



Moving Your Project Upstream

Center for Health Equity
October 30, 2018

A photograph of three King penguins standing on a beach. The penguin on the left is facing right with its beak open. The middle penguin is facing left with its beak open. The penguin on the right is facing left. A dark blue circular graphic is overlaid on the right side of the image, containing white text.

Introductions

Name
Organization
Pronouns

Learning Objectives

- Develop ways to expand beyond individual behavior change/direct service interventions
- Address the root causes of health inequities through institutional and societal changes
- Identify program activities that address social and economic conditions for health

Topic

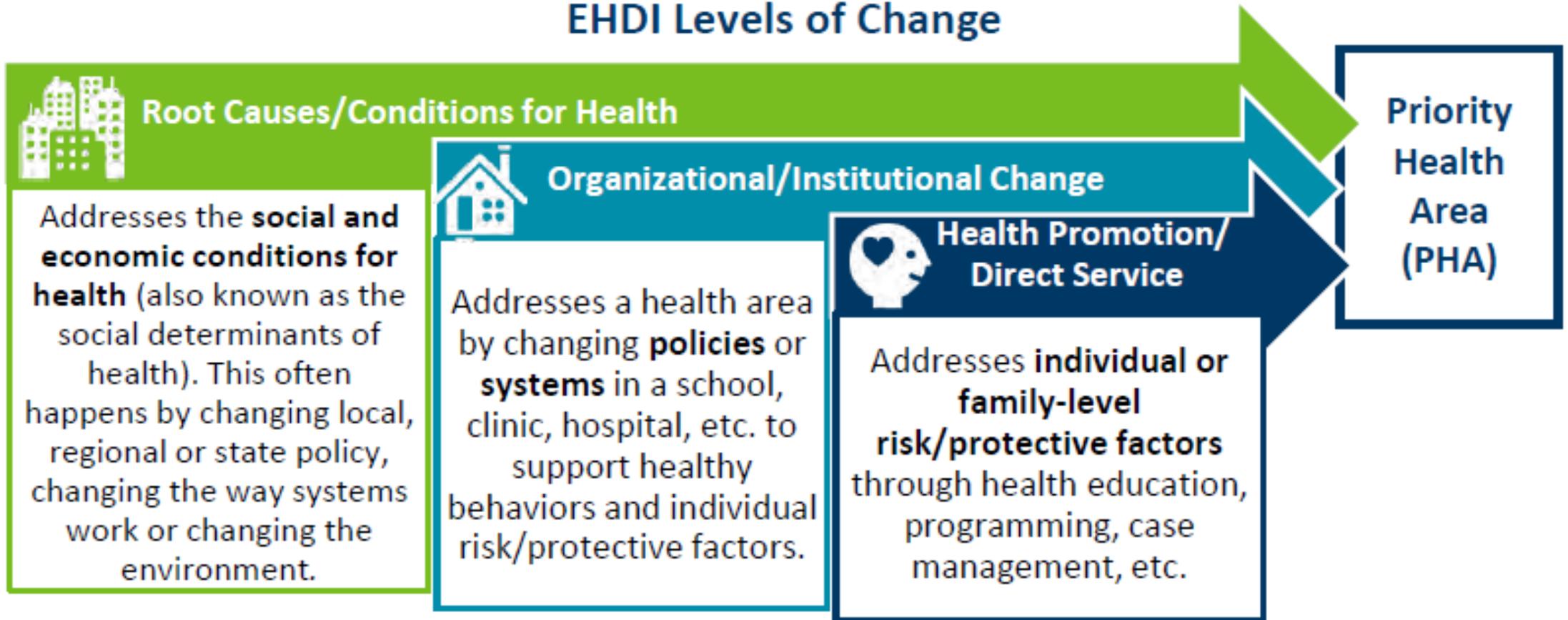
Overview

Finding Root Causes

Planning Matrix

Wrap Up

EHDI Levels of Change





Application Context: Project Narrative 1

Project Narrative:

Question 7: Describe the Levels of Change you will be working within to address the identified priority health areas in the populations served including you rational for working within the identify levels of change

Reviewers will be looking for how these changes will address the priority health areas and a rational for why you chose the level or levels.



