

WELCOME!

In a moment, we will put up a poll asking you which option best describes your partnership with the business sector in your community...

- A. Isolated silos or parallel play.**
- B. Networking and sharing information.**
- C. Coordinating our activities and actions.**
- D. Cooperating with each other to get more done.**
- E. Collaboratively planning and implementing together.**

ADVANCING HEALTH IN COMMUNITIES THROUGH BUILDING SUCCESSFUL PARTNERSHIPS WITH BUSINESS



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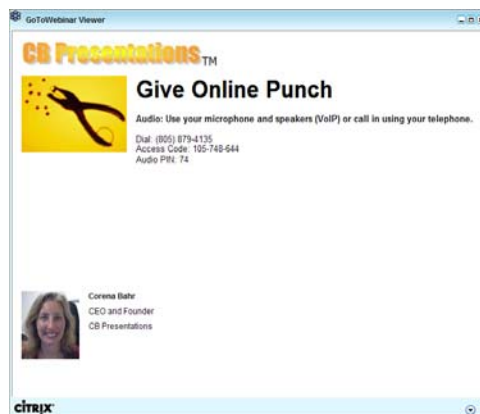
ACKNOWLEDGEMENTS

- ▶ Robert Wood Johnson Foundation
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- ▶ Wisconsin *County Health Rankings & Roadmaps* Team
 - Including Bridget Catlin, Julie Willems Van Dijk, Patrick Remington, David Kindig, Angela Russell, Amanda Jovaag, Alison Bergum
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 - Including Burness Communications, Community Catalyst, United Way Worldwide, ASTHO, NACCHO, NNPHI, Dartmouth Institute, CDC, NCHS

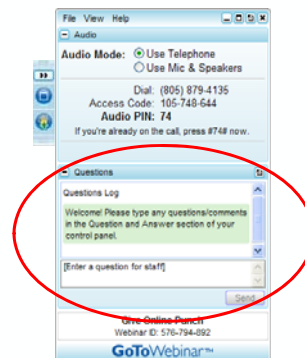
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GO TO WEBINAR ATTENDEE INTERFACE

1. Viewer Window



2. Control Panel



4



OUTLINE

- ▶ *County Health Rankings & Roadmaps Overview*
- ▶ Cara McNulty: Partnering with Business
- ▶ Q & A
- ▶ Summary & Wrap Up

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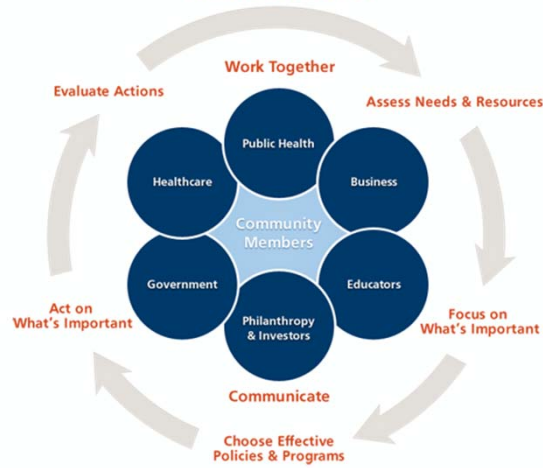


GOALS

- ▶ Understand how to build common ground with employers and business leaders
- ▶ Understand how to move from a common ground to a true partnership that leads to policy and system changes
- ▶ Understand how to help business partners make the connection between employment and health

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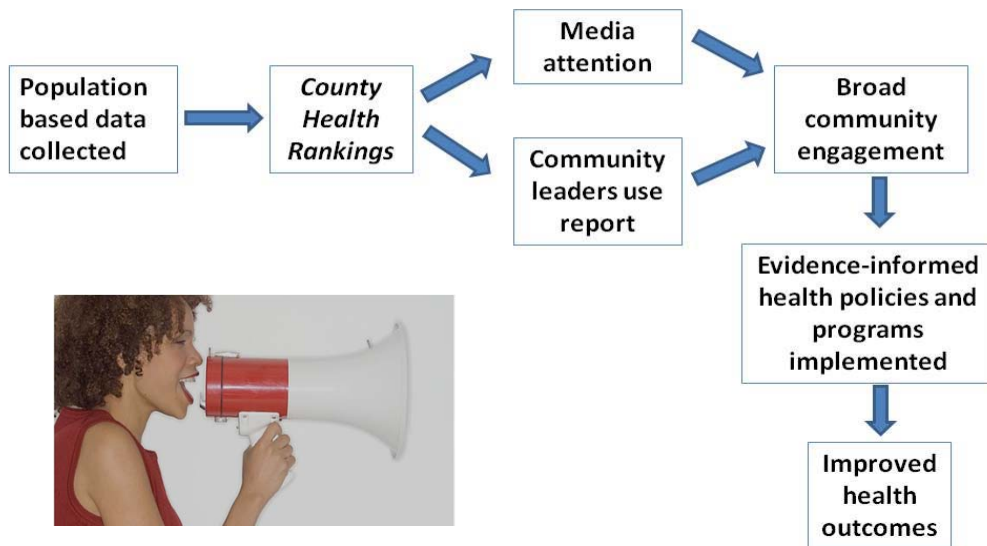
TAKE ACTION



