Tools and Methods for Aligning Community Health Planning with Primary Care and Policy Interventions: *Lessons Learned from Hard to Reach Frontier Communities along the U.S.-Mexico Border*

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HMS HIDALGO MEDICAL SERVICES

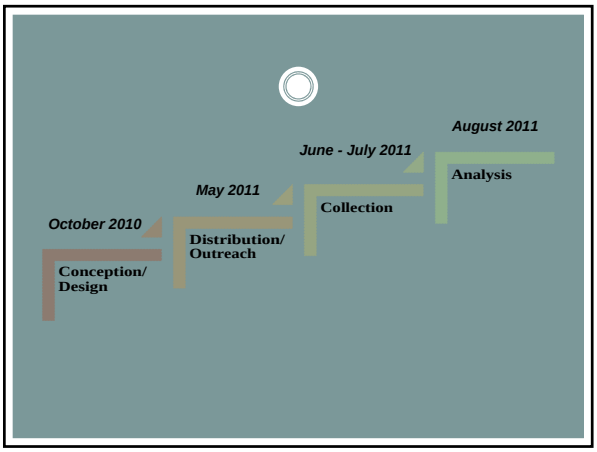
Prevention Institute
Putting prevention at the center of community well-being

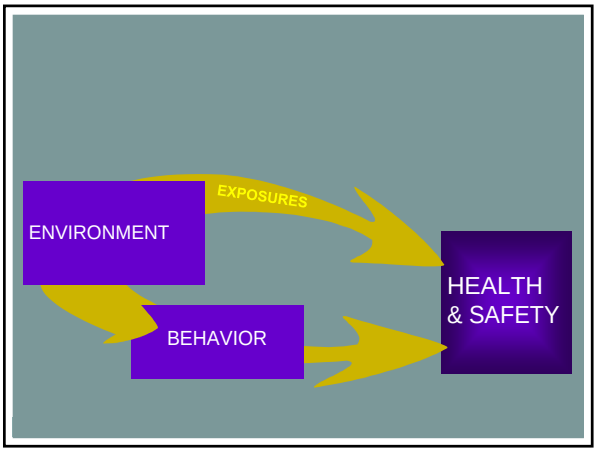
HIDALGO COUNTY HEALTH CONSORTIUM

Robert Wood Johnson Foundation | Center for Health Policy at the University of New Mexico

- Key challenges and lessons learned.
- Modification of the THRIVE survey (Tool for Health & Resilience in Vulnerable Environments) for frontier.
- Aligning survey priorities with strategic planning, primary care intervention design and policy development.

- Community health improvement processes and planning tools (little literature on frontier communities)
- Role of Community Centered Health Homes in addressing health disparities
- Need to align health homes with upstream assessment tools for community planning and policy development.


August 2011
June - July 2011
Analysis
May 2011
Collection
October 2010
Distribution/
Outreach
Conception/
Design


EXPOSURES
ENVIRONMENT
HEALTH
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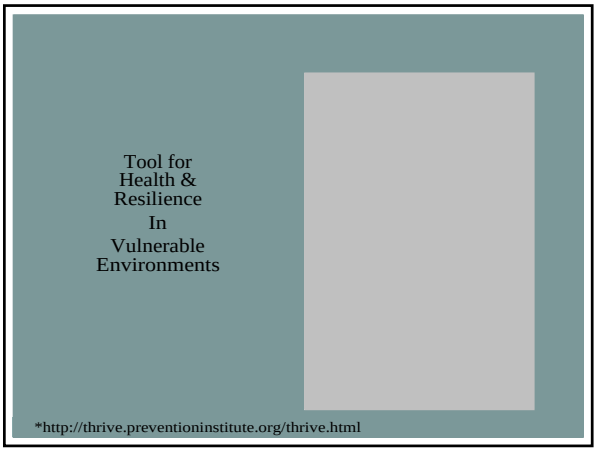
BEHAVIOR


Tool for
Health &
Resilience
In
Vulnerable
Environments
*http://thrive.preventioninstitute.org/thrive.html

