Atlanta Regional Collaborative for Health Improvement

Joining Forces to Improve Health Outcomes in Metro Atlanta

September 14, 2016
Which scenario offers the strongest foundation?

1. Far-Reaching
2. Atlanta Transformation
3. Better Health Atlanta
4. Promote Health Today

[Bar chart showing percentages: 87%, 4%, 6%, 2%]
Strategy

Atlanta Transformation

- Encouraging Healthy Behaviors
- Family Pathways
- Coordinated Care
- Global Payment
- Capture and Reinvest
- Expand Insurance
- Innovation Fund
Progress Toward Core Values

Percent Change

Health

Value of productivity

VAR: Value of productivity. DESCRIPTION: Total economic output of workers, affected by the size of the employed population as well as changes in lost productivity due to absenteeism and presenteeism.
Transformational Communities
Alignment

- Awareness
- Engagement
- Partnership
- Invest Together
Investment

Capture & Reinvest

Seed Funding → Evidence-Based Prevention Program → Reduced need for Crisis Intervention or Treatment Program

Return on Initial Seed Investment → Reinvest

Savings Used to Sustain Prevention Program
ARCHI Partners

- Annie E. Casey Foundation- Get Georgia Reading
- Alliant GMCF
- Atlanta Community Food Bank
- Atlanta Regional Commission
- Atlanta Volunteer Lawyers Foundation
- Cathie Berger
- ChildKind
- CHRIS Kids, Inc.
- Civic League of Atlanta
- Clayton State University
- Club E. Atlanta
- Community Health Interfaith Partners
- Community of College Park
- Concerned Black Clergy
- DeKalb County Board of Health
- DeKalb County Government
- Diabetes Community Action Coalition, Inc.
- Emory Healthcare
- Emory University - Urban Health Program
- Emory University - Fuqua Center
- Emory Urban Health Initiative
- Erica Edmond
- Evonne Yancey
- Fulton County Government
- Friends of Refugees
- Georgia Alliance for Health Literacy
- Georgia Center for Nonprofits
- Georgia Department of Public Health
- Georgia Health Policy Center
- Georgia State University
- Georgia Institute of Technology
- Global Dialogues
- Gordon Meredith
- Grady Health System
- Gwen Smith
- Health Equity Advocacy & Resource Center
- Insure Georgia
- Kaiser Permanente of Georgia
- Legacy Community Housing, GreenSHADES Foundation
- Marcus Autism Center/Children's Healthcare of Atlanta/Emory Department of Pediatrics
- Metro Atlanta/Urban Farm
- Muni Cares, Inc.
- Odyssey Family Counseling Center
- One Talent Inc.
- Open Hand Atlanta
- Partnership for Southern Equity
- Paul Stange
- Perkins & Will
- Piedmont Healthcare
- RiteAid Pharmacy
- Saint Joseph's Health System
- Saving Our Sons & Sisters International
- South Fulton Human Services Coalition
- Southside Medical Center
- TechBridge
- The Arthur M. Blank Family Foundation
- The Carter Center
- The Common Market Georgia
- The Community Foundation for Greater Atlanta, Inc.
- United Way of Greater Atlanta
- Veterans Empowerment Organization
- Voices of Georgia’s Children
- West End Medical Center Inc.
Updates & Announcements

Evonne Yancey, ARCHI
How easy or difficult is it for you to quickly explain to a colleague what ARCHI does?

A. Very difficult  
B. Difficult  
C. Neutral  
D. Easy  
E. Very easy
ARCHI Communications

Jim Kann, Kann & Company
ARCHI: Market Research and Messaging Update
Why We Conducted a Study

- Improve the clarity and effectiveness of the organization’s communications
- Provide the input for better positioning of the organization, a potential name change, and improving overall communications
- Establish a benchmark
  - Improvements can be measured after implementation
What We Set Out to Learn

- Degree to which stakeholders understand and can articulate ARCHI’s mission and long-term goals
- The organization’s “reason for being”
- The “elevator pitch”
- Key words and phrases to emphasize
Our Approach

- Research conducted by Standpoint, Inc.
- Insights and recommendations are based on 20 telephone in-depth interviews among key stakeholders conducted between June 24 and July 6, 2016
- Participants varied in their involvement/engagement with ARCHI
ARCHI Today

- Respected. Has the backing of “heavy hitters” in the region.
- Its affiliation with ARC, GHPC, and United Way provides significant credibility.
- Members are interested, hopeful, and cautiously optimistic.
- Still waiting to see successful outcomes and how the model can be scaled.
- Understand the mission and goals, but find it very hard to explain it succinctly.
- Too many priorities and focus areas. The big picture overwhelms the baby steps.
Observations

- Missionary “sell”
  - Long-term commitment
  - Culture change
  - Power of collaboration

- Alignment of resources with projects
  - Shared goals
  - “Align expectations with reality”
  - Understand the micro and the macro
  - Better definition of ROI
Observations

- Testimonials and proof statements. Communicate the small steps.
- Better clarity around expressing what ARCHI does. Is our message clear to funders and stakeholders?

