

Planning For Action

Strategic Plan for Advancing Collective Impact



Continuing the Legacy of the Community Health Forum

The Community Health Forum was created in 1998 to bring together leaders in health and human services, local government, school, police, clergy, and others in order to identify needs and develop and implement plans to improve the health of citizens. While successfully identifying gaps and overlaps in service and facilitating communication among participants, notable achievements included: Starting a family resource and referral center, a regional dental clinic, a mental health coalition, a youth coalition, a flu crew, and the Waynesboro Area Refuge Ministry Shelter project. In early 2016, the membership of the Community Health Forum decided to shift strategies and ultimately re-brand as the Greater Augusta Wellness Partnership.



[January 2016]
Community Health Forum receives grant for 1 year of Roadmaps of Health Community Coaching

[April 2016]
Name Changed: Greater Augusta Wellness Partnership Formed

[August 2016]
Full GAWP membership conducts collective impact training.

[March 2017]
Education and Behavioral Action Teams Formed

[January 2016]
New Community Health Forum Vision Statement Adopted

[May 2016]
Articles of Collaboration Approved

[October 2016]
Communication Plan implemented with organizational email, point of contact and Facebook Page.

[October 2017]
EDAT begins looking at mobile health clinics and BHAT begins planning to advocate for and educate public on need for crisis stabilization unit.



Accomplishments

- ▶ Creation of Articles of Collaboration
 - ▶ Successfully recruited active and engaged Steering Committee members
 - ▶ Formation of Action Teams
 - ▶ Secured initial program funding
 - ▶ Hired a GAWP Coordinator
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Message From Our Co-Chairs

Beginning in the spring of 2015, a small group of volunteers from the former Augusta Community Health Forum initiated a process of inclusive learning and dialogue that would serve as a basis for creating a culture of collaboration and collective impact within the community. The group was charged with the imperative of leading and engaging in health improvement efforts related to the many factors that impact health outcomes in the Greater Augusta region. Growing out of a desire to reinvigorate an existing networking group by recognizing the importance of the social determinants of health and their impact on physical, psychological and economic health, the Greater Augusta Wellness Partnership was formed.

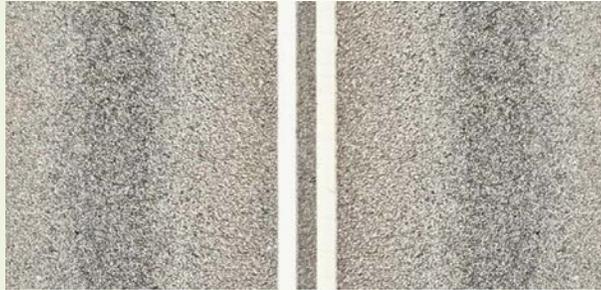
We hope that together we will consider collective action, aimed at strategic solutions and enhancing health outcomes. We wish to strengthen existing networks and create new partnerships to advance our shared vision of wellness using common resources and purposeful action in our community. The Strategic Plan will serve as a blueprint for the Wellness Partnership as it continues to create powerful partnerships and deep commitments to make change-change that will enable all in our diverse population to lead healthier lives now and for generations to come. We are convinced that the success of the Wellness Partnership's strategic plan is dependent upon our close interaction with our community partners.

Sincerely,

Drew Ellen Gogian & Anna Leavitt

Mission and Vision

Mission Statement:



The Greater Augusta Wellness Partnership is a catalyst for promoting collaborative, active partnerships to sustain a healthy community in the greater Augusta region.

Vision Statement:



The Greater Augusta region: a healthy, thriving, connected community.



Strategic Planning Process

Between November – December 2017 input was collected from Steering Committee, membership, and key stakeholders.

Research

Formed Data Analysis Committee to review and study key needs assessment documents and health policy data at the local and regional level. Identified critical local need in both socioeconomic and public health related areas related to Staunton, Waynesboro, and Augusta County.

