

Chapter 5

TAKE ACTION



Take Action

Overview

- The Tribal CHA and CHP provide a basis for setting priorities.
- The findings of the Tribal CHA and the selected health priorities are valuable information that should be considered when determining where a positive impact on the community can be made.
- To receive full benefit of the Tribal CHA, consider ongoing monitoring and plan to update the trends and health indicators on a regular basis.
- Plan for action by developing a Tribal Community Health Improvement Plan that identifies how the tribe will address health priorities identified in the Tribal CHA.
- Develop a Strategic Plan that identifies the internal objectives and strategies necessary for the tribal health department to address the Tribal Community Health Improvement Plan and other quality improvement plans.

COMMUNICATE THE RESULTS

The following activities are also recommended for communicating the results and utilizing the results of the Tribal CHA.

- Consider the audience
- Engage the community and planning committee
- Re-assess health priorities and identify opportunities for action
- Make plans for action including a Tribal Community Health Improvement Plan and a Health Department Strategic Plan

Share the Findings

If the tribe applies for accreditation through PHAB, the findings must be communicated with the tribal community and other entities. Tribal health departments are required to provide two examples of how the findings of the Tribal CHA are communicated and/or distributed to the community, partners, stakeholders, and other organizations.¹¹ Sharing and reporting results serves several purposes for any project. The ultimate goal is for the information to be used to improve the health of the community, so the findings should reach all persons involved or interested in this topic. The information can be shared through written reports and oral presentations to tribal leaders, program directors, health staff, community members, partners, and other appropriate stakeholders. All findings, including lessons learned, should be communicated in a timely and understandable manner. If the tribe decides to make the CHP a public document, be sure to incorporate a section with key findings into the report so that the major results are clear to the users. The following points are examples of communication approaches for the Tribal CHA:

- Meetings (e.g., presentations to Tribal council, tribal leaders, health committees, district, village, or chapter houses)
- Community events
- Coalitions and interest groups
- Media campaigns
- Community vigils
- Digital storytelling

Consider the Audience

When communicating the findings, be sure to consider the audience when deciding which type of data to share. For instance, Tribal council members or the health committee may request more information on the technical aspects of the project while community members may expect the information to be presented in a way that is applicable to their lives. Think about the goals for sharing the information, and the impact you want to have. Graphs and charts are good visuals, but need to be visible to every participant. Be sure to explain any comparisons that were made to other population groups and changes over time. Provide clear and concise explanations when presenting data, especially when rates or distributions are provided. A sample outline of a presentation is located in the appendix.



TOOLKIT RESOURCE

Tool 13: Sample Tribal CHA Presentation Outline

Providing a presentation is an effective method of sharing information with individuals interested in the Tribal CHA. Before communicating with Tribal leaders, community members and health staff, consider using the sample outline provided to organize the presentation. This Tool is located on page 103 in the Tools and Resources section of this toolkit.

Further Engage the Community and Planning Committee

At this point in the assessment, encourage community members to provide feedback on the results of Tribal CHA. Also, look to staff and planning team members to contribute to the interpretation of the findings. Each person has different experiences and different viewpoints. Use these different perspectives to have comprehensive and detailed interpretations of the data. This may be one of the most important sources of information to use when setting health priorities for the tribe. The process of setting health priorities is described below.

Re-Assess Health Priorities and Identify Opportunities for Action

The Tribal CHA and resulting CHP provide a basis for setting priorities, health program planning, funding applications, and allocation and coordination of community resources. Describe the evidence whether a health focus area should as be considered a priority. The tribe's health priorities may or may not change when using the Tribal CHA as a support document. Explain the reasons why the selected health conditions are considered priority. After collecting and sharing information, obtaining feedback from community members, and identifying health priorities, the next step is to act on the information to promote the health of the community and address health risks. Action is not based on data alone. The process is guided by tribal leaders and implemented by key staff and stakeholders. The findings Tribal CHA and the selected health priorities are valuable resources when determining where a positive impact on the community can be made. At this point, consider the development and implementation of public health policies, programs, or interventions.