ARCHI Does:
- Backbone support
- Common agenda
- Convene and facilitate
- Provide data
- Synthesize evidence
- Align at different levels
- Demonstrate proof of concept
- Communicate

ARCHI Does NOT Do:
- Operate programs
- Provide ongoing staff support
- Provide grant funding or awards
Observations

- The “ask” needs more clarity. Not always clear what ARCHI needs from “me”
  - Are the problems being adequately communicated?
- Recognition of the need to look to other partners or sectors for solutions
  - More than healthcare
  - Need to cast a wider net
Guidance for Future Communications

- It is not about healthcare delivery / much broader
- Communicate short-term wins and benefits, and how this connects to the bigger picture
- Demonstrate how groups have come together as a result of ARCHI affiliation (tangible outcomes/ how Playbook gets operationalized)
- How neighborhood-specific initiatives apply to the Regional perspective
- How ARCHI impacts effectiveness of service providers (not planning for planning sake)
- Refrain from too much public health jargon
- Realistic expectations of what can be accomplished in 1 year, 3 years, 5 years, etc. (What does success look like?)
- Identify and connect-the-dots of all of the resources/assets in the Region (matchmaker)
- Help us imagine how entities can start working together
Revised Vision

- Current: Interests, incentives and investments are aligned to generate and sustain a healthy population and a vibrant economy.
- A vibrant community and economy that supports the health and well-being of all Atlantans.
Revise Mission

- Current: To engage public, private, and community partners to improve healthcare and foster health-promoting social, economic, and educational environments.

- New: Engage community partners to improve the effectiveness of our region’s health, social, and educational investments.
ARCHI Brand Architecture

Name

Position

Brand Promise

Key Messages

Proof Points
Key Messages/Proof Points

Key Messages

- Silo-busting solutions that address the underlying (root) causes of disparity.
- Redirection of financial resources; Focused, collaborative investment strategy to realize long-term, sustainable results.
- Outcomes focused. Integrating innovation and proven strategies.
- Community-driven and community-owned interventions.
- Commitment to improve wellbeing for generations.
- Leadership and expertise. The problem is owned by all; the solution

Proof Points

- Model of collective impact
- Capture and reinvest
- Data-driven (community health needs assessments and playbook) and shared measures tracked across partners
- Transformational communities, place matters
- 28-year plan that has measurable outcomes by 2040
- A shared leadership model reflects the complexity of the challenge ahead. Top down and bottom up. Innovations come from community leaders and public/private investments.
## ARCHI Brand Architecture

<table>
<thead>
<tr>
<th>Name</th>
<th>ARCHI</th>
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<tbody>
<tr>
<td>Brand Promise</td>
<td>Support the mission of our partners through the collective impact of diverse resources that advance the key indicators of Atlantans’ health and well-being.</td>
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Next Steps

- 3-year plan
  - Goals/objectives
  - Operationalize
  - Organization

- Marketing and communications program
  - Image and identity
  - Messaging
  - Tools
  - Partner communication
  - Publicity
  - etc.
Polling
Atlanta’s regional problems are complex-ARCHI is taking a complex approach to solving these issues- this language will help me think and describe this more succinctly?

A. Not really
B. Maybe
C. Yes!
ARCHI’s messaging sounds like it is on the right track:

A. Disagree, I’m still confused
B. It’s getting there
C. Agree, the materials using this language will be helpful to me
How well does the name ARCHI (Atlanta Regional Collaborative for Health Improvement) communicate the organization’s message?

A. Not very well, we can do better
B. Pretty well
C. It’s perfect

![Bar chart showing percentages: 27% Not very well we can do better, 41% Pretty well, 32% It’s perfect]
Community Health Workers

Madelyn Adams, Kaiser Permanente
Youth Community Health Worker Training: An Alignment Story in Tri-Cities

Robyn Bussey, Georgia Health Policy Center
Arletha Livingston, Morehouse School of Medicine
Protip Biswas, United Way of Greater Atlanta
Ginna Goode, Piedmont Healthcare
Christopher Ervin, ARCHI Tri-Cities Stewardship Group
Mary Wilson, ARCHI Tri-Cities Stewardship Group
Kelsey Jones, CHW Training Participant/McClarin High School Graduate
Sean Martin, CHW Training Participant/McClarin High School Graduate
Community Health Worker Training

Video
Closing

Etta Henry, United Way of Greater Atlanta
Partnership Agreement
ARCHI Partners

- Annie E. Casey Foundation - Get Georgia Reading
- Alliant GMCF
- Atlanta Community Food Bank
- Atlanta Regional Commission
- Atlanta Volunteer Lawyers Foundation
- Cathie Berger
- ChildKind
- CHRIS Kids, Inc.
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Upcoming Quarterly Breakfast

December 7, 2016