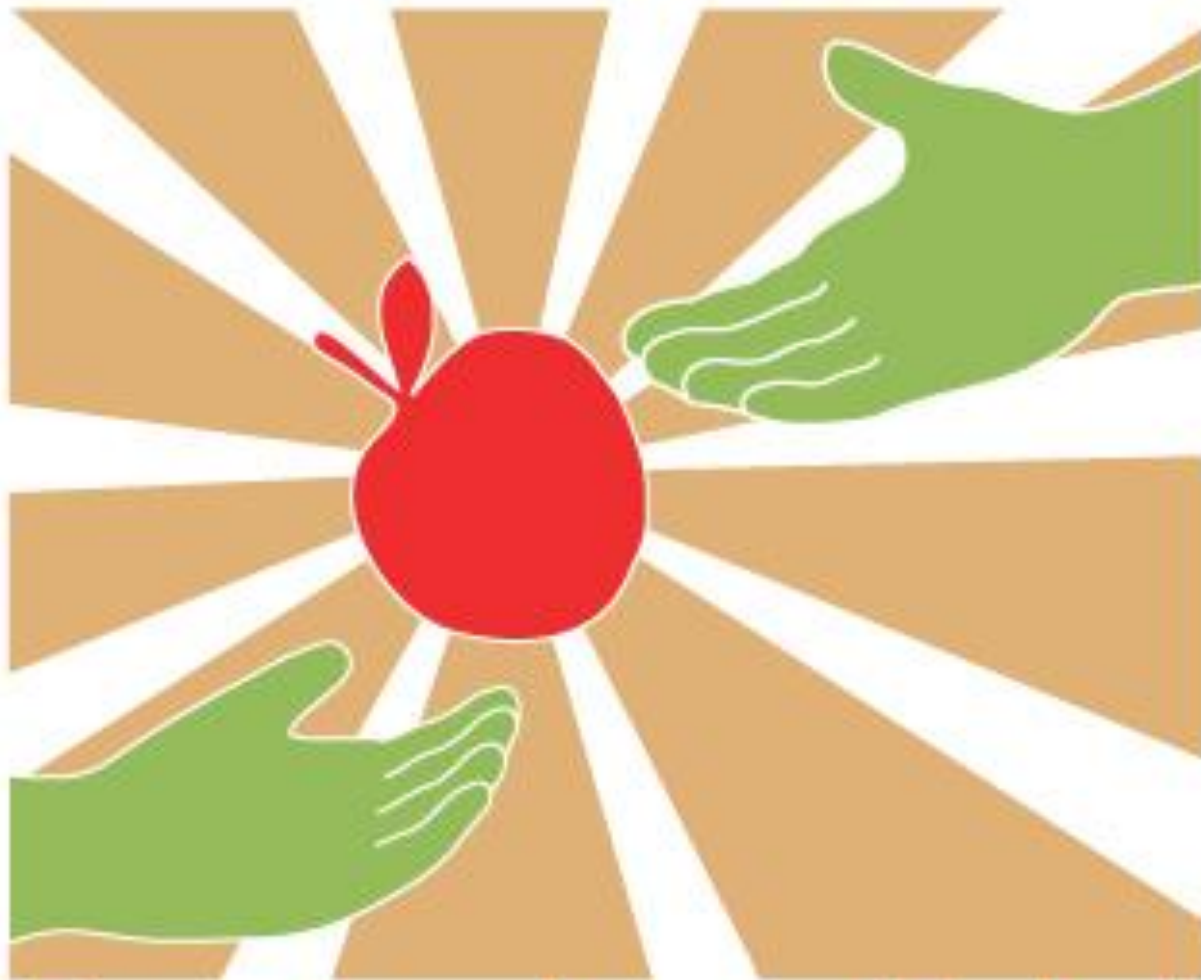
It Takes A Neighborhood

**Improving the System that Serves
Homeless Youth in Greater Portland**

**Alicia Atalla-Mei, MPH ,
Health Instigator**

The Experience and Model of Systems Change in the CHCs of Linn and Benton County

Tatiana Dierwechter



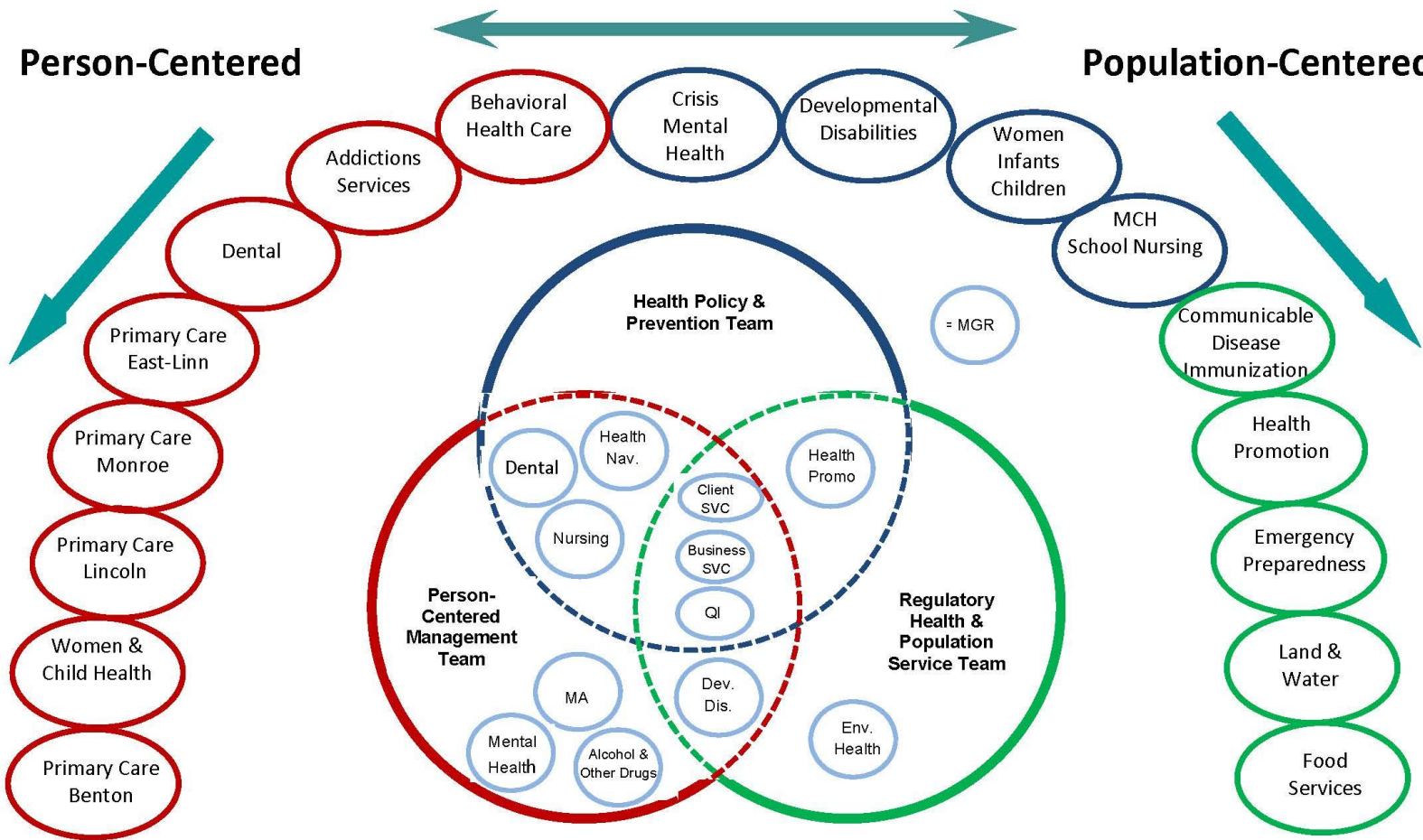
