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

Presenters

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- 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.
Timeline

Conception/Design

October 2010

Distribution/Outreach

May 2011

Collection

June - July 2011

Analysis

August 2011

Conceptual Framework

HEALTH & SAFETY

BEHAVIOR

ENVIRONMENT

EXPOSURES

HEALTH & SAFETY

Tool for Health & Resilience in Vulnerable Environments

*http://thrive.preventioninstitute.org/thrive.html
**Elementary School Opportunities**

- Racial justice
- Jobs & local ownership
- Education

**Community Participation & Willingness to Act for the Common Good**

- Acceptable behaviors & attitudes

**Racial Justice**

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

**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

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**Findings**

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

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**Top 4 Picks**

- [Diagram showing frequency of top 4 picks]

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**Measures:**

13 Elements of Community Health

- The People
- The Place
- Equitable Opportunity

**THRIVE FACTORS**

- THRIVE FACTORS
  - Top 4 Picks
  - [Bar chart showing frequency of top 4 picks]
### Priority 1: Look/Feel/Safety

<table>
<thead>
<tr>
<th>Task</th>
<th>Responsible Party</th>
</tr>
</thead>
<tbody>
<tr>
<td>Neighborhood watch programs</td>
<td>DWI, BYA, BAMHS, Law Enforcement</td>
</tr>
<tr>
<td>BYA Block Parties</td>
<td>BYA</td>
</tr>
<tr>
<td>Improve HS track and field access (lights, consistent times to enter, etc.)</td>
<td>City, Mayor, City Council</td>
</tr>
</tbody>
</table>

### Priority 2: Jobs

<table>
<thead>
<tr>
<th>Task</th>
<th>Responsible Party</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shop Local campaign</td>
<td>Newspaper, Chamber of Commerce</td>
</tr>
<tr>
<td>Assess business gaps and recruit needed businesses</td>
<td>County Commissioners</td>
</tr>
<tr>
<td>Incentives for new businesses</td>
<td>City and County Governments, Stronger Economies Together</td>
</tr>
<tr>
<td>Promote local businesses</td>
<td>Chamber of Commerce</td>
</tr>
</tbody>
</table>

### Priority 3: Housing

<table>
<thead>
<tr>
<th>Task</th>
<th>Responsible Party</th>
</tr>
</thead>
<tbody>
<tr>
<td>Incentives for housing contractors, including access to state code enforcers</td>
<td>City and County Governments</td>
</tr>
<tr>
<td>Ensure infrastructure (water, electric, sewer, etc.) to encourage contractors</td>
<td>City and County Governments</td>
</tr>
<tr>
<td>Join Southwest Housing Corporation</td>
<td>Elizabeth Burr to check to see if Hidalgo Co. is current member</td>
</tr>
<tr>
<td>Recruit developers to the county</td>
<td>City and County Governments</td>
</tr>
</tbody>
</table>
**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 HERIOS
- 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

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**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**

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**December 2011**
- County Stakeholders Group
- PRIDE Subcommittee
- Collaboration Subcommittee

**February 2012**
HCHC chooses food security and exercise as top priorities

**May 2012**
Collaboration among County, HMS, WNMU and schools to increase vocational training at High School
Key Lessons Learned

• 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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