DESERT HEALTHCARE
DISTRICT & FOUNDATION

Community Health Needs Assessment and Health Improvement Plan

Request for Proposals Webinar

November 14, 2019 | 11:30 – 12:30 p.m. PST

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What is the Desert Healthcare District and Foundation?

Mission

To achieve optimal health at all stages of life for all District residents

Vision

Connecting Coachella Valley residents to health and wellness services and programs through philanthropy and resources, health facilities, information and community education, and public policy

DESERT HEALTHCARE
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What is the Desert Healthcare District and Foundation?

The Desert Healthcare District was created by voters in 1948 to serve residents of the Coachella Valley.

Governed by a publicly elected 7-member Board of Directors.

DHCD owns Desert Regional Medical Center in Palm Springs, however, Tenet Healthcare leases and operates the hospital.

Current District funds come from a small portion of property taxes allocated by Riverside County. Funds are used to grant nonprofit and service providers to support them in providing health and well-being services.

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The Desert Healthcare District expansion

In November 2018, the residents of eastern Coachella Valley voted to join the DHCD, expanding our boundaries to the entire Coachella Valley.

The newly annexed boundaries of the District and Foundation created a new demographic and geographic landscape → Shift in health priorities

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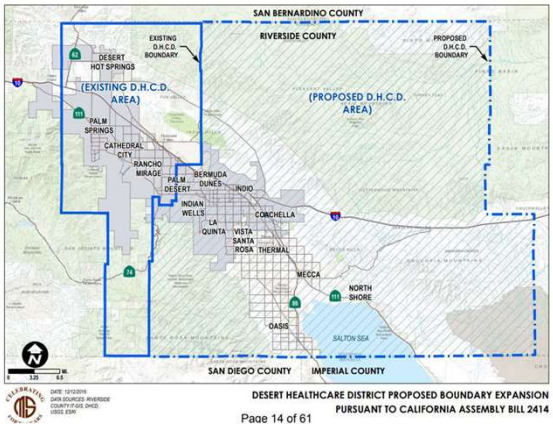
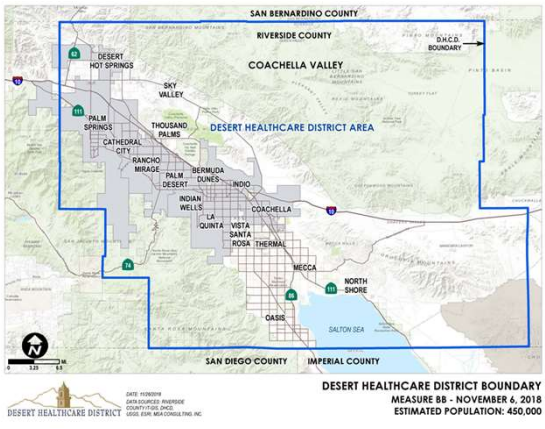
1948 – November 5, 2018



November 6, 2018 - Present



Map of Coachella Valley

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Reasons for a Community Health Needs Assessment (CHNA)

Understand the priorities of the (One) Coachella Valley, in order to develop:
- A long-term vision
- An inclusive framework for action, and
- Clearly defined benchmarks, goals, and targets

Taking a comprehensive approach:
- Build on collaboration and partnerships
- Reflect on what has been done and assess gaps
- Data collection: quantitative and qualitative
- Health needs prioritized
- Create strategies and develop an action plan
- Provide a basis for future decision-making & monitoring

Update Strategic Plan focus areas based on data that represents the entire valley

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Goals of CHNA

Bridge siloed efforts and form a more collective, cross-sector approach to address the Valley's health needs

Better prioritize and more equitably distribute resources

Improved transparency and accountability

Create baseline data to provide a basis for future decision-making and monitoring (Clearly defined benchmarks, goals, and targets)