Creciendo en Salud

Healthy Families, Healthy Communities

Benton County Health Services

Person-Centered

Population-Centered



Clinical Operations
Deputy Director

CHC Medical
Director

Health
Officer

MH Medical
Director

Chief Financial
Officer

Prevention &
Public Health
Deputy Director



Community Health Director

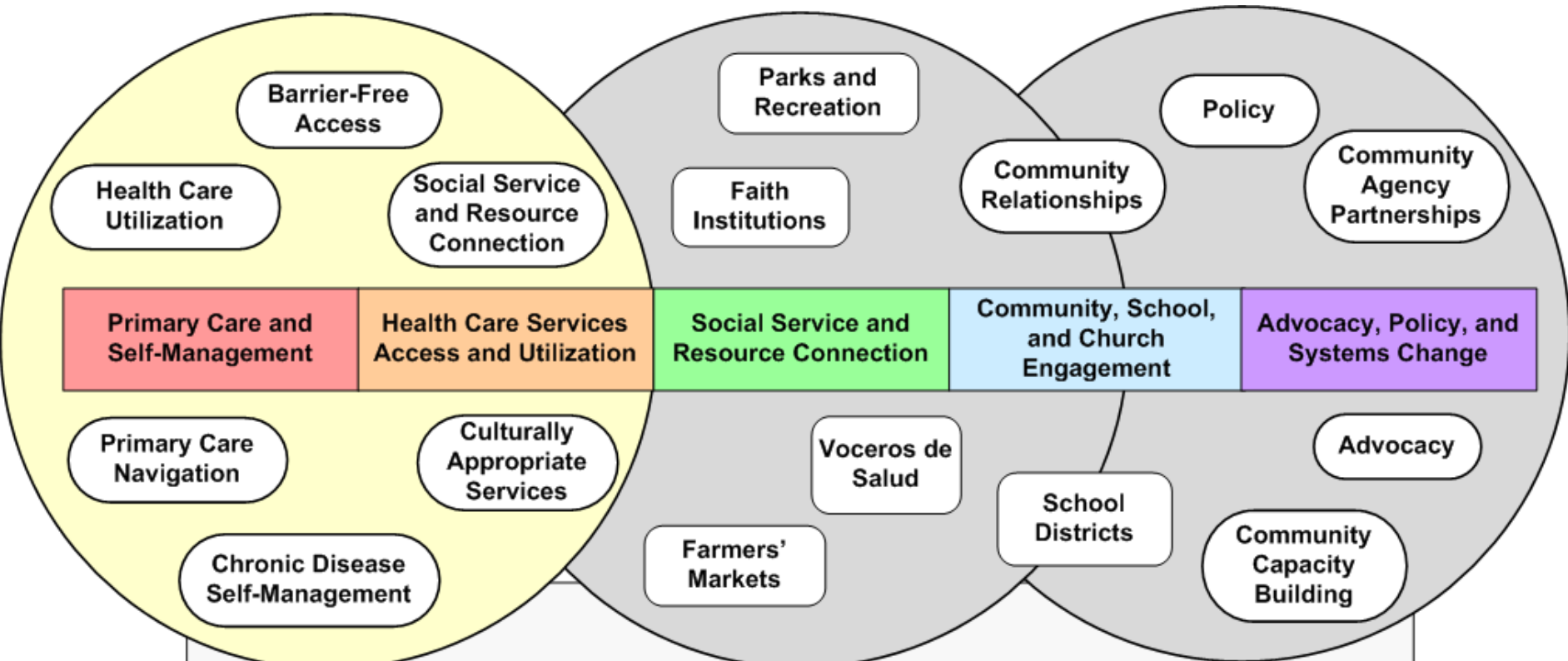
Health Department Director



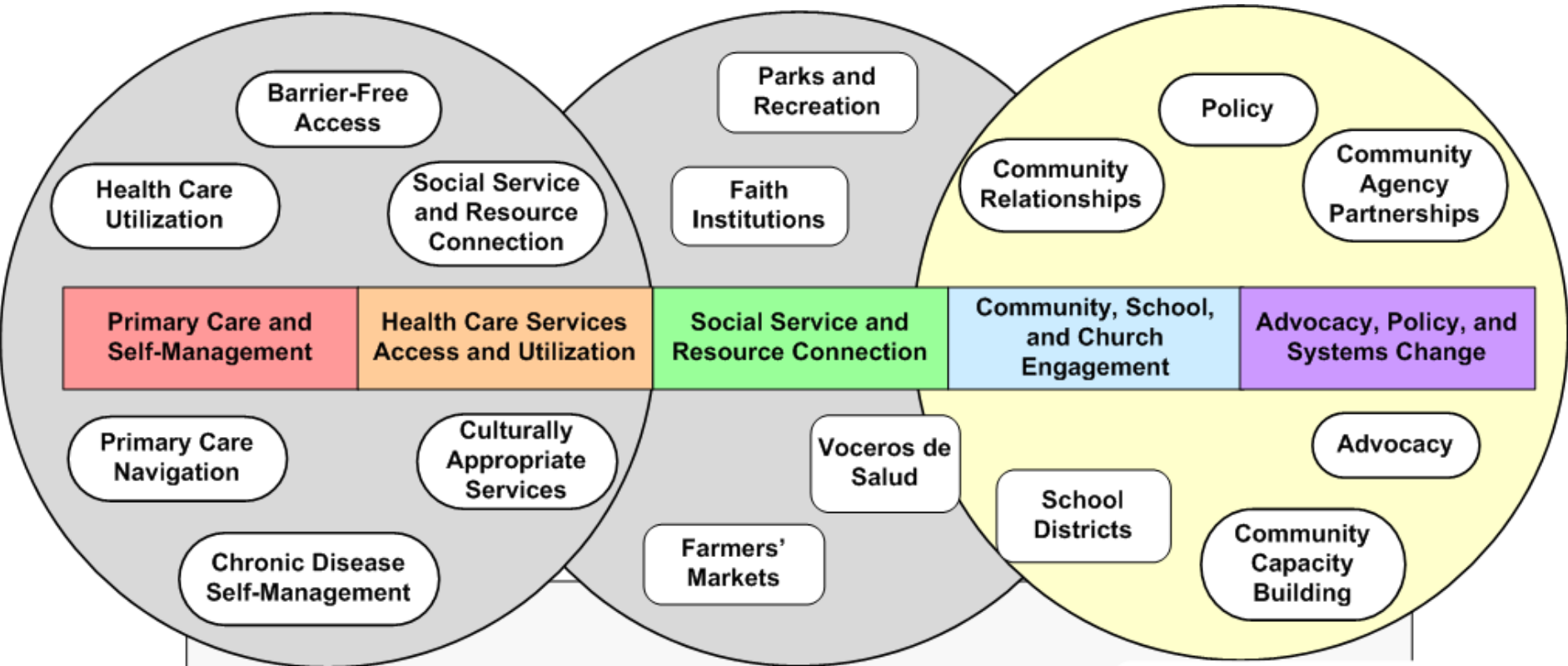
Health Navigation

Assistance and support in overcoming barriers related to:

- ▣ Accessing primary care and specialty health care
- ▣ Fully utilizing and understanding health care services
- ▣ Connecting to social services and supports
- ▣ Enrolling into health insurance programs
- ▣ Linking to evidence based chronic disease self-management
- ▣ Addressing language and culture differences and low health literacy
- ▣ Universal application – all patients can access HN services, not just Spanish speakers