Steering Committee

Conducted Strategic Planning Session with Core Team and Steering Committee to identify and prioritize action areas related to five strategic imperatives, Motivation, Action, Results, Key Interactions, and Efficiency.

Key Stakeholder Surveys

Distributed surveys and conducted interviews with GAWP membership, Action Team stakeholders, government officials, collaborators, and colleagues. Participants identified areas of need within strategic imperatives and helped determine The Wellness Partnership's future direction.

Development of Plan

Reimagine The Wellness Partnership funding logic model, evaluate Value statements, develop a set of priorities, and create 1 year, 3 year, and 5 year plans including financial and impact metrics.

Create a final report.



Stakeholder Responses

Key results need to include “little wins” along the way to keep everyone engaged and the feeling of accomplishment

I’m here because I want to be a contributing team member working on initiatives to promote wellness in my community.

From the perspective of local employers, every business relies upon a healthy, productive and well workforce. Employers gain in productivity when employees are well.

Any decision made that is driven by data is a highest value activity. Each activity contributes to the whole, but sitting down at the table with decision makers in the community will contribute greatly to our work.

I want to work to rally local employers to engage the Wellness Partnership’s activities and cater to partnerships.

We need to be mindful of unintentional consequences and happy successes.



The State of Staunton, Waynesboro, and Augusta County

- ▶ 8.7% Population Increase over the last decade
- ▶ 32.8% of the population lives below 200% of the Federal Poverty Guidelines
- ▶ Nutrition and Physical Activity, Diabetes, and Mental Health were identified as 3 of the most significant public health issues that face our region according to the Augusta Health Needs Assessment.
- ▶ Staunton, Waynesboro, and Augusta County lost standing compared with other Virginia localities in the 2016 "County Health Rankings and Roadmaps"
- ▶ 43% of local students qualify for Free and Reduced School Lunch programs.
- ▶ According to the CAPSAW 2014 Needs Assessment, our regions most pressing needs are: Employment Opportunities, Mental Health Services, and Affordable Housing.