MAKE PLANS FOR ACTION

As mentioned above, the Tribal CHA can be considered a foundation for action aimed to improve the health of the community. To make best use of the efforts devoted to the Tribal CHA, consider ongoing monitoring and plan to update the trends and health indicators on a regular basis. Develop an action plan that involves the tribal leaders, staff and the community that focuses on advocating for improvement in the community's health. If seeking accreditation, the tribe should develop and implement a Tribal Community Health Improvement Plan and a Tribal Health Department Strategic Plan. These activities are briefly described below.

Develop a Tribal Community Health Improvement Plan

Use the Tribal CHA as a foundation to develop a Community Health Improvement Plan. A Community Health Improvement Plan identifies how the tribe will address health priorities identified in the Tribal CHA. The Tribal Community Health Improvement Plan is directly linked to the Tribal CHA because it uses the baseline data identified in the CHA to measure progress over time. The Tribal Community Health Improvement Plan can be utilized as a road map for improving the health and well-being of communities, and includes benchmarks for monitoring and evaluating progress. Moreover, it is a framework for rational planning and decision-making. The Community Health Improvement Plan focuses on ways to eliminate root causes, modify behavioral risks, and improve other factors that affect health. The main components and attributes of a Tribal Community Health Improvement Plan according to the PHAB standards and measures are listed below.

A Tribal Community Health Improvement Plan -

- Outlines measurable objectives aimed at community health improvement
- Describes strategies to achieve the community health improvement objectives
- Identifies performance measures, or specific targets
- Describes the implementation process for reporting, monitoring, or evaluating progress
- Assigns individuals and organizations responsible for tasks
- Outlines the time frame for implementation of each strategy, and when each objective will be achieved
- Typically covers a three- to five-year span
- Aligns with tribal, state, and/or national priorities (such as Healthy People 2020)
- Employs continuous stakeholder engagement and community engagement
- Proposes policy changes needed to accomplish objectives

Develop a Tribal Health Department Strategic Plan

While a Tribal Community Health Improvement Plan identifies how health priority areas will be addressed, a Strategic Plan identifies the internal objectives and strategies necessary for the tribal health department to address the Tribal Community Health Improvement Plan and other quality improvement plans. Strategic planning is a process used to identify strategies that support the organization's vision and mission. The main components and attributes of a Tribal Health Department Strategic Plan are listed below.

A Tribal Health Department Strategic Plan -

- Identifies and engages stakeholders
- Includes mission, vision, and values statements
- Outlines strategic priorities
- Describes strategies to address priorities
- Outlines goals and objectives
- Includes a plan to monitor and evaluation progress

One method used to identify the external and internal factors that influence the organization or a specific objective and to evaluate **S**trengths, **W**eaknesses, **O**pportunities and **T**hreats (SWOT) is a SWOT Analysis. As with all the planning methods suggested, it is important to obtain input from a multi-disciplinary team. The Tribal Health Department Strategic Plan should link to the Tribal Community Health Improvement Plan and the Tribal CHA.

Strategic Planning is a multistep process—completing A SWOT analysis in itself is not sufficient to develop a strategic plan. When developing a strategic plan, refer to a guide that includes developing mission, vision, and values statements, collecting information, analyzing results, defining priorities, and implementing the plan. This toolkit includes a the SWOT Analysis Worksheet as an example of a common method used in strategic planning.



TOOLKIT RESOURCE

Tool 14: SWOT Analysis Worksheet

A SWOT analysis is conducted to gather perceptions about an organization's current situation and identifies internal and external influential forces. Use this worksheet to help organize information from internal stakeholders. This Tool is located on page 104 in the Tools and Resources section of this toolkit.



Take Action—Toolkit Resources

- **Tool 13: Sample Tribal CHA Presentation Outline**
- **Tool 14: SWOT Analysis Worksheet**