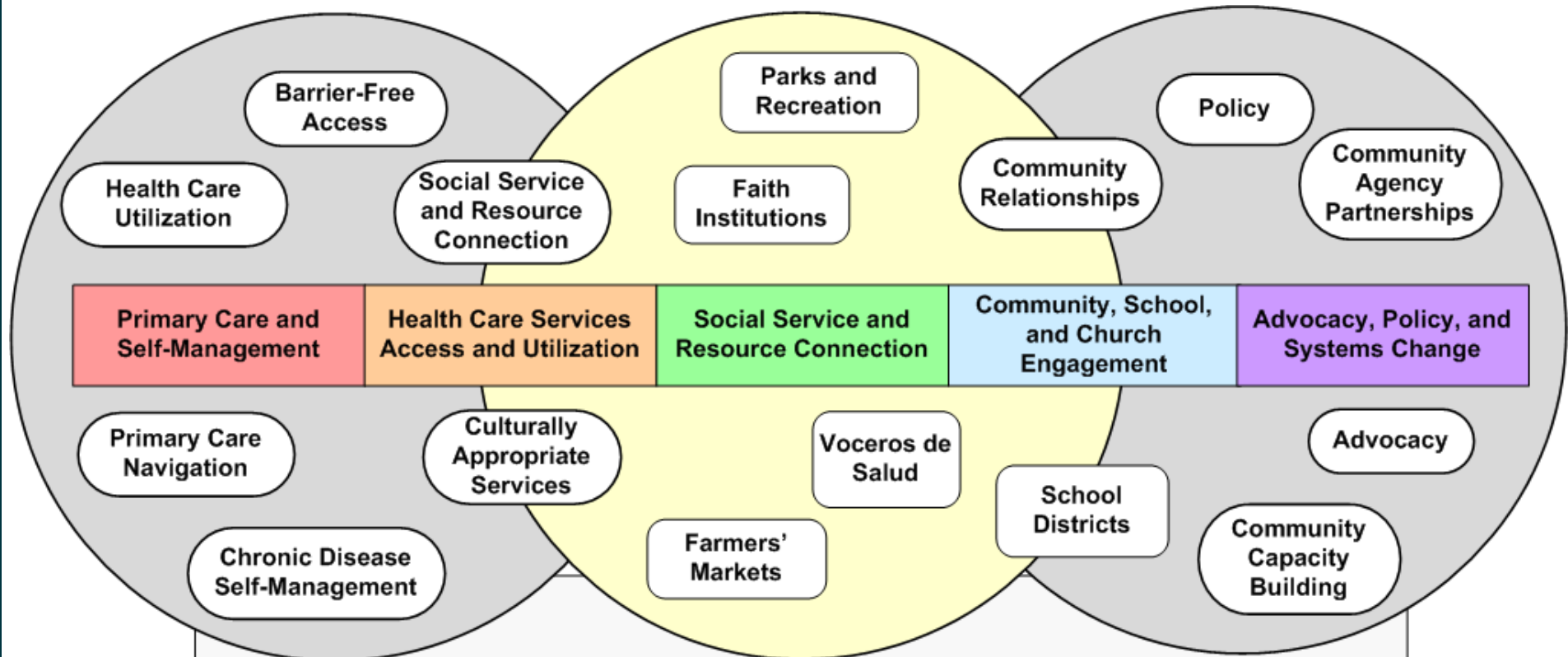


Clinical ↔ Neighborhood ↔ Community
Health Navigator Continuum



Clinical ↔ **Neighborhood** ↔ **Community**

Health Navigator Continuum



Clinical ← Neighborhood → Community

Health Navigator Continuum

Community Capacity Building

Training and support to help natural community leaders impact and lead health planning, program development and policy activities.

- **Leadership trainings**
 - Popular education
- **Public health systems t**
 - Socio-Ecological Framework
 - Community Asset Mapping
 - Community Resources
 - Action plan development
- **Coalition building**



100% Lincoln Campaign

What if every child at Lincoln Elementary School had access to health insurance?

- ▣ OHA Safety Net Capacity Grant
- ▣ English-Spanish Parent Teacher Organization
- ▣ Principal, teachers/staff, school based health center
- ▣ Bilingual, bicultural community health workers
- ▣ Neighborhood partners and businesses
- ▣ Multiple outreach sites and venues



▣ Core planning/leadership team

▣ Data collection and evaluation

100% Lincoln Outreach Strategies



- ❑ Fall Parent-Teacher Conferences
- ❑ Teacher-staff referrals and personal linkages with families
- ❑ SMILE (math & science) Fair/Librarian project champion
- ❑ *Posada* Winter Festival and Spring Kermes
- ❑ School based clinic visits and home visits

100% Lincoln Project Outcomes

- October 2011 – 32% of students with health insurance
- March 2012 – 91% of students with health insurance
- April 2013 – 88% of students with health insurance (decrease due primarily to non





¡Campeones de Salud! **Benton County, Oregon**



¡Campeones de Salud!
Benton County, Oregon

Why a Soccer Tournament?





iCampeones de Salud!
Benton County, Oregon

8th Annual Tournament

- ❑ Collaboration with Corvallis Parks and Recreation
- ❑ Community Resource Fair
- ❑ Health Screenings through Lion's Mobile Van
- ❑ Dental Services
- ❑ On-site electronic registration for CHC services
- ❑ Children and Family Activities
- ❑ Community Engagement
- ❑ Media and public







iCampeones de Salud!
Benton County, Oregon

It's not just about soccer, it's about Community Health!

