

Next Steps: Empowering Communities to Make a Difference

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Executive Director

Sarasota County Health and Human Services



County Lines



Jefferson County



Sarasota County

Population

656,700

(U.S. Census 2006 estimate)

369,535

(U.S. Census 2006 estimate)

Number of Cities

35 Cities

(U.S. Census 2000)

4 Cities

Major City,
Total Pop.

Birmingham:

229,424

(U.S. Census 2000)

Sarasota:

52,942

(U.S. Census 2000)

Hospitals

21

4

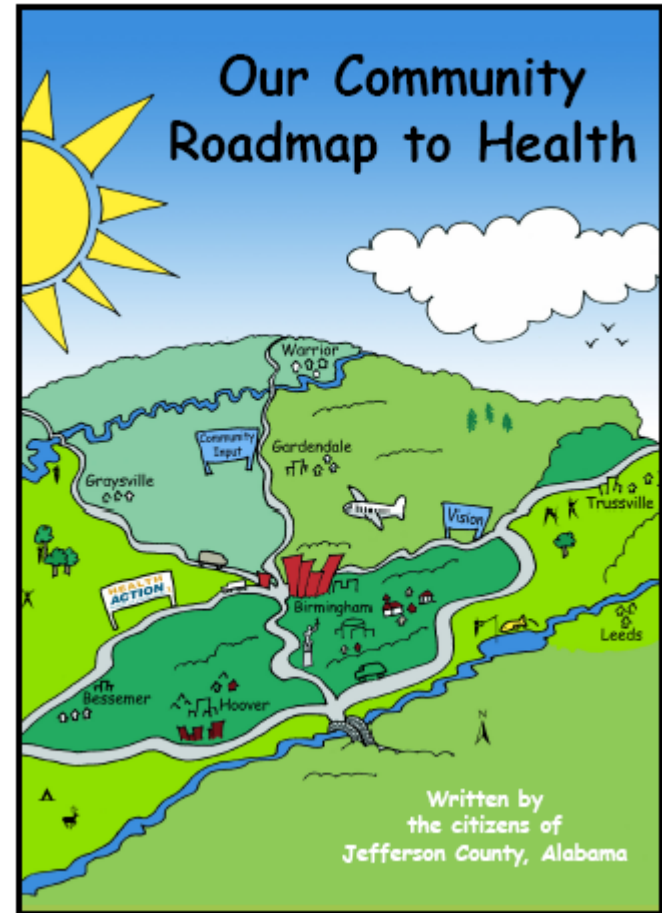
Number of
School Systems

12

1

An outsider looking in

- § Community engagement
- § Key agency Involvement
- § Defined strategies
- § Clear goals
- § Action oriented



What is CHIP?

A community based process to ...

§ Engage citizens

§ Community Health Action Teams (CHATs)

§ Encourage focus and discussion

§ Get Sarasota Insured, Health Provocatuer Project

§ Educate

§ CHIP Centers, *HealthNews*

§ Researches



Our way

- § Community Health Action Teams (CHATs)
- § Leadership Council
- § Systems Committee
- § Health Provocateur
- § Focus committees

Supporting the Effort

Dedicated Staff:

Project Director *

CHAT Coordinator

Research Coordinator *

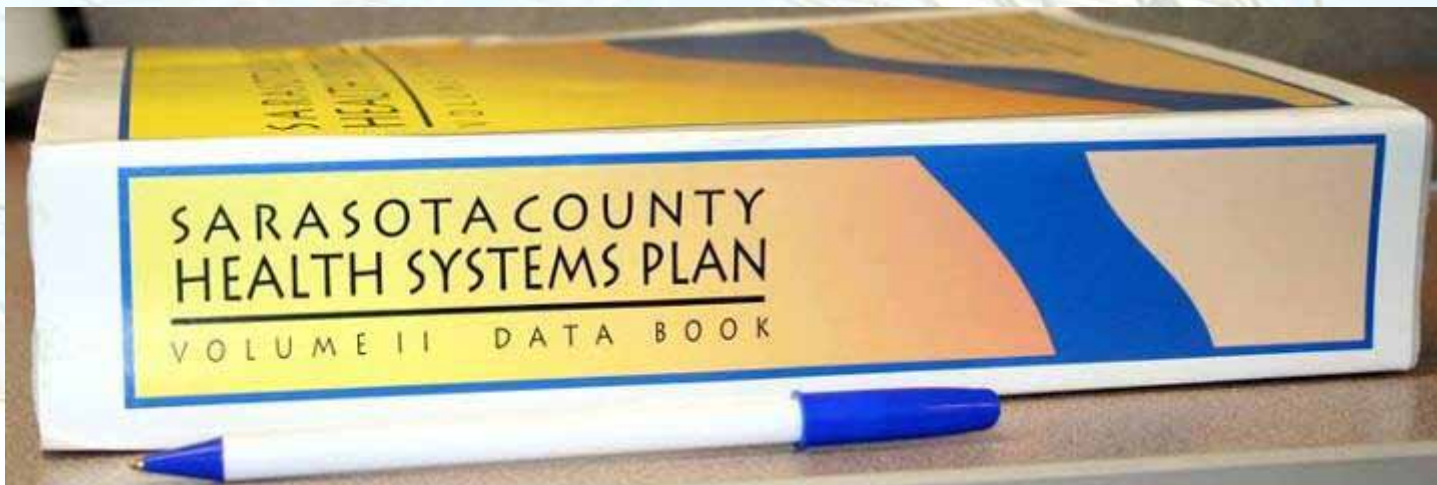
CHIP Centers Coordinator *

* part-time



Doing it Wrong....

