

Maximizing the health impact of Community Health Needs Assessments through multisector collaboration

Speakers:

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Today's objectives

Learn strategies for meaningful and sustainable multisector collaborations for CHNAs.

1

Tactics to foster multisector collaboration between hospitals, health departments, and local organizations

2

Best practices for advancing health equity and community engagement

3

Practical solutions for overcoming challenges that can hinder success



Speakers



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Polling question

How is your hospital or organization currently involved in a collaborative effort for a CHNA?

- ☐ We conduct our CHNA on our own through an internal process
- ☐ We are part of a collaborative, but conduct our CHNA through an internal process
- ☐ We collaborate with external partners to complete our CHNA
- ☐ I don't know or other

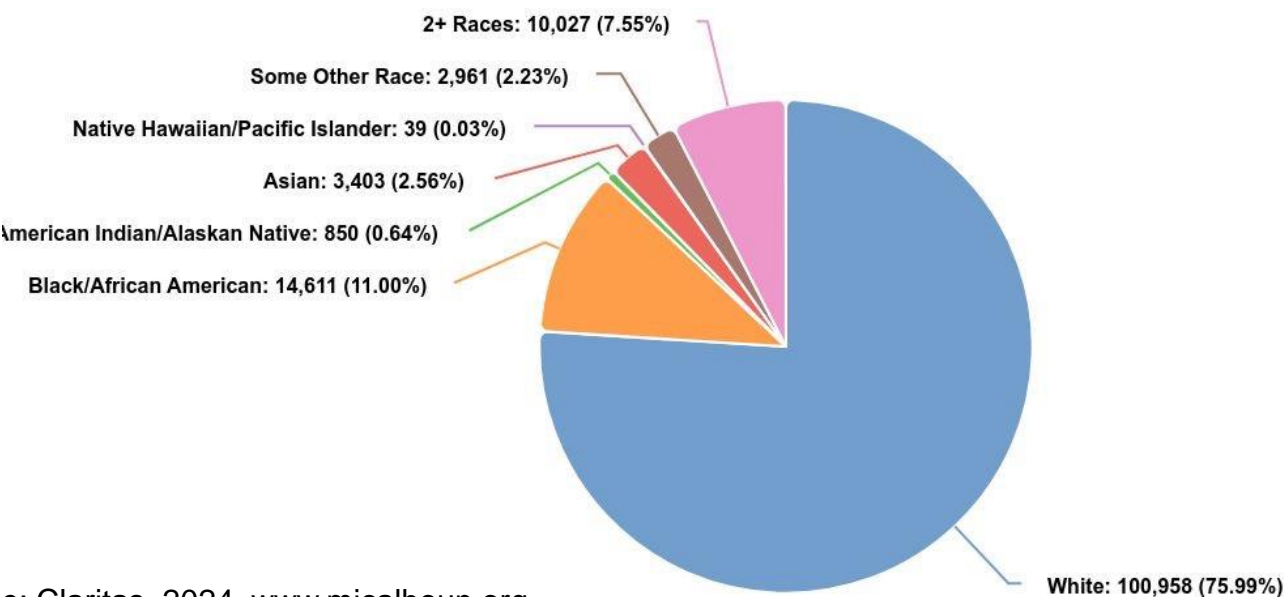
Calhoun County, Michigan



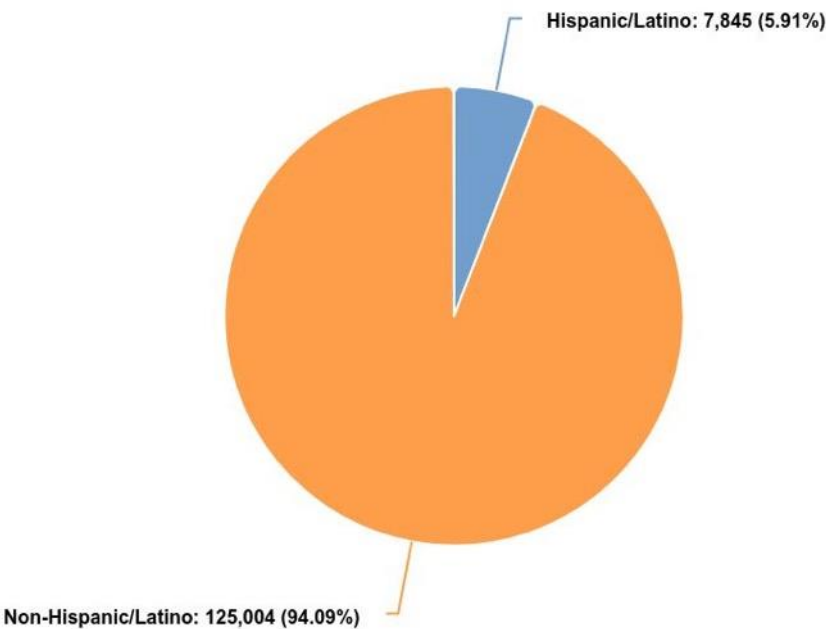
Calhoun County - Race and ethnicity

Population: 132,849

Population by Race
County: Calhoun



Population by Ethnicity
County: Calhoun



Source: Claritas, 2024. www.micalhoun.org

Socioeconomic factors

Households

County: Calhoun

53,954 Households

State: Michigan 4,059,000 Households

Veteran Population: 8,596

Median Household Income

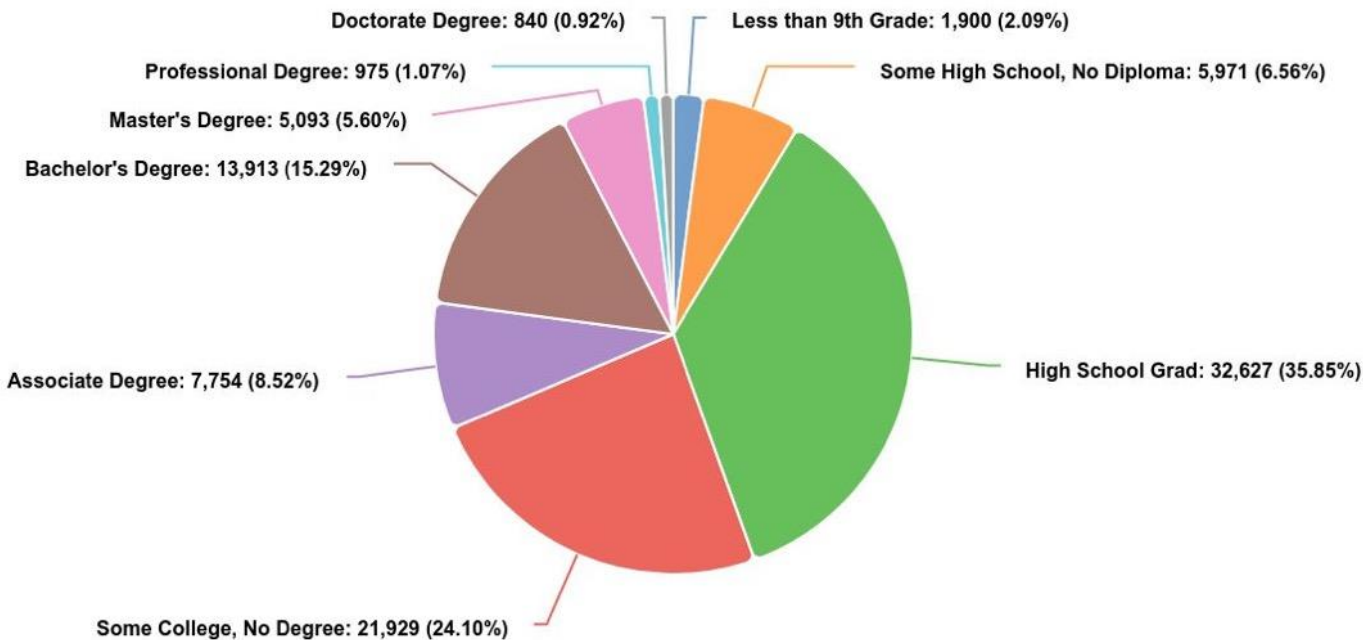
County: Calhoun

\$60,059

State: Michigan \$69,042

Source: Claritas, 2024. www.micalhoun.org

Population 25+ by Educational Attainment
County: Calhoun



Conduent Healthy Communities Institute

90M+

Impacting over ninety million lives



90+

community platforms



We are a multi-disciplinary team of public health professionals providing strategic services and technology for **health equity and health improvement within communities.**