- ❑ Tobacco-free Parks
- ❑ Access to Fruits and Vegetables
- ❑ Access to Physical Activity Opportunities
- ❑ Awareness of the Built Environment



Farmers' Market Tours

- Farmer's Market Tours in Corvallis and Albany
- Over 200 community members participated
 - ▣ Exposed to new fruits and vegetables
 - ▣ WIC services
 - ▣ SNAP utilization/Double Snap
 - ▣ Culturally appropriate entertainment
 - ▣ Bilingual Signage
- In collaboration with other





Participants' experiences

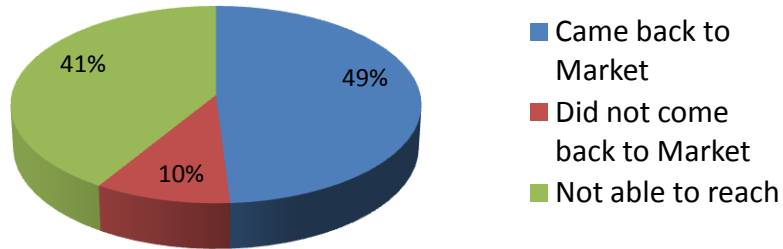
- ❑ Liked the fresh and organic produce sold at the market.
- ❑ Felt comfortable going to the market.
- ❑ Enjoyed seeing entertainment reflective of their cultures.
- ❑ Appreciated visiting Latino farmer's stand.

“If it wasn't for the tour, I would not had found about SNAP and WIC programs at the Market.” - participant

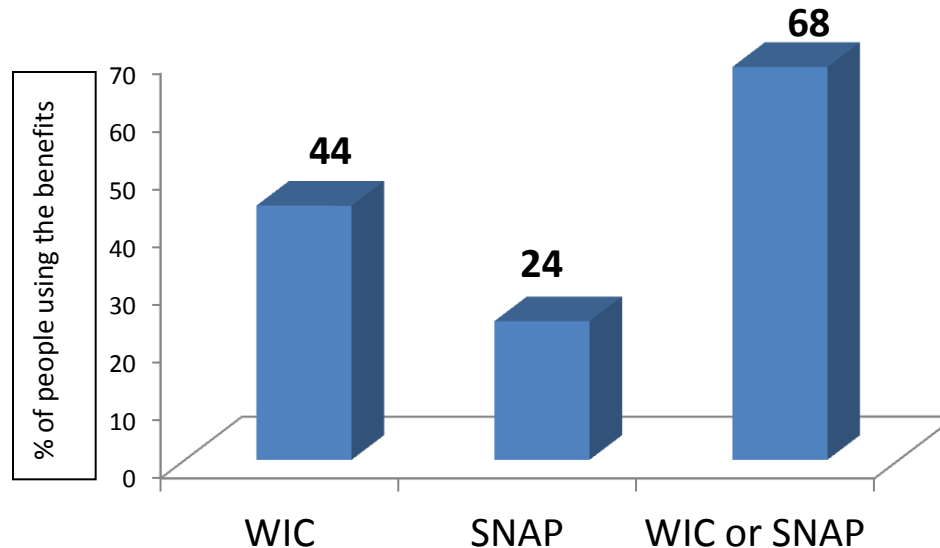


Results from Farmer's Market Tours

Post Farmer's Market tours participation



Percentage of attendants using and participating in SNAP, WIC or both programs





scuelita de Fútbol

- Parent, family, teacher, and community involvement
- Healthy Snacks and nutrition education
- Bilingual paperwork and registration process
- Use of community health workers to assist with outreach and enrollment
- Neighborhood based outreach and





Escuelita de Fútbol





“Estoy Creciendo en Salud”



Let's Explore Together!

- **Questions, Concerns, Ponderings?**
- **How might ITaN be leveraged to enhance other work we are doing at OPCA and vice versa?**