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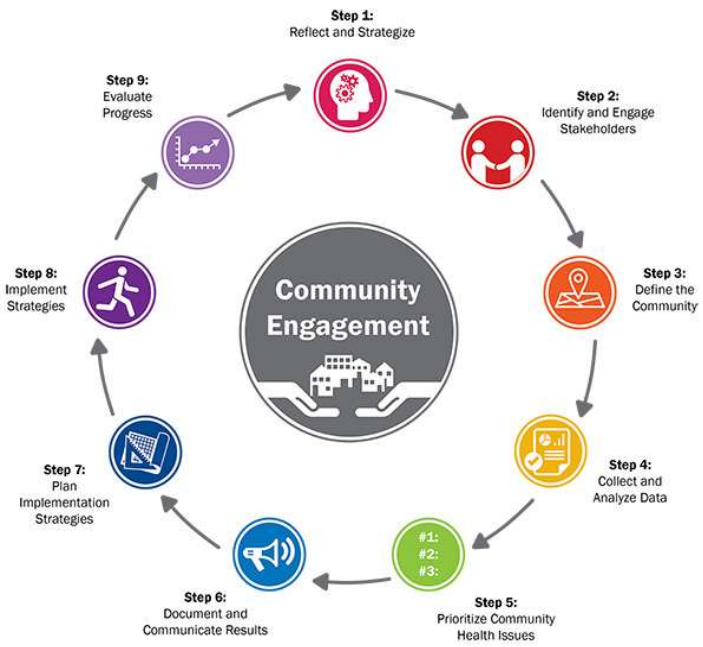
Association for Community Health Improvement's Community Health Assessment Toolkit: Nine-Step Guide



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Purpose: before beginning an assessment, reflect on previous community health assessments to identify what's available, what elements worked well, and areas for process improvement.

Key Components:

- Community mobilization
- Reflect on previous assessments
- Get feedback on previous assessments
- Review data sources – qualitative and quantitative
- Establish the assessment infrastructure (local org. buy-in and partnership, steering committee, etc.)
- Obtain leadership support
- Identify and obtain resources

Step 1: Reflect and strategize

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Purpose: Establishing robust, trusting relationships with community stakeholders to foster an inclusive environment, creating a stronger sense of joint ownership of the community health assessment process.

While this is a discrete step, stakeholders should be engaged throughout the CHA process.

Key Components:

- Develop a broad community engagement approach
- Map community assets that support health improvement
- Identify and partner with stakeholders

Step 2: Identify and Engage Stakeholders

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Purpose: specify the geographic focus and population characteristics to help determine the scope of assessment and any implementation strategies.

Key Components:

- Describe the geographic community
- Identify population groups
- Identify other organizations conducting health assessments (e.g. HARC, HASC, IEHP, KP, RivCo, EvalCorp, CIRS, USC)
- Identify secondary data sources (e.g. OSHPD, DHCS, CDC, BRFSS, NHANES)
- **Conclude phase 1 with a feasibility report to the Board**

Step 3: Define the Community

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Purpose: include a combination of quantitative demographic and health data as well as qualitative data that reflects the experiences and opinions of the community and stakeholders. Summarize and synthesize these data to develop a picture of overall community health and to prioritize health needs.

Key Components:

- Identify considerations for data collection (ways to capture entire community)
- Apply research principles to the need's assessment process
- Develop a data strategy
- Select secondary data
- Collect community-engaged primary data

Step 4: Collect and Analyze Data

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Purpose: distinguish the most pressing community health needs based on the data collected and then address the identified priority health needs through the implementation strategies.

Key Components:

- Identify criteria for prioritization (Magnitude, severity, available resources, and community capacity to act on issue)
- Select community health priorities
- Describe needs not prioritized

Step 5: Prioritize Community Health Issues

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Purpose: share the results of assessment with both internal and external audiences. This step provides an opportunity for the many participating organizations and the community at large to see the final product. It serves as a reference point for future discussions and planning strategies to address community health needs.

Key Components:

- Publish the CHNA process and results
- Present material in an accessible way
- Publicizing CHNA results
- Engage the community and stakeholders around results

Step 6: Document and Communicate Results

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Step 7: Plan Implementation Strategies

Purpose: developing comprehensive, multifaceted strategies to address the community health needs prioritized in assessment.