- § “Agenda” driven
- § No community engagement
- § No community ownership
- § Top down



...to get it right

- § Commitment
- § Connections and collaborations
- § Assessment a tool not an outcome
- § Engage at community level
- § Ask what's going right
- § Adaptability and freedom to maneuver
- § Action-oriented
- § Celebrate success



Health System Assessment
Report for Sarasota and
Charlotte Counties



A summary of the
Health care delivery
systems and health
care needs

Improvement Project

What are individuals & organizations
doing to create a
NEWTOWN?

Business Program
program 2x/wk @ Goodwill
alth, diabetes



- Newtown Farmer's
- NEIGHBORHOOD DIS
↳ SFC : E. Ball
- BROTHERHOOD OF MEN
- BIKE SAFETY @ LBR
- CHURCHES
- NEIGHBORHOOD GRANT PROGRAM
- OPERATION GRADUATION - New Health
Lunch program

CHIP
Community Health Improvement Project

2003

Community Health Improvement Project

Three approaches

Empowering
the
community

Linking
communities to
systems
improvements

Unifying
leaders to
action



Empowering
the
community

The power of invitation

An open door to all

Leadership open to anyone

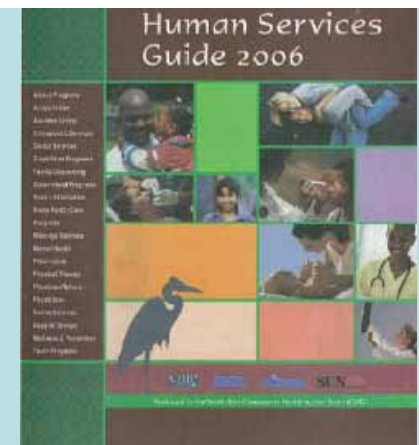
Communities agenda and ability to control it

Freedom to be innovative and creative

CHATS

- § Four active CHATs, one in development
- § CHAT's have:
 - § Developed health and wellness resource directories
 - § Advocated successfully for more health services
 - § Developed and evaluated an in-home diabetes program for seniors
 - § Created an exercise video for seniors
 - § Worked to create a integrated mental health system

Empowering
the
community



Supporting Communities

Empowering
the
community

CHIP Centers

- § Provide free health and wellness information in community settings.
- § Grant received to put interactive health and wellness kiosks in each library and health department clinic

Neighborhood Café

- § Web-based toolkit to encourage healthy change at the neighborhood-level



The Healthy
Neighborhood
Toolkit

Tools for
Creating a
Healthier
Neighborhood

Create a community garden

A community garden is any piece of land gardened by a group of people. It can be urban, suburban, or rural. It can grow flowers, vegetables or community. It can be one community plot, or can be many individual plots. It can be at a school, hospital, or in a neighborhood. It can also be a series of plots dedicated to "urban agriculture" where the produce is grown for a market. For tips on how to start a community garden in your community, visit the [Sarasota County Extension Office](#) or the [American Community Gardening Association](#).

Local Contact Person:
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Tools

- Neighborhood grants
- Create a culture of civility
- Walking path
- Community garden
- Community health workers
- Web forum
- Safe routes for kids
- Community Health Action Team (CHAT)

§ Systems approach

§ Outcome driven

§ Intersections

Linking communities to systems improvements

§ Health Scorecard

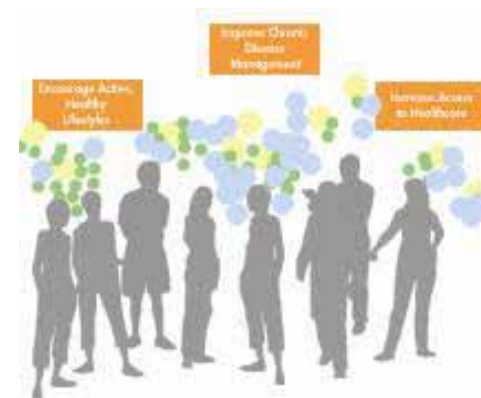
§ Sarasota Health Care Access

§ Get Sarasota Insured

§ Community Health Interactive

2008 Community Health INTERACTIVE

incubate ideas, create connections, inspire action



	43%	50%	●
Percentage of earned to total income			
	WELL-BEING		
Health status fair or poor	12.1%	11.0%	●

NOTES: Data are for most current year available. See supporting document for details.
Trend lights determined by comparing current data with most recent previous data.
Developed by the CHIP HSOC | www.chip4health.org | 941.861.2987
August 2007

● Data trending away from target.
● Data trending toward target.
○ Trend data not available.

Unifying
leaders to
action

§ Health Provocateur Project



§ Power of unified leaders

§ Built trust through dialogue

§ Focus on critical issues

§ Modeling the way

§ 3 Counties

§ 7 Hospitals

§ 3 Health Departments

Unifying
leaders to
action

- § ER Utilization
- § Tobacco-Free campuses
- § Wellness Campaign
- § Going Green



Final Thoughts

- § Mining for opportunity
- § Sandlot football
- § Bucket brigade





Next Steps...

Do it *your* way.

To Learn More

www.chip4health.org

