

**Center for Community Health
Strategic Direction Retreat
June 1 and 2, 2017
Location: HealthPartners, 8170 33rd Ave. S Bloomington, MN 55425**

Meeting Summary

MEETING OBJECTIVE: Review current progress on strategic plan and explore any shifts in scope and direction.

REVIEW OF AND PROGRESS ON STRATEGIC PLAN: Carrie Vogelsang reviewed the strategic direction of CCH and progress made by the Assessment Alignment and CACI task groups.

CONCEPT REFINEMENT:

Collective Action Lab facilitated a discussion on CCH’s strategy that identified a lack of strategic outcomes/objectives (*What are we aiming for?*). Several members also recommended that the group reassess the existing Mission and Vision statements to more broadly capture the collective aspiration. The results of each level of the “strategy mountain” discussion are shown below.

REFINED MISSION/VISION STATEMENT: *Advance community health, well-being, and equity through collective understanding of needs and innovative approaches to foster community strengths.*

REFINED STRATEGIES:

- 1) Innovate, partner, align and use data to understand true community needs and strengths.
- 2) Identify, prioritize, and *collectively* impact health priorities.

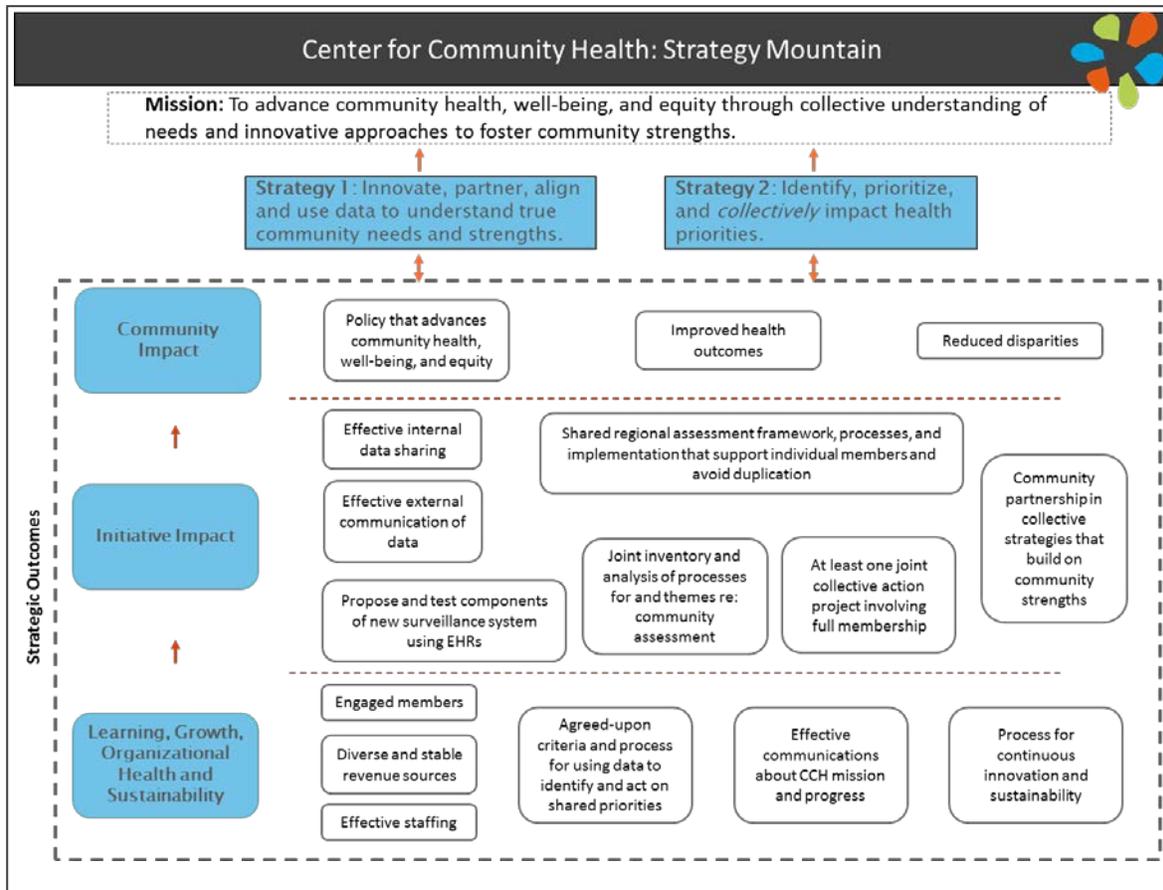
OUTCOMES: To better measure CCH’s success in meeting its mission, the group specified the following measures.

Outcome Area	Desired 3-Year Outcomes
Learning, Growth, Organizational Health and Sustainability	<ul style="list-style-type: none"> • Effective staffing • Diverse and stable revenue sources • Engaged members • Agreed-upon criteria and process for using data to identify and act on shared priorities • Effective communication about CCH mission and progress • Process for continuous innovation and sustainability
Initiative Impact	<ul style="list-style-type: none"> • Effective internal data sharing • Effective external communication of data • Propose and test components of new surveillance system using EHRs • Shared regional assessment framework, processes, and implementation that support individual members and avoid duplication • Joint inventory and analysis of processes for and themes re: community assessment • At least one joint collective action project involving full membership • Community partnership in collective strategies that build on community strengths
Community Impact	<ul style="list-style-type: none"> • Policy that advances community health, well-being, and equity • Improved health outcomes • Reduced disparities

NEXT STEP The steering committee will meet individually with the Assessment Alignment and CACI committees to address the following:

- **Assessment Alignment Meeting:**
 - Communicate more around vision and shared aims
 - Develop a one-page quarterly update for steering committee and full membership
 - Complete basic initiative alignment grid to build initiatives to match desired outcomes
- **CACI Meeting:** Beginning with the brainstorming completed in November-December:
 - Look at the work of the committee next to the Zone of Mental Health Impact to evaluate potential effectiveness
 - Reframe collective work in the context of a spectrum of mental health and identify 2-3 focused activities across that spectrum (from MH promotion to early, intermediate intervention)
 - Complete basic initiative alignment grid to build initiatives to match desired outcomes (Carrie and the Lab will undertake first draft)

STRATEGY MOUNTAIN:



Review of Current Strategic Initiatives

After considering mission, strategies, and outcomes, the group reviewed existing strategic initiatives under both “Assessment Alignment” and “Collective Action” strategies, asking:

- *What should we keep doing?*
 - Maintain mental health focus
 - Support the work in our respective sectors; and foster cross-boundary awareness
 - Measure and identify new ways to measure outcomes of our work
 - Reinvigorate CACI logic model
- *What should we start doing that we are not currently doing?*
 - Engage in effective collective action that produces shared outcome, not just output
 - Specify and zoom in on clear supporting initiatives, aims and metrics that will help achieve outcomes
 - Build annual work plan that supports alignment of strategies outcomes/supply initiatives/success measures
 - Communicate progress in meaningful ways to steering committee and members
 - Establish feedback loop for quality improvement
 - Develop basic external dashboard
- *What should we stop doing?*
 - No longer include in our CCH materials activities on which we are not really delivering or collaborating, e.g. QPR