Application Context: Project Narrative 2

Project Narrative:

Question 8. Describe your strategies for reducing the disparities described in Question 6.

Reviewers will be looking for the appropriateness and soundness of the strategies relative to the disparities you described in the narrative at the level of change you stated in Q7 and how they're grounded in cultural knowledge and wisdom



Application Context: Project Narrative 3

Project Narrative:

Question 9. Provide a brief overview of the activities you will undertake to address the identified priority health area(s) in the population(s) served.

Reviewers will be looking for the appropriateness of the activities to your strategies.

Application Context: Project Information Section

Project Information section

Applicants must identify the level or levels of change their project addresses

- Health Promotion and/or Direct Services
- Organizational and or Intuitional Change
- Root Causes and/or Conditions for Health



Levels of change and EHDI applications

The presenters shared some considerations for the EHDI applications related to the levels of change.

Participants were encouraged to ask additional questions through the questions and answers section of the 2018 EHDI application web page.

They were also encouraged to review this section to see answers to questions about the levels of change.



Application considerations

- The EHDI RFP provides an opportunity for applicants to address institutional or systemic change. **This is an opportunity not a requirement.**
- Applicants can address one, two or all levels of change in their proposal.
- Grantees should consider the percentage of effort in different levels and scope activities accordingly.



Other considerations

- MDH does not have a preference for the project level or the number of levels and applicant addresses.
- All levels of change will be weighted equally.
- Reviewers will be prepared to consider all levels

More considerations

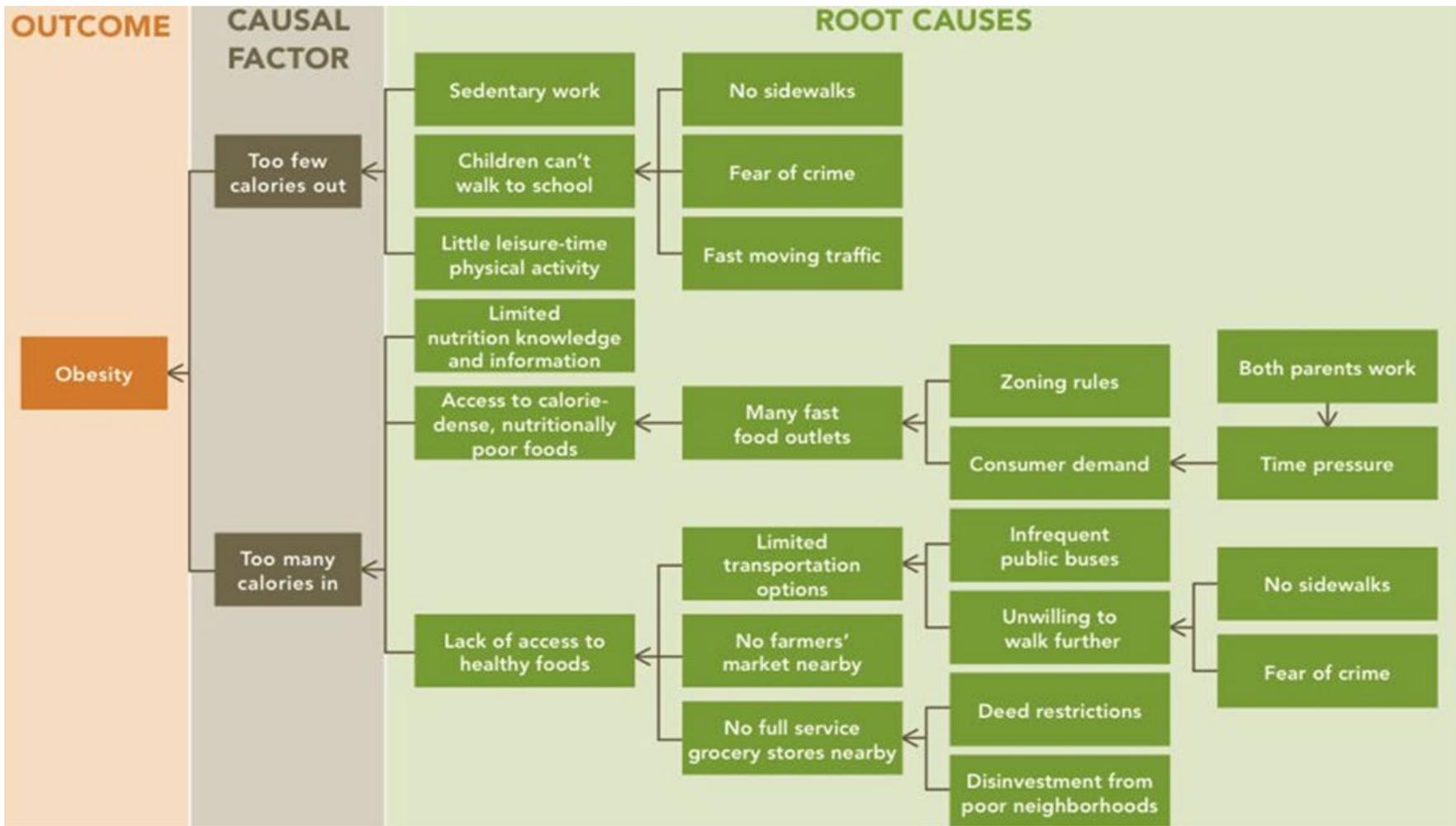
- Reviewers will be instructed that the content of an applicant's response regarding their project's level of change is more important than identifying the "correct" level of change. We view change on a continuum, and projects do not have to fit perfectly inside one of these three levels of change.
- Applications should reflect what is achievable within the four year time frame. MDH recognizes that policy, systems and environmental changes targeting conditions for health will likely have long-term outcomes beyond the grant period. Applicants may name those long-term outcomes and specify the time frame for achieving them, but if funded, grantees will only be expected to report on outcomes that they indicated would be achievable within the four-year time frame.