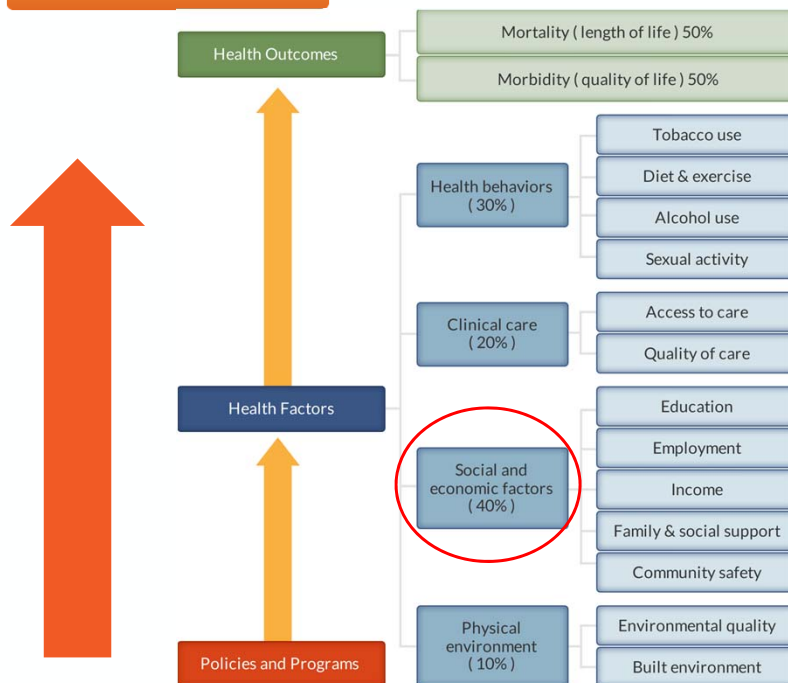
ESSENTIAL QUESTION

How can we build true partnerships with the business sector that will lead to policy & system changes?

County Health Rankings Logic Model



COUNTY HEALTH RANKINGS: 2 RANKINGS



The screenshot shows the website's navigation menu with 'Roadmaps' highlighted. Below the menu is a search bar and a 'FIND YOUR COUNTY' dropdown. The main content area features a map of the United States with state abbreviations, titled 'Select a State to Activate Counties'. Below the map are two call-to-action boxes: 'Take Action' and 'Need Help?'. The 'Take Action' box includes a link to 'Visit Action Center'. The 'Need Help?' box includes a link to 'Contact us for help'.

What Can I Do?

There are many things you can do to improve health in your community. Make this your first step after looking at your *Rankings* data. Get guidance and tools to help you work together with others to make your community a healthier place to live, learn, work and play.

TAKE ACTION

The diagram illustrates a cyclical process for taking action. The steps are: Work Together, Assess Needs & Resources, Focus on What's Important, Communicate, Choose Effective Policies & Programs, Act on What's Important, Evaluate Actions, and Work Together. The central focus is on Community Members, which includes Public Health, Business, Educators, Philanthropy & Investors, Government, and Healthcare.

Take Action

The *Roadmaps to Health* Action Center provides tools to help groups working together to create healthier places to live, learn, work and play.

ACTION CENTER >>

Learn to Use the Rankings Data

Find and use all the data on this site and beyond.

USING THE RANKINGS DATA >>

Find Policies & Programs

What Works for Health provides communities with information to help select and implement evidence-informed policies and programs.

WHAT WORKS FOR HEALTH >>

Need Help

Ready to take action, but not sure what to do next? Our team offers personalized, free help. Contact us for help >

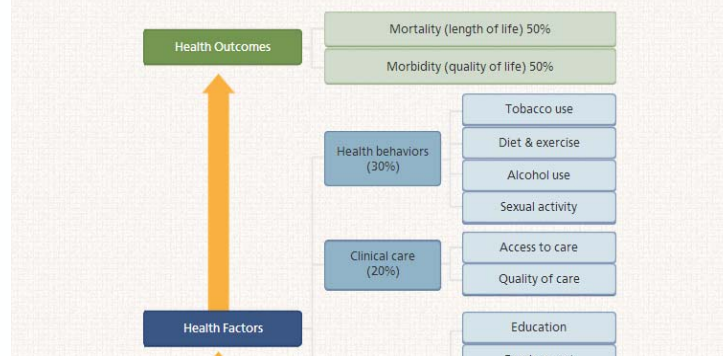


What Works For Health

What Works for Health provides communities with information to help select and implement evidence-informed policies, programs, and system changes that will improve the variety of factors we know affect health.

