



# PLAN

## Problem Statement

In order to apply for SHIP funding Carver County Public Health must develop a Community Leadership Team to steer SHIP activities.

## Aim

Identify at least 4 champions among Carver County residents by April 1, 2009 to participate in our Community Leadership Team (CLT) focused on obesity and tobacco.

## Goals

1. Develop strategies to recruit and engage residents in the context of the 4 areas of SHIP: community, schools, worksites, and healthcare
2. Develop volunteer job or role descriptions
3. Select Carver County residents/partners to participate
4. Evaluate the recruitment process

## Measures

1. Recruitment strategies generate at least 5 volunteer applications
2. Carver County able to select at least 4 members to participate on the Team
3. Volunteers commit, in writing, to participate for at least 6 months
4. A written evaluation is implemented

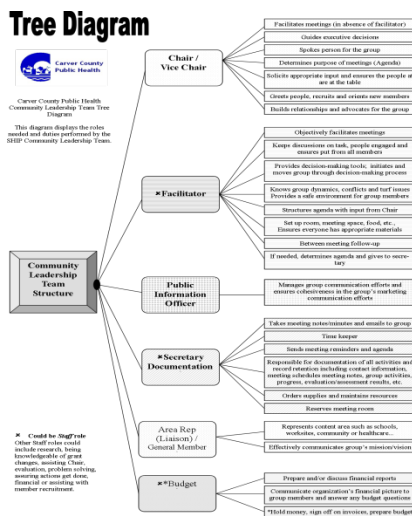
# DO

## Implement the plan

Carver County took the following action steps:

- Established process for member recruitment
- Tested processes for member recruitment
- Developed Community Leadership Team structure and identified group roles and duties (See Diagram 1)

## Community Leadership Team Structure (Diagram 1)



DRAFT  
Updated March 23, 2009 \* This is a working document \*

# STUDY

## Progress made

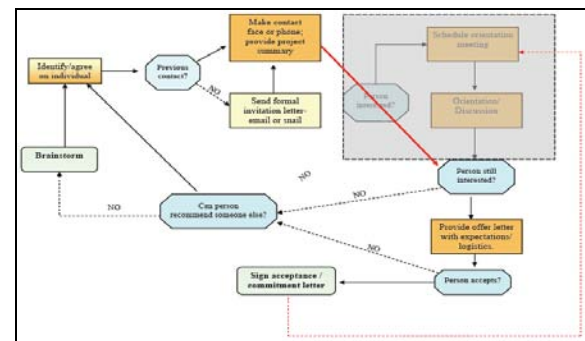
- Removed full orientation from recruitment process to better align with SHIP application timelines (see Diagram 2)
- Received 4 letters of commitment and 2 verbal commitments from prospective SHIP Community Leadership Team Members.

# ACT

## Standardize the improvement

- Revised the process for recruitment of community partners (see Diagram 2)
- Completed and submitted SHIP Community Leadership Team Form
- Sent 4 written letters of commitment with SHIP application

## Community Leadership Team Recruitment Process Revised (Diagram 2)



# LESSONS LEARNED

- Quality Improvement tools have a wide range of uses, allow for creativity when applying and using tools. Think outside the box.
- PDSA cycles need a specific focus to clearly show outcomes and improvements
- When linking with another program (SHIP in this case) the MLC project or QI project's focus and outcomes could become unclear.

