

ARCHI Quarterly Breakfast Summary  
September 14, 2016

We had a wonderful turnout at ARCHI's Quarterly breakfast held on September 14<sup>th</sup> of more than 100 attendees. If you could not attend, here are some of the meeting highlights:

- Kathryn Lawler of the Atlanta Regional Commission welcomed the meeting attendees, reviewed the agenda, and invited first time attendees to stand and introduce themselves.
- Kathryn then provided a review of ARCHI that included the reasons the collaborative was established, the use of the ReThink Health dynamic systems model in November 2012 to establish the Atlanta Transformation scenario as the common agenda, and the importance of the proof of concept with the Transformational Communities in Fulton and DeKalb counties. Kathryn also described how the work of ARCHI centers around two central components: alignment and investment. For anyone interested in learning more about the Atlanta Transformation scenario, alignment, or investment strategies, please reach out to us at: [ARCHIsupport@atlantaregional.com](mailto:ARCHIsupport@atlantaregional.com)
- Evonne Yancey, ARCHI's interim executive director, provided announcements regarding the Transformational Communities, development of the ARCHI theory of change, and the "Collaboration of the Year" award being given by Health Connect South during their annual event on September 21<sup>st</sup>.
- Evonne described the polling results from the June meeting that identified the need to further develop ARCHI's communication efforts. During that meeting, 21 percent of the participants felt that it was easy or very easy to explain what ARCHI does to a colleague.
- Jim Kann of Kann and Company provided an overview of the information learned during the in-depth interviews conducted with twenty key stakeholders by StandPoint. Observations included that ARCHI is well-respected, credible, and inspirational. The membership is hopeful, cautiously optimistic, and seeking more clarity around how to express what ARCHI does and what ARCHI needs from its partners. The information collected through the interviews was used to craft a revised vision and mission. In addition, a position, brand promise, key messages, and proof points were developed to support ARCHI's communications going forward. Ninety-four percent of attendees felt that the communications work was on the right track in adding clarity to the messaging. Look out for more progress in ARCHI's communications efforts in December!
- Madelyn Adams of Kaiser Permanente provided an overview of community health workers (CHWs) in Georgia. Madelyn explained the important role and value provided to both patients and health care systems through the engagement of CHWs. Kaiser is leading a call to action around the certification of CHWs with several partners which will launch with the Georgia Community Health Worker Priorities Forum on November 17<sup>th</sup>

from 9 a.m. to 4 p.m. at the Georgia Tech Hotel and Conference Center. Please contact Keisha Williams at [keisha.williams@kp.org](mailto:keisha.williams@kp.org) to learn more.

- Robyn Bussey led a panel that shared their recent accomplishment of training 13 youth CHWs in Tri-Cities. The panel comprised of Arletha Livingston of the Morehouse School of Medicine, Protip Bisaws of the United Way of Greater Atlanta, Ginna Goode of the Piedmont Healthcare, and Mary Wilson and Christopher Ervin of the Tri-Cities Stewardship Committee. The program was designed and organized by Arletha as a result of recognizing that there is a shortage of CHWs in the region. Financial support for the students was provided by United Way and Piedmont as opportunities to make carefully considered investments in innovative solutions. The Tri-Cities Stewardship Committee pulled all of the pieces together in support of the ARCHI shared agenda and a focus on developing opportunities to provide hope and aspirational engagement for the community's youth. The panel was very well-received and presented an impressive alignment story. If you have questions about the Youth CHW program please contact Robyn Bussey at [rbussey1@gsu.edu](mailto:rbussey1@gsu.edu)
- Mary Spanburg and Kevin Eccles of the United Way of Greater Atlanta closed the meeting with reflections on the fantastic meeting content and turnout. They also invited attendees who have not done so to sign a partner agreement.
- Please hold the date! The next ARCHI quarterly meeting will be held on December 7 from 8 a.m. to 10 a.m. at the Commerce Club.