WANT TO LEARN MORE? - View our 4 minute *What Works for Health* Tutorial.

To learn more about strategies that could work in your community, select a health factor of interest (the light blue boxes on the far right) in the model below.



www.countyhealthrankings.org/roadmaps/what-works-for-health



Check out the County Health Calculator at <http://countyhealthcalculator.org/>



COMMUNITY COACHES



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GET HELP FROM THE
RANKINGS & ROADMAPS
TEAM



Businesses + Communities Working Together

Cara McNulty



BE YOU. BE 

BE YOU. BE 

Hello, Target

50 years

365,000 team members

Over 1,700 stores

Over 35 distribution centers

5% of income to community

BE YOU. BE 

Here for Good

Goals

Areas of Commitment

Education

Environment

Health & Well-being

Responsible sourcing

Safety & preparedness

Volunteerism

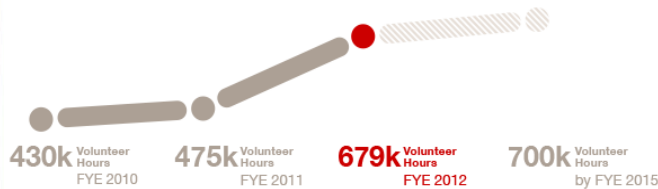


BE YOU. BE

Here for Good Goals

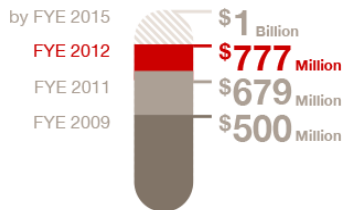
increase volunteer hours

Strengthen local communities and help kids learn, schools teach and parents and caring adults engage by increasing team member volunteer hours to 700,000 annually



double education support

Double Target's year-end 2009 cumulative support of education, with a focus on reading, to \$1 billion



BE YOU. BE

Partnership EXAMPLE

For every enrolled Target team member screened, UHC will make a donation to Park Nicollet Foundation Funds to help underinsured and uninsured women in the Twin Cities obtain breast cancer screenings, treatment, and ancillary services.

increase breast cancer screenings

Increase the percentage of eligible team members and dependents enrolled in a Target health plan getting breast cancer screenings to 76 percent



BE YOU. BE

Partnership

- Common goal/vision
- Common success metric
- Common timeline

REASONABLE
!



BE YOU. BE

Partnership

KNOW THE BUSINESS

- What are the business goals?
- What are the foundations, efforts or causes the business traditionally has supported?
- What would a successful partnership look like?
- How do you proceed when business goals change?



- Understand the business's goals. Don't assume alignment.
- Leverage the strengths of the business and leverage the strengths of the community partner
- Be transparent
- Set realistic expectations
- Don't set out with \$\$\$\$ as your only goal

- Keep trying
- Cast your net wide
- Course correct
- Ask for feedback





QUESTIONS



ROADMAPS TO HEALTH

[HTTP://WWW.COUNTYHEALTHRANKINGS.ORG/ROADMAPS](http://www.countyhealthrankings.org/roadmaps)

Roadmaps to Health

What Can I Do?
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TAKE ACTION

Take Action
The *Roadmaps to Health* Action Center provides tools to help groups working together to create healthier places to live, learn, work and play.

Learn to Use the Rankings Data
Find and use all the data on this site and beyond.

Find Policies & Programs
What Works for Health provides communities with information to help select and implement evidence-informed policies and programs.



Act on What's Important

Once you've decided which policy or program will fit your community, the next step is to work on adoption and implementation. Since there are no "one size fits all" blueprints for success, communities build on inherent strengths, capitalize on available resources, and respond to unique needs.



Download this Guide
[Act on Whats Important](#)

Key Activities

- Clearly define your strategy. What do you want to achieve and why?
- Identify who you need to influence in order to implement your strategy and decide if you have the right people at the table
- Develop a plan for communicating with key stakeholders and the public
- Create a specific action plan and budget so all team members know their role
- Develop a fundraising plan
- Work together to implement your plan
- Communicate progress to key stakeholders and the public
- Celebrate successes along the way and capture lessons being learned
- Develop a long-term accountability plan for policy and program continuation

Highlighted Tools & Materials

- Answering the Three Questions for an Advocacy Campaign
- Smart Chart 3.0
- Action Plan Worksheet
- Guide to Funding Your Community Health Initiative
- Sustaining the Work or Initiative

Need Help?
Ready to take action, but not sure what to do next? Our team offers personalized, free help.
[Contact us for help >](#)

Purpose

Take action—ensure that selected policies and programs are adopted, implemented, improved, and maintained in order to achieve intended results.



ESSENTIAL QUESTION

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STAYING CONNECTED



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twitter



e-Newsletter: chr@match.wisc.edu