Greater Augusta Wellness Partnership Model for Collective Impact

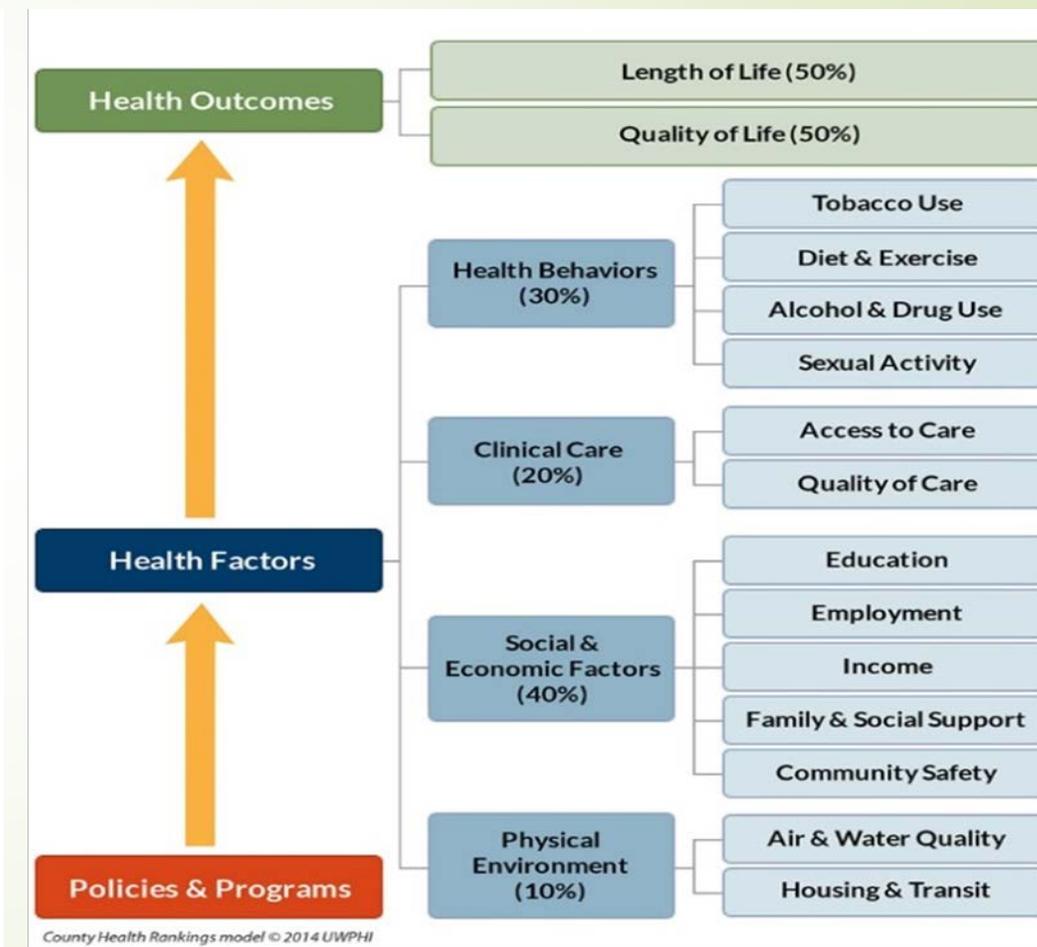
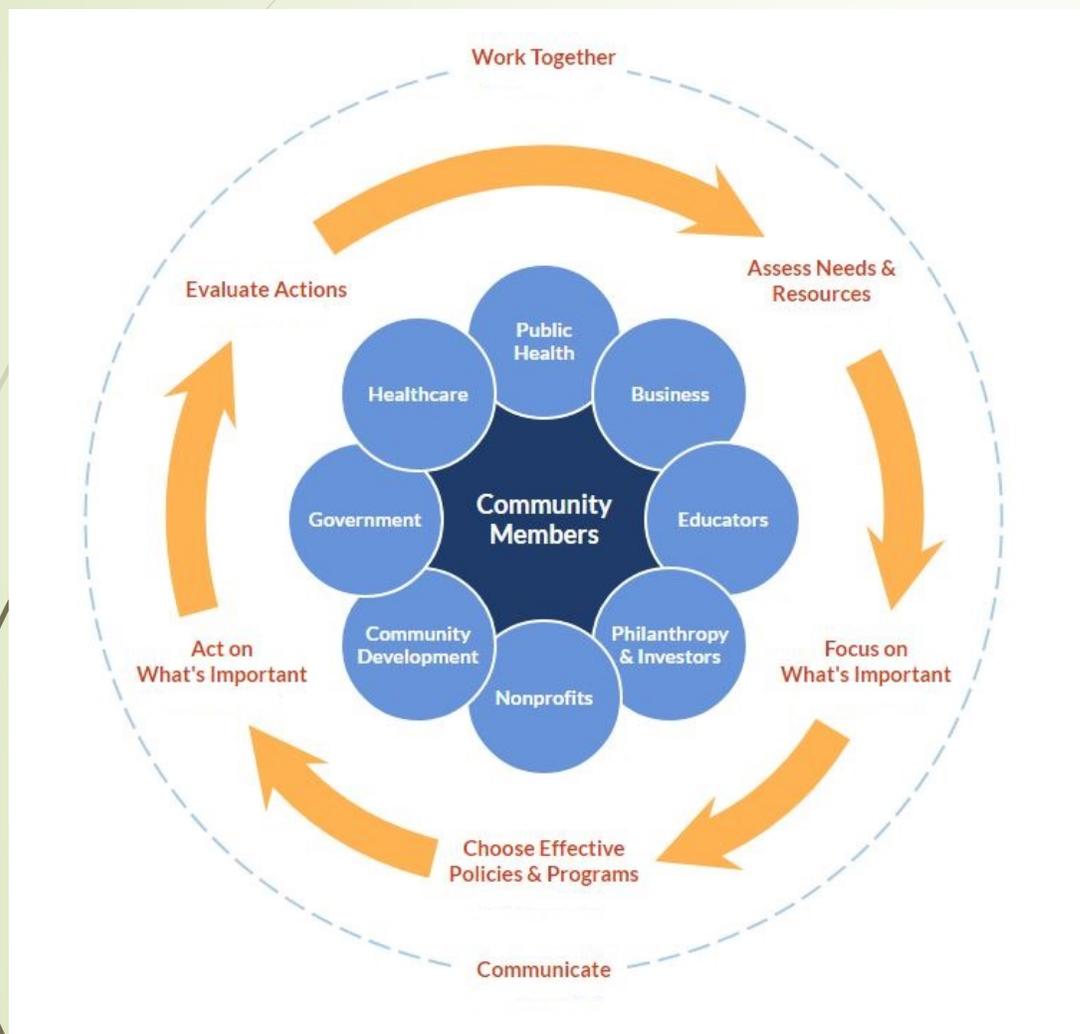