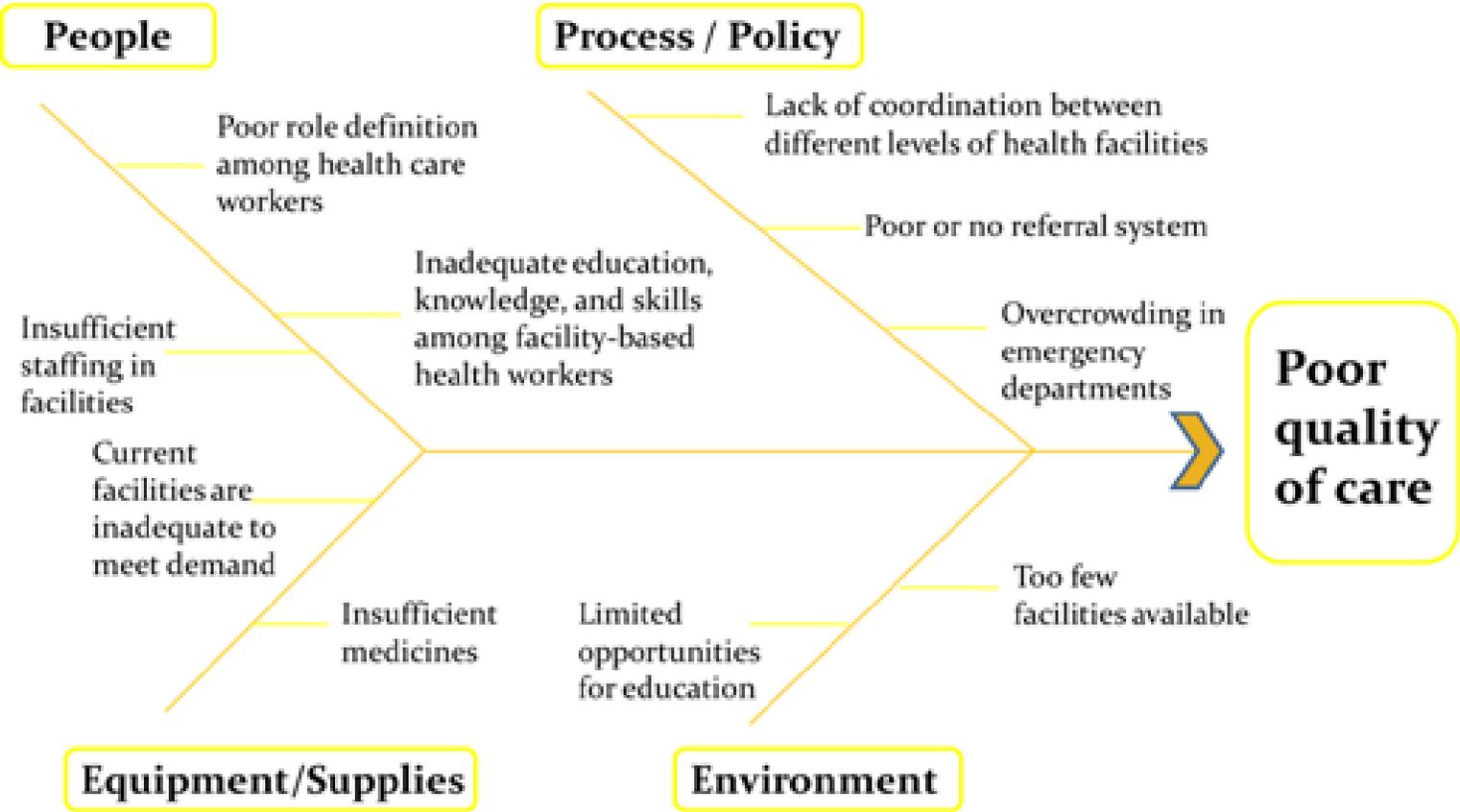
Root Cause Analysis with Sida Ly-Xiong

Community Engagement Planner, Center for Public Health Practice

RCA Example: Obesity



Fishbone/Ishikawa Diagram



Brainstorming (5 Whys)

- Continually ask “why” for each successive answer until no new answer is possible & an actionable level is reached
- Ask “why” a minimum of 5 times





Finding Root Cause by Asking WHY

1. Sit in pairs or groups focused on the same Priority Health Area
2. Identify the concern or problem.
3. Discuss: “Why is this happening?”
4. Write the reason, answer, or cause.
5. Repeat: “Why is that?”
6. Repeat until you agree that a particular reason fundamentally leads to the problem earlier identified.

Why Worksheet

- Please see a copy of the Why Worksheet – a handout for the presentation that is posted along with these slides.
- During the in-person workshop, participants were grouped by EHDl priority health area and completed the worksheet together.
- The first page of this worksheet invites the user to identify a health concern and then consider why this is happening. And then continuing to ask why of each successive answer, ultimately identifying a root cause.
- The second page of this worksheet invites the user to consider the causes of the health problems identified on the first sheet and link them to three spheres of influence. The three spheres are - individuals, families and networks; organizations and institutions, and community.

Planning Your Interventions

- Use “Levels of Change” to inform how your interventions/programs fall into the landscape of all that is happening in your communities around this issue(s)
- Use “Levels of Change” to help inform who needs to be in partnership with you on your intervention(s)/programs

