

GREATER BROCKTON HEALTH ALLIANCE
WHERE WE WERE AND WHERE WE'RE HEADED



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WHAT IS A CHNA?

The Greater Brockton Community Health Network Area is one of 27 Community Health Network Areas (CHNA) Across Massachusetts

Established by the Massachusetts Department of Public Health in 1992, CHNA's are local coalitions of public, non-profit, and private sectors

Work together to build healthier communities in Massachusetts through community-based prevention planning and health promotion.



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MISSION OF THE GBHA

The mission of the Greater Brockton CHNA is to work toward healthier communities by promotion collaboration between CHNA partners, providing support to local health initiatives and prevention programs, and educating and increasing awareness of local identified health issues throughout the ten CHNA communities.



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GBHA CATCHMENT AREA

- Abington
- Brockton
- Bridgewater
- East Bridgewater
- West Bridgewater
- Easton
- Whitman
- Stoughton
- Avon
- Holbrook



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GUIDING PRINCIPLES

- Diversity Awareness
- Increase Collaboration
- Maintain Continuity of CHNA
- Decrease Duplication of Services
- Prevention Focused
- Support for all 10 CHNA Communities
- Meet Community Needs
- Communication
- Flexible participation respecting your time



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FUNDING OF GBHA (CHNA 22)

- Determination of Need (DON)
- Medical Facilities must submit an application to the Department of Public Health prior to any capital expenditure.
- A portion of the total cost is designate by DPH for community health initiatives via CHNA's.
- Current DON's for CHNA 22 :
 - South Shore Hospital
 - Norwood Hospital



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WHERE WE'VE BEEN

- **Community Health Needs Assessments done in 2010 and 2013 showed a need for additional resources to be given in the areas of:**
 - Asthma
 - Oral Health
 - Nutrition/Fitness
 - Substance Abuse



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DETERMINATION OF NEED (DON) PROCESS

Past:

- 5% of Capital Expenditures (building expansion, new equipment) must be used in the community
- Every 3 Years Hospitals must complete a comprehensive Community Health Needs Assessment.
- DoN money dispersed to local Community Health Network Alliances (CHNA)
- Each CHNA managed the DoN at a local level
- Without partnerships between local CHNA's
- Difficult to measure impact and change in the community



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DETERMINATION OF NEED PROCESS

Moving forward:

5% of Capital Expenditures (building expansion, new equipment) must be used in the community
Every 3 Years Hospitals must complete a comprehensive Community Health Needs Assessment.
(unchanged)

Department of Public Health and the Attorney General's Office working toward:

- Transparency in Community Health Initiative (CHI) decision-making
- Accountability for planned CHI activities
- Demonstrating community health impact through strategies and initiatives that influence the social determinants of health and intentionally reduce health inequities.

*Commonwealth of Massachusetts Department of Public Health/Attorney General's Advisory Task Force on Community Benefits

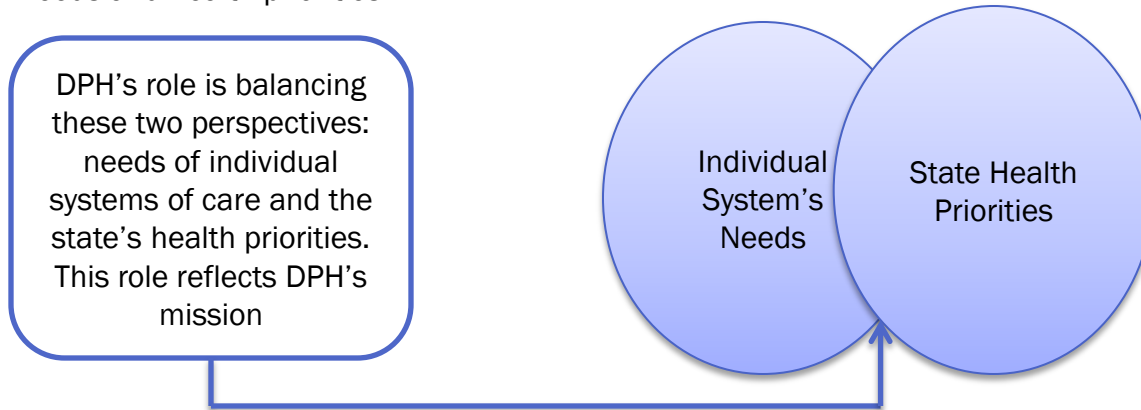


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WHAT IS PUBLIC HEALTH'S ROLE IN DON?