Figure 1 County Health Rankings model



Impacting Our Priorities 2018

- ▶ **Why Am I Here?** Is what you are doing within the group the most important thing you can do?
- ▶ **What Actions Do We Take?** What are the things that we do that account for most of the value of our work?
- ▶ **What Results Do We Want?** What are the specific results that we want to get in order to do our work in an excellent fashion? Which are most important?
- ▶ **Key Interactions** What can I do to make a real difference?
- ▶ **Efficiency and Effectiveness** What is the most valuable use of our time in 2017?

Why Am I Here?



- ▶ Participants want to collaborate, often need a vehicle for doing so.
- ▶ Stakeholders want to bring their knowledge and talents.
- ▶ Stakeholders want to see a positive impact on the community.
- ▶ Participants value healthy communities.
- ▶ Active stakeholders have a sense of moral and ethical obligation.

What Are Our Highest Value Activities?



- Building Relationships
- Staying engaged in the Community
- Increasing our Membership
- Staying Mission Focused.

What Are Our Key Result Areas?



- ▶ Tie Activities to Specific Expected Outcomes
- ▶ Nail down areas of strategic focus
- ▶ Maintain structure and install new leadership
- ▶ Continue to communicate effectively with the Wellness Partnership membership.
- ▶ “Winners Attract Attention”, gain community recognition.
- ▶ Make goals quantifiable to stay on the right path.
- ▶ Get “buy in” from community agencies.

What Can I Do That Will Make A Real Difference?



- ▶ Participating not only to improve health, but participation increases access to community life.
- ▶ Bring assets and resources to the table.
- ▶ Inviting Others
- ▶ Learn from other Wellness Partnership members as much as possible.
- ▶ Serve as a key stakeholder
- ▶ Build relationships
- ▶ Bring other agencies to the table
- ▶ Idea sharing

What is the most valuable use of our time in 2018?



- ▶ Attaining measurable, small wins.
- ▶ Hiring a Coordinator
- ▶ Development and Implementation of a Strategic Plan.
- ▶ Conduct member engagement and participant retention.
- ▶ Conduct community engagement.

Next Steps...



- Goal 1: Achieve community relevance with Wellness Partnership programs

Short Term: Incentivize action teams to register 1 measurable small win in the next 6 months.

Long Term: Attach action teams to large-scale projects that require innovative partnership and collaboration across the community spectrum.

- Goal 2: Foster Partnerships with local stakeholders and organizations.

Short Term: Creatively engage with current members and delegate responsibility to distribute ownership broadly. (Give everyone a job)

Long Term: Engage in community-building by making the Wellness Partnership relevant to the work already being done in SAW.

- Goal 3: Build Capacity of the Partnership

Short Term: Attain 501(c)3 Tax Status.

Long Term: Grow Membership of Action Teams.