Intervention Planning Matrix Activity

- Please see a copy of the Intervention Planning Matrix – a handout for the presentation that is posted along with these slides.
- The Intervention Planning Matrix was developed by the Healthy Wisconsin Leadership.
- During the in-person workshop presenter reviewed the example intervention planning matrix that focused on poor nutrition and lack of physical activity.
- Then participants were grouped by EHDI priority health area and completed the planning matrix together.

Key takeaways



Working at level 2 and 3 is not required, it's an opportunity



Working at level 2 and 3 probably means working in partnership or in coalition



Your root cause analysis may be stronger when done with community and people that have lived experience

What is strategic narrative?
A strategic narrative is a clear, compelling narrative of where the organisation is going and why.

Why do you need it?
Providing a compelling purpose of work can help create meaning for employees which contributes towards employee engagement.

An example of strategic narrative in action...
You must have heard the one about the janitor working for NASA. When asked what he did, he replied: "helping to put a man on the moon." This is the nub of strategic narrative, a workforce that is helping out man on the moon!

How do we know it works?
One example is West Kent Housing, and found that by implementing strategic narrative, 77% of staff believe senior management have a clear vision for the future of the organisation. That's 23% higher than the average for housing associations nationally.

Three Steps to your story Want our Top Tips?

Working at level 2 and 3 is often complex work!

Wrap Up