



PLAN

Problem Statement

It is a challenge to engage potential community partners in the creation of a coalition to focus on implementation of the statewide health improvement program [SHIP].

Aim

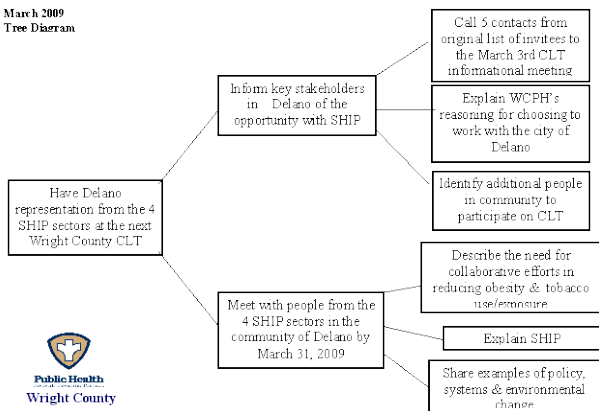
Establish a working coalition of community members in Wright County, representatives from local schools, businesses & the health care setting by June 30, 2009 to implement SHIP initiatives

Measures

1. Have 10 community partners sign a Letter of Commitment to participate in the coalition
2. Have members of the coalition approve a charter that defines the mission and expected outcomes of the coalition
3. The coalition will draft and approve a name and mission statement by the start of SHIP funding, July 1, 2009.

DO

March 2009
Tree Diagram



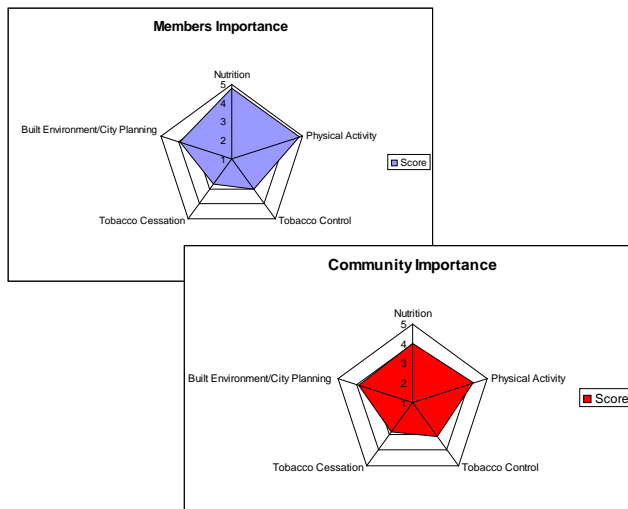
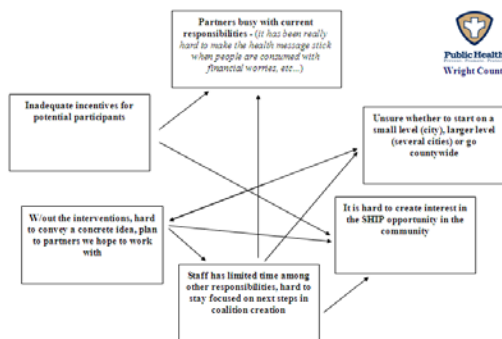
Implement the Plan

1. Sent out SHIP information through a list serve called "Wright Informer" that includes all school district staff and invited other key stakeholders to learn more about SHIP.
2. Convened a meeting involving our target communities including partners from schools, worksites, community & health care
3. Met with Allina representatives to discuss how we can utilize their expertise and our partnership in the implementation of SHIP

STUDY

Problem/Issue to be Analyzed:

Trouble engaging potential community partners to assist WCPH in the creation of a coalition to focus on implementing SHIP



Milestones achieved

Recruited a marketing person who had worked with Allina on physical activity and nutrition initiatives

Setting our first CLT meeting date, and having 15 people attend was a real positive for us.

Utilizing the QI tools in our CLT meetings and with other community groups has been very useful and helpful

ACT

Standardize the Improvement

Through our work with this MLC-3 collaborative, WCPH worked to fulfill our aim and is reflected in meeting our measures that were put in place. We did revise our second measure towards the end to read "Provide a roster to MDH for the coalition showing that each of the four sectors of SHIP are represented by May 1, 2009".

LESSONS LEARNED

QI tools and methods have an important place in Public Health and prevention.

Making small achievable goals, in the context of the bigger picture is key and a recipe for success.

How health issues are packaged (messaging & framing) to various audiences needs to be appropriate.

Learn from the mistakes, make the changes and try again until it works.

