



Partners for Health Santa Clara County

Improving Community Health

What is Partners for Health?

- A cross-sector partnership formed to synchronize efforts to improve community health.
- Guided by strategic priorities identified through a community health assessment (CHA) and community health improvement planning (CHIP) process.
- Each organization represented in the partnership works collectively to develop, prioritize, and implement strategies to ensure measurable health improvements.

Priority Areas Selected by the Community

- Chronic Disease/Healthy Eating & Active Living
- Community Safety and Violence Prevention
- Behavioral Health (Mental Health & Substance Use)
- Economic Security/Housing
- Access to Quality Physical & Oral Health

Implementation of the Priority Areas will launch incrementally on an annual basis, beginning with Chronic Disease/Healthy Eating & Active Living on July 1, 2015.

Chronic Disease/Healthy Eating & Active Living Goals

Promote Health Equity

Access to Healthy Food and Beverages

- Increase consumption of daily servings of fruit and vegetables
- Reduce consumption of sugar-sweetened beverages
- Reduce consumption of unhealthy foods

Healthy, Safe, Active Physical Environment

- Increase daily physical activity
- Increase safe and active transportation to school and work
- Increase hours per week residents spend outside the home

Clinical and Community Linkages

- Improve continuum of care across healthcare and community settings
- Decrease overweight and obesity
- Decrease the prevalence of diabetes

Reduce Disparities, Increase Access, and Improve Health Outcomes



MAPP Community Engagement Model

- Mobilizing for Action through Planning and Partnerships (MAPP) is a community-driven strategic planning process for improving community health.
- MAPP provides a structure for convening a variety of organizations, coalitions, groups, and individuals to create and implement a community health improvement plan.
- The MAPP process is rooted in the principles of health equity.



Collective Impact

Collective Impact Initiatives are long-term commitments by organizations from different sectors that set a common agenda. Achieving large-scale change through Collective Impact involves five key elements (see graphic).

Community Partnership

Santa Clara County Public Health Department will serve as the backbone organization and will convene a cross-sector community partnership and subcommittees comprised of local organizations, decision makers, and community members to actively participate in the planning and implementation of the CHIP goals. Partners will share their data on progress towards the goals.

COMMON AGENDA	<ul style="list-style-type: none"> • Common understanding of the problem • Shared vision for change
SHARED MEASUREMENT	<ul style="list-style-type: none"> • Collecting data and measuring results • Shared accountability
MUTUALLY REINFORCING ACTIVITIES	<ul style="list-style-type: none"> • Evidence-based/Evidence-informed approaches • Coordination through joint plan of action
CONTINUOUS COMMUNICATION	<ul style="list-style-type: none"> • Consistent and open communication • Clear decision making processes • Focus on building trust
BACKBONE ORGANIZATION	<ul style="list-style-type: none"> • Separate organization(s) with dedicated staff • Resources/skills to convene and coordinate participating organizations

Source: Kania, J. and Kramer, M., Collective Impact, Stanford Social Innovation Review, 2011.

For more information, visit <http://www.sccgov.org/sites/scphd/en-us/Partners/chip/Pages/default.aspx> or contact Gina Vittori at Gina.Vittori@phd.sccgov.org.