Equitable Opportunity

- Racial justice
- Jobs & local ownership
- Education

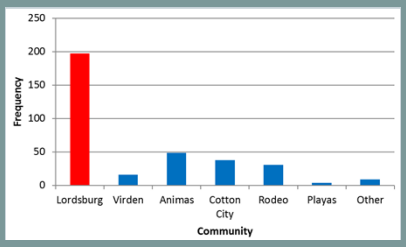
The People

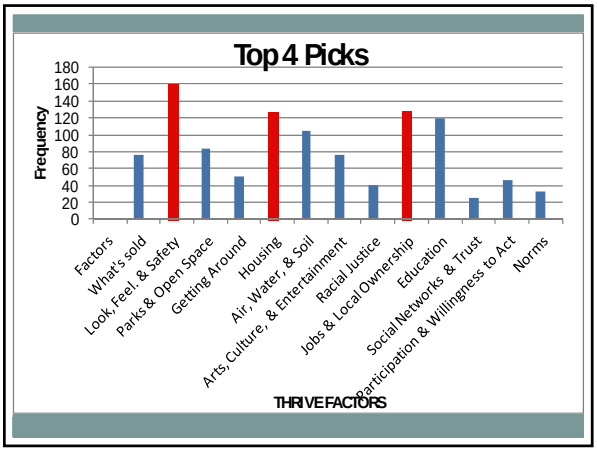
- Social Networks & trust
- Participation & willingness to act for the common good
- Acceptable behaviors & attitudes

The Place

- What's sold & how it's promoted
- Look, feel & safety
- Parks & open space
- Getting around
- Housing
- Air, water, soil
- Arts & culture

- 357 Responses (10 completed in Spanish)
- 4 Recurring Priorities Identified
- Community Comments on Additional Topics





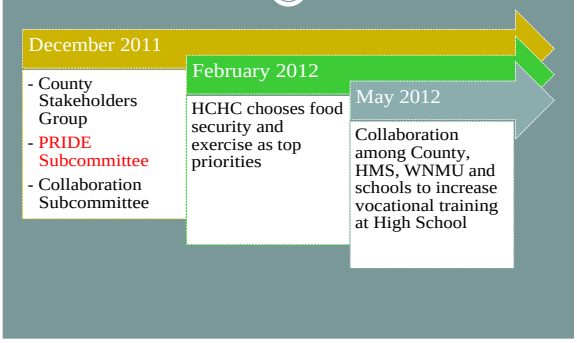
Priority 1: Look/Feel/Safety	
Neighborhood watch programs	DWI, BYA, BAMHS, Law Enforcement
BYA Block Parties	BYA
Improve HS track and field access (lights, consistent times to enter, etc.)	City, Mayor, City Council

Priority 2: Jobs	
Shop Local campaign	Newspaper, Chamber of Commerce
Assess business gaps and recruit needed businesses	County Commissioners
Incentives for new businesses	City and County Governments, Stronger Economies Together
Promote local businesses	Chamber of Commerce

Priority 3: Housing	
Incentives for housing contractors, including access to state code enforcers	City and County Governments
Ensure infrastructure (water, electric, sewer, etc.) to encourage contractors	City and County Governments
Join Southwest Housing Corporation	Elizabeth Burr to check to see if Hidalgo Co. is current member
Recruit developers to the county	City and County Governments

Priority 4: Education	
• Improve communication flow between school board, administration and parents in Lordsburg school district.	Lordsburg Municipal School District
• Improve career development opportunities • Find employment and career opportunity placements (paid or volunteer). • Future careers exposure for middle school students • Job shadowing opportunities	School Coop teachers School counselors HMS (health careers) H.E.L.P. UNM HEREOS
• Find out what current employers are looking for in employees (skills, experience, work ethic, eligibility criteria, etc.)	Chamber of Commerce Dept of Labor HMS
• Partner with universities and tech schools	School districts WNMU HMS

- Meeting with county commissioners
- Meeting with school superintendent
- Incorporation of findings into Hidalgo County Plan
- Involvement with regional economic development planning
- Search for funding opportunities



- Shaping the tool to community context
- Integrating findings into community health planning
- Expanding the dialogue and action to policy areas (economic development, education, transportation, food, etc.)
- **Aligning the primary care approach with population health**

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