Key Components:

- Engage strategic partnerships
- Align strategies of community stakeholders
- Collaborate on strategies to increase potential impact
- Determine community assets
- Identify the drives of community health improvement
- Select strategies to address priority needs with **benchmarks, goals, and targets**
- *This step informs DHCD Strategic Planning*

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Step 8: Implement Strategies

Purpose: this step puts into action the plan selected and developed in Step 7 to address prioritized community health needs. This is an ongoing process where you are working to improve health by turning strategies into concrete, actionable steps.

Key Components:

- Assemble an implementation committee
- Develop an action plan with goals and objectives
- *This step informs DHCD Strategic Planning*

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Purpose: evaluation should be planned throughout the community health assessment process to assess the impact of strategies and progress toward goals. This step may be used as a starting point to tailor an evaluation for a particular community health improvement effort, at a particular point in time.

Key Components:

- Find your baseline
- Engage stakeholders
- Focus the evaluation design
- Define a **dashboard**
- Gather credible evidence

Step 9: Evaluate Progress

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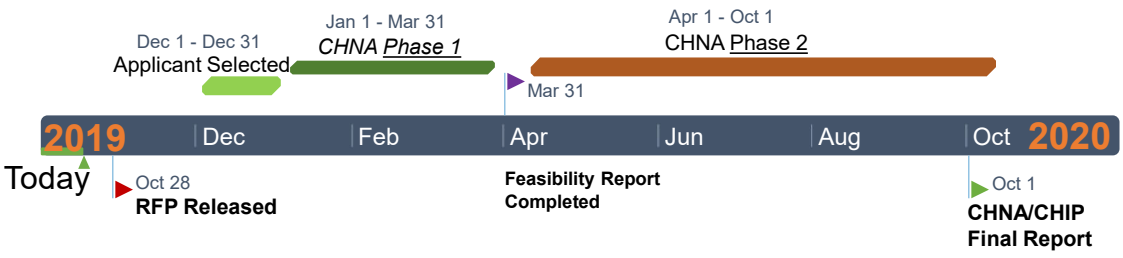
CHNA



TIMELINE

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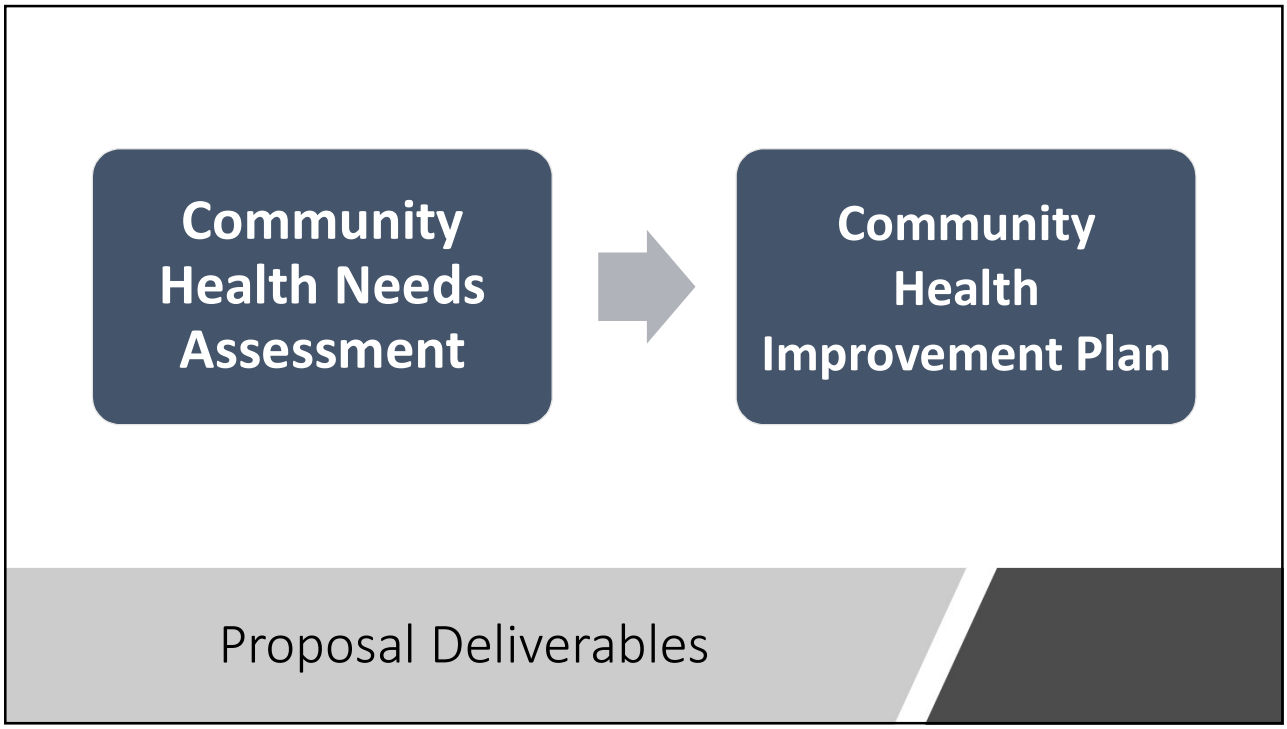

