



CML
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The Voice of Colorado's Cities and Towns

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Creating Synergy With Community Partners to Impact Community Health

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Why is community health important to a municipality?



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The Spectrum of Prevention



- Influencing Policy and Legislation
- Changing Organizational Practices
- Fostering Coalitions and Networks
- Educating Providers
- Promoting Community Education
- Strengthening Individual Knowledge and Skills

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Key Objectives

- To understand the importance of municipalities partnering with community groups to create a healthy community.
- To address the barriers that exist in development of community partners.
- To describe strategies and success stories to address those barriers.

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Why engage community partners in your work?



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Benefits of Engaging Partners

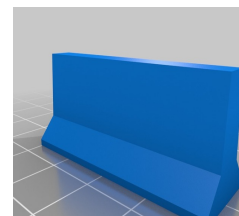
- Better outcomes
- Greater awareness
- Sustainability

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What are the barriers to engaging community partners?

- Time
- Different goals and outcomes
- Silos



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3 Key Criteria for Partner Engagement:

- Desire for relationship and personal growth
- Opportunity to make an impact - belief in cause
- Time well spent - understand commitment and have resources to commit

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Tips for Identifying Partners

- Think strategically and politically.
- Ask those within organization/business to identify key players.
- **Don't** avoid those who challenge the status quo.
- Once identified - step back to make sure you have the perspectives and diversity you need.
- Reach for the top - you'll be surprised who was waiting to be asked.
- Avoid going for those you know already.

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Steps to Engage a Partner

- Listen to their story
- Identify their skills and talents
- Clearly state your agenda
- Clearly state your expectations (e.g., time commitment)

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Successful Partnership Needs:

- 1) Shared vision and agenda
- *finding the common denominator*
- 2) Effective leadership and governance
- *keeping decision makers at the table*
- 3) Alignment of resources toward what works
- *using data to continually adapt*
- 4) Dedicated staff capacity and appropriate structure
- *linking talk to action*
- 5) Sufficient funding
- *targeted investments to support what works*

Source: Needle-Moving Community Collaboratives (Jolin, Schmitz & Seldon)

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Town of Oak Creek Story

- **Population: 900**
- **2 school campuses - elementary 10 miles away**
- **Small downtown**
- **No side streets are paved**
- **1 park in disrepair, no trails**

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Starting Tool: Photovoice

Photovoice is a group analysis method combining photography with grassroots social action. (Wikipedia)

“Photovoice is a process by which people can identify, represent, and enhance their community through a specific photographic technique.” (Wang & Burris, 1997)

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Photo: Kennerly - Oak Creek, CO
The abandoned water treatment settling ponds in a booming residential area of Oak Creek are dangerous, unsightly and mosquito breeding grounds, violating health codes. Citizens and the Town Board need to uphold health codes, continue plans to raise funds and reclaim the site as a park.

A Project of Sage Health Consulting, LLC (2010) www.sagehealthconsulting.com

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1) Shared Vision & Agenda

LWNWCO Goals

- To engage the community around HEAL issues
- To increase awareness of importance of HEAL for all age groups
- To increase HEAL for all age groups

Town of Oak Creek's Goal

- Get rid of mosquito breeding area to attract families to this neighborhood

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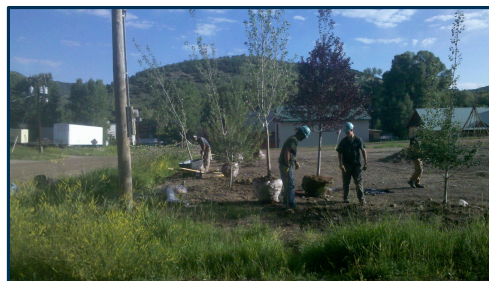


- 2) Effective leadership and governance**
– Mayor and active community partnerships
- 3) Alignment of resources toward what works** – Identified priority, huge visibility
- 4) Dedicated staff capacity and appropriate structure**
– LWNWCO and 3 key community members
- 5) Sufficient funding**
– Barriers to be addressed; GOCO grant

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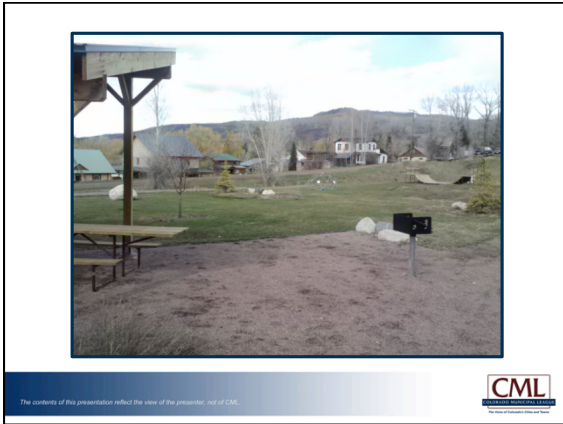


Tree planting



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This led to ...

- Creation of a recreation master plan
- Creation of a town owned trail map plan
- First Town trails
- New playground at middle/high school
- Revitalized Town Park funded
- Afterschool activity program
- LWNWCO's goals met!



1) Shared Vision & Agenda

LWNWCO Goals

- To engage the community around HEAL issues
- To increase awareness of importance of HEAL for all age groups
- To increase HEAL for all age groups

City of Steamboat Springs' Goal

- Get the long desired signage for their trails

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2) Effective leadership and governance – *Barrier to be addressed*

3) Alignment of resources toward what works – *priority project, research*

4) Dedicated staff capacity and appropriate structure – *planners and engineers*

5) Sufficient funding – *LWNWCO funding plus City funding for remainder of City trails*

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Core Trail Signage - Steamboat Springs





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This led to

Other initiatives being discussed to address LWNWCO's goals.


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Town of Hayden Story

- **Population: 1,800**
- **2 schools, about ¼ mile apart**
- **One town park, a newly developed park space, a few trails w/ no connection**

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1) Shared Vision & Agenda


LWNWCO Goals:


- To engage the community around HEAL issues
- To increase awareness of importance of HEAL for all age groups
- To increase HEAL for all age groups

Town of Hayden's Goal:

- Safety for students to get to school from Hospital Hill

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Within the town of Hayden, there is a very steep, narrow road between schools, downtown and a large residential area. People drive short distances instead of walking or biking due to unsafe conditions. Our town needs to construct safe trails and routes.

A project of Sage Health Consulting LLC (2010) www.sagehealthconsulting.com

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- 2) **Effective leadership and governance**
– *Town Manager directed*
- 3) **Alignment of resources toward what works** – *data and community input*
- 4) **Dedicated staff capacity and appropriate structure** – *hired engineer, Town Staff*
- 5) **Sufficient funding**
– *Some funds available for planning*


Barriers: *new Town Manager
little community input*

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This led to...

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Discussion

- **Obstacles to development of successful partnerships**

- **Success stories**

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