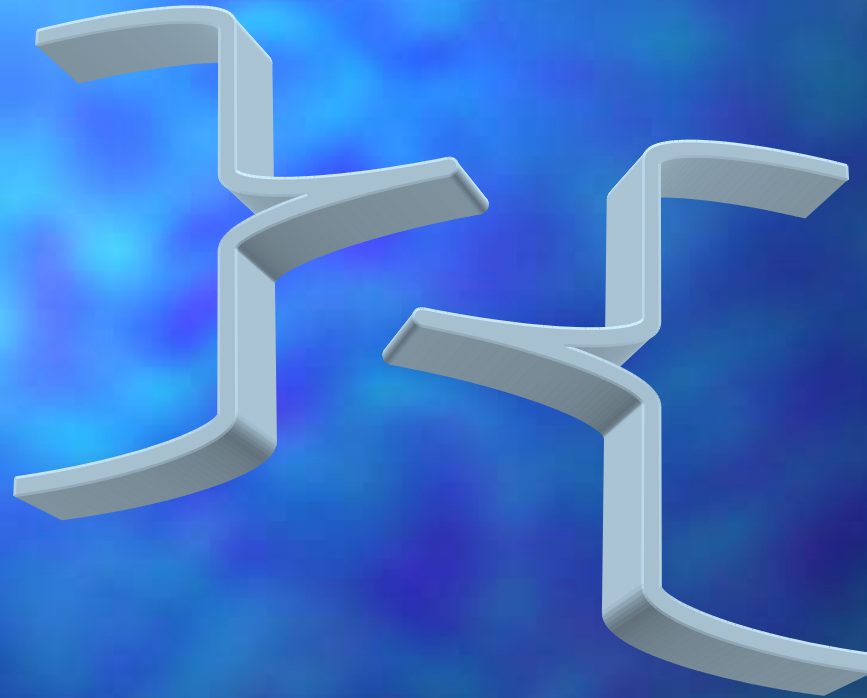


# *Community Health Improvement Partnership...*

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*...a rural community health  
development approach*

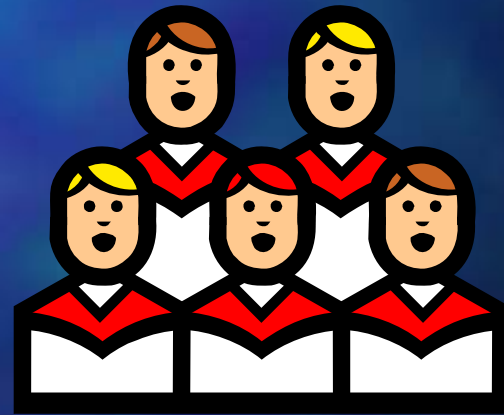
# What is "Community?"



- Traditional Definition -- *An area in which a group of people share common interests, goals and objectives and cooperate on common projects and to which they feel a sense of loyalty and identification.*

# Community Further Defined

- Social system
- Geographic place
- Other place bound
- Facilities
- Folk concept
- System of like needs, values, ideas



# What is Community Health Development?



- A process that attempts to infuse an appropriate sense of loyalty and identification in people in order to develop formal mechanisms for encouraging cooperation in the pursuit of common goals

# Determining the Denominator



- Client-Based
- Service-Based
- Population-Based

# Community Health Development link to Health Care Reform Goals

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- Contain costs
- Ensure access to care
- Maximize coordination of care
- Demonstrate value and accountability
- Build community health partnerships
- Consumer empowerment
- Focus on prevention

# Community Health Development link to Common Local Health Care System Goals

- Increase local utilization of local health care services: *educate, involve, motivate*
- Coordinated and non competing local system of care
- Meet local health care needs
- Improve local health care system viability
- Appropriate use of health care resources

# Functions of Community Health Development

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- Collaboration (community organization)
- Understanding of community assets and needs (assessment)
- Local planning and decision making
- Community Education
- Matching resources with needs
- Motivating implementation

# Basic Premises of Community Health Development



- Health care is a public affair
- Process model rather than Advocacy model of decision making
- Involvement during not after the fact
- Involvement leads to ownership, and ownership leads to support

# Basic Assumptions on Citizen Involvement

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- People have a right to participate in public affairs
- Informed people will make good decisions
- Adults learn best by doing
- Problems and solutions are local
- Planning is a learning experience
- Communities can deceive themselves
- Citizen involvement involves risks that must be addressed

# Beware of Community Self-Deception

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*What people THINK something is most often matters more than what something REALLY is.*

# Community Health Improvement Partnership is...

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...a proven community  
health development  
approach

# What's in a name?

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- **Community** -- *as defined earlier*
- **Health Improvement** -- *health status and health care delivery system*
- **Partnership** -- *the means for achieving the end, the framework for community involvement, and the nature of the link between the community and the local health care system*

# Goals

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- To involve as many as possible in developing a vital, viable and appropriate system of care
- To improve health status of local population
- To expand awareness of local health care issues and to develop a local response
- To develop new leadership
- To educate the community on the health care system's impact on the local economy
- To cultivate resources and foster self sufficiency in response to community issues

# Steps in Community Health Improvement Partnership

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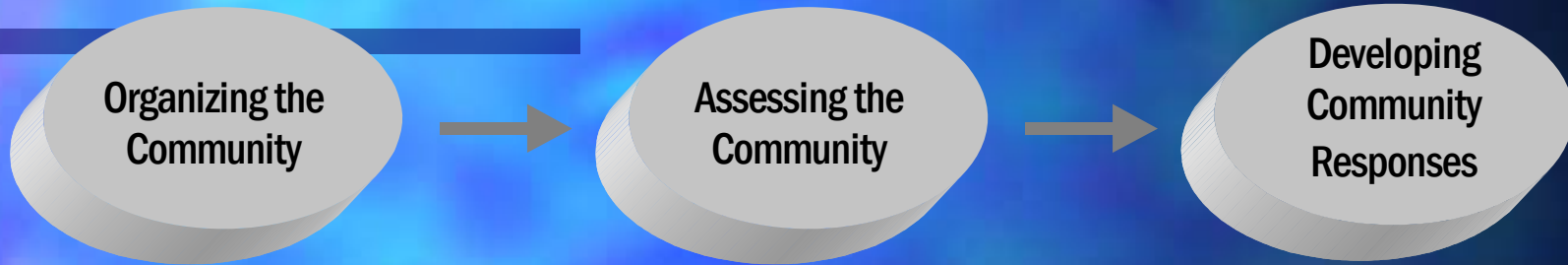
**3. Community Decision Making**

**2. Community Assessment**

**1. Community Organization**



# Community Health Improvement Partnership Process Diagram



## ACTIVITIES

1. Determine community readiness
2. Recruit CHIP Coordinator
3. Train CHIP Coordinator
4. Interview stakeholders
5. Promote CHIP
6. Recruit Partnership Team
7. Train Partnership Team
8. Recruit Select 10 groups

## ACTIVITIES

1. Define service area
2. Conduct Community-Wide Participation Meeting
3. Conduct Community Resource Inventory
4. Conduct community health assessments:
  - Quantitative
  - Qualitative
5. Identify top health issues

## ACTIVITIES

1. Research top health issues
2. Develop strategies for addressing top issues
3. Determine cost of strategies
4. Seek community comment on strategies
5. Match existing or develop new local resources for implementing strategies



# The Lead Players

in order of appearance

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- Resource person
- Sponsoring local organization
- Key Stakeholders
- CHIP coordinator
- Partnership Team
- Select 10

# Community Health Improvement Partnership Roles, Responsibilities and Relationships