- **Individual System's Needs:** Applicants can best demonstrate the *Triple Aim* need within their system, 2) value-based competition, and 3) demonstrable “public health value”.
- **Health Priorities:** With state agency and community partners, DPH establishes “Health Priorities” to tackle the common community-level/underlying social determinants of health.
- **DoN Role:** The question for DoN becomes how proposed projects address and balance both a system's needs and health priorities



*Triple Aim: Population Health, Experience of Care, Per Capita Cost

*Community-Based Health Initiative Planning, Health Priorities and Community Engagement Standards: August 16th, 2017



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IMPORTANT CONSIDERATIONS FOR ANY COMMUNITY ENGAGEMENT STRATEGY

Retooling DoN for Today's Health Care Market

Power Sharing

Acknowledging diversity in background, experience, culture, income and education and examining how society produces privilege, racism, and inequalities in power should be central to the process of Community Engagement – US Centers for Disease Control and Prevention

Transparency

Transparency ensures that the engagement process provides clearly defined, realistic objectives and articulates how engagement will impact the decision-making process

Accommodations

- *Communication*
- *Location*
- *Time*
- *Childcare*
- *Food and Stipends*



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Facilitation

Due to partnership dynamics, effective community engagement processes require skilled facilitation

Achieving Representativeness

“Grass Tops” versus “Grassroots”. A grass tops approach is when community representation is conducted through identified leaders (i.e. the name emerges from the idea of leaders at the top of organizations) and a grassroots approach is when the public is broadly engaged in the process.

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WHAT DOES THIS ALL MEAN?

“Efforts in considering substantial and timely changes to the Community Benefits Guidelines, specifically in the area of eliminating redundancy, inconsistencies, and improving reporting to ensure the public is well aware of the many contributions made by hospitals to the wellbeing of our communities.aligning reporting requirements, reporting on community engagement, transparency, investments in social determinants of health, and regional collaboration.”

*MHA Request for Consideration-AGO Community Benefits Guidelines



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LOCALLY WORKING TOGETHER TOWARD COMMON GOALS

Community Health Needs Assessment (CHNA): Winter 2016

- Top 3 priority areas:
 - Access
 - Chronic Disease
 - Behavioral Health (Mental Health + Substance Use)
- Behavioral Health a priority on local, regional and state level
- Plan to work on regional level to promote greater impact on vulnerable population to impact the social determinants impeding progress moving forward



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HOW WILL THIS LOOK FOR US

Goals:

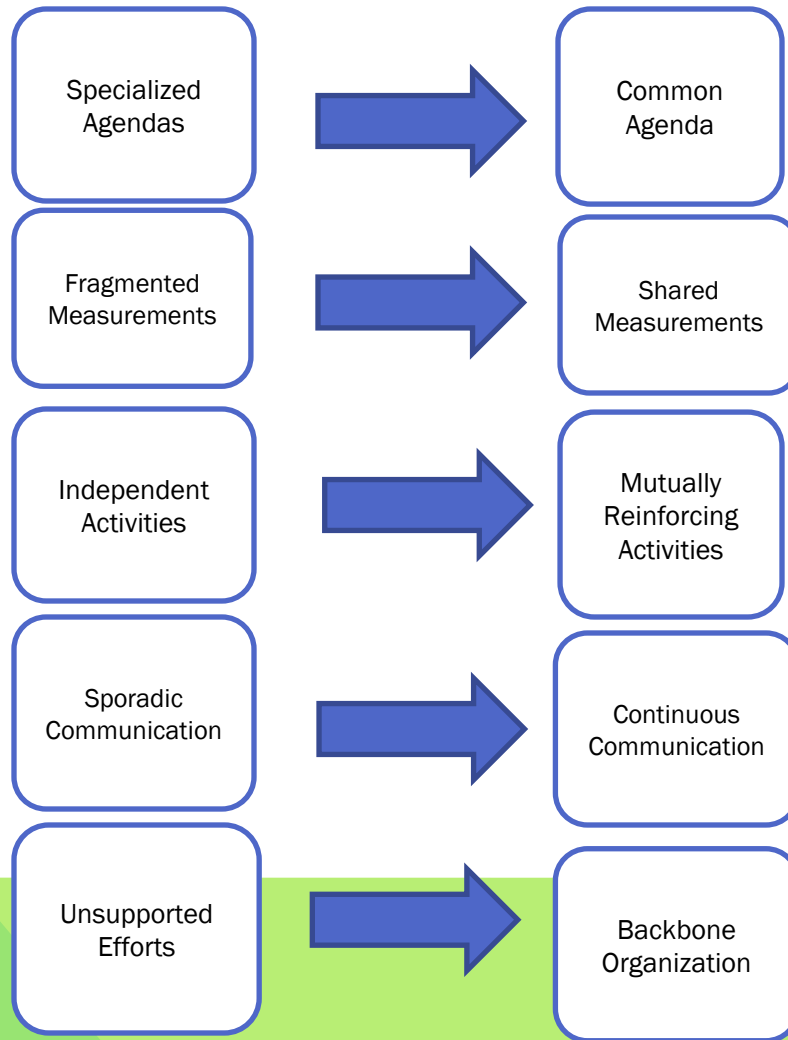
- Establish Tri-CHNA Steering Committee and Other Staffing and Governance Structures
 - (South Shore Community Partners in Prevention(23), Greater Brockton Health Alliance(22), and Blue Hills Community Health Alliance(20))
- Strengthen & Sustain Community Health Infrastructure, Partnership, and Capacity building
- Local CHNA CHI Tailored to Behavioral Health
- Regional Behavioral Health Initiatives(s)

*South Shore Hospital “Factor 9”/CHI Strategic Planning Report prepared by: JSI



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FIVE CORE CONDITIONS



*South Shore Hospital "Factor 9"/CHI Strategic Planning Report prepared by: JSI



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