16

Years of experience



400

community health assessments and plans completed



MiCalhoun.org

Hub for Calhoun County
CHNA and CHIP



280+ health, social,
and economic data



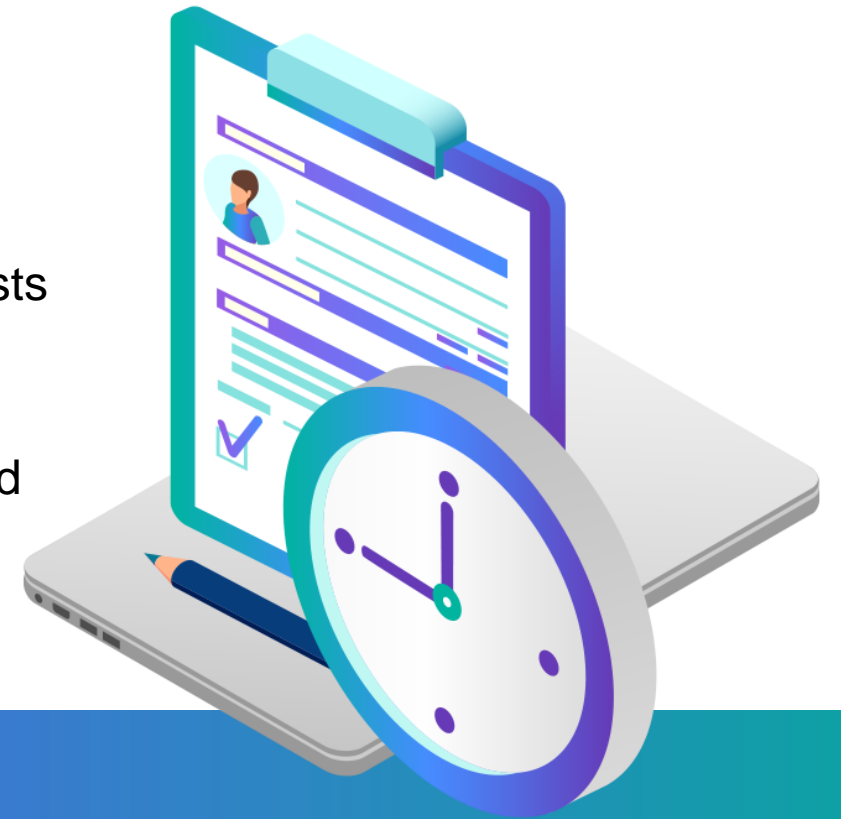
Shares local events,
initiatives, and resources



IRS CHNA Requirements

Hospitals must complete the following steps in their CHNA under requirements of Section 501(r)(3):

- Define the community it serves.
- Assess the health needs of that community.
- In assessing the community's health needs, solicit and take into account input received from persons who represent the broad interests of that community, including those with special knowledge of or expertise in public health.
- Document the CHNA in a written report (CHNA report) that is adopted for the hospital facility by an authorized body of the hospital facility.
- Make the CHNA report widely available to the public.



Calhoun CHNA Process

Preliminary Assessment

- Kick-Off
- Secondary data collection

Community and Stakeholder Input

- Secondary data analysis
- Community survey
- Key informant interviews
- Listening sessions
- Focus groups

Data Synthesis and Prioritization

- Data synthesis
- Prioritization Session
- Report development

Report Finalization

- Finalize report

Our partners



Know your “Why”

Questions to ask when considering collaboration:

- Is there a need for collaboration? Is it necessary?
- Will collaboration help attain the end goal?
- Are there others who share the same common goal or interest?

Conduent's approach to health equity



Examine disparities:
break out data by gender,
race / ethnicity,
and neighborhood



Analyze social
determinants of health and
the root causes of health
inequities



Integrate health, social,
and economic data for
a comprehensive
understanding of barriers
and needs



Foster community
engagement and
multi-sector collaboration



Strategies for equity and engagement

- Build relationships, not just during CHNA process
- Address language access
- Offer paper and digital options
- Demonstrate respect by compensating community members if possible
- Use data to determine needs and outreach strategies



Common challenges and barriers to collaboration

- Differing sources of data, culture, and priorities
- Need to build trust between partners
- Steep learning curve for understanding the process
- Participants must balance other responsibilities and commitments
- Maintaining momentum behind the work and collaborative

Strategies for improving alignment

Create a shared space for decision-making

- Establish a common agenda
- Identify expectations of stakeholders
- Ensure consensus in decision-making
- Build trust, provide a safe space to share

Strategies for improving alignment

Build knowledge and relationships

- Develop an orientation or collaboration guide
- Establish a space for introductions and ice breakers

Strategies for improving alignment

Create systems for alignment and long-term success

- Establish a single point of truth for data
- Get commitment from local hospitals
- Give staff time and space to collaborate
- Map out roles and responsibilities together
- Create a unified branding/communications plan
- Meet regularly to track progress and align implementation efforts

Collaborating on a CHNA can lay the groundwork for meaningful, lasting improvements in your community's health.

Q&A



Resources

- ✓ **Calhoun County**
Micalhoun.org



- ✓ **Conduent Healthy Communities Institute**
Resources & Tools
www.conduent.com/communityhealth

Contact us
CommunityHealth@conduent.com