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Review Criteria

- Applicant's eligibility and qualifications.
- Applicant's ability and capacity to meet proposal requirements including the completeness of proposal.
- Skill and experience of key personnel.
- Demonstrated experience with Community Health Needs Assessments and Community Health Improvement Plans or similar projects.
- Detailed approach and methods for project completion.
- Compliance with administrative requirements of the request for proposal format, due dates, etc.
- Results of communications with references supplied by applicants.
- Ability and commitment to meeting time deadlines.
- Contractor's financial stability.
- Outlined budget.
- Community Health Assessment Methodology.
- Integration of Healthy People 2020 framework to assessing Social Determinants of Health indicators in their proposed work.

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Proposal Submission Timeline

Date	Activity
October 28, 2019	Release Request for Proposals
November 14, 2019	Bidder's Conference Webinar
November 21, 2019	Last day to submit questions electronically to the Desert Healthcare District by 5:00 p.m.
December 5, 2019	Proposal Package due to the Desert Healthcare District via electronic submission to info@dhcd.org by 5:00 p.m.
December 6, 2019 – December 17, 2019	Proposals will be reviewed
December 17, 2019	Board of Directors' approve applicant at the December Board Meeting
January 2, 2020	Contract begins

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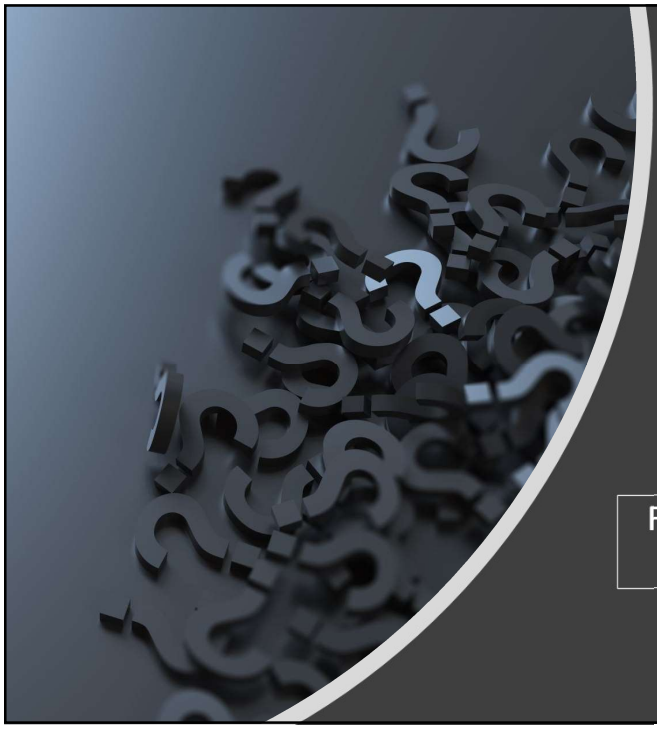

Questions?

For any questions after the webinar, please email info@dhcd.org

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