Winnable Community Transformation Grant Strategies Presenters' Contact: Rebecca Reeve- rreeve@unca.edu Jill Simmerman- ctp.region2@gmail.com

# Winnable Community Transformation Grant Strategies Rebecca H. Reeve, PhD CHES\* Jill Simmerman, MPH\*\* David Gardner, DA\* Hillary Murphy, BS\* \*NC Center for Health & Wellness, UNC Asheville \*NC Community Transformation Grant Project Region 2, Buncombe County Health & Human Services, Asheville, NC

# Community Transformation Grant Project "the new kid in town"

- The Community Transformation Grant Project (CTGP) supports communities in the development and implementation of initiatives to create healthier communities and reduce chronic disease throughout North Carolina.
- NC HHS divided the state into 10 regions
- · NC DHHS selected 11 strategies to implement
- · Region 2 includes 11 counties in Western NC



### How to assess "Winnability" of CTGP

- · Goal of research:
  - · Assess current political will
  - Assess leverage points cross-sector, systems level work
- Methods:
  - · Modified Pitts et al. interview guide
  - Applied ranking and scoring methods to the CTGP strategies rather than the CDC Common Community Measures for Obesity Prevention strategies.

Pitts, Whetstone, Wilkerson, Smith & Ammerman http://dx.doi.org/10.5888/pcd9.110195

# Nine CTGP Strategies Rated by Four Factors

- · How realistic given the community culture?
- How realistic given the community infrastructure?
- To what extent do community leaders support this strategy?
- To what extent is there current funding for this strategy?

Sector	Invited	Responded
Clinical	5	5
Economic Development	11	12
Cooperative Extension	11	11
Parks & Rec	1	1
Planning	11	8
School	11	8
Total	50	45 (90%

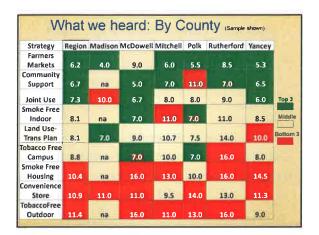
Made possible with funding from the North Carolina Community Transformation Grant Project and the Centers for Disease Control and Prevention.

Rank	Strategy	Overall	## A I I	
1	Farmers Markets	6.2	"Appalachian spirit supports self-relianceencourages	
2	Community Support	6.7	collaboration"	
3	Joint Use	7.3	"Some have the mindset that government has no role in lifestyle choices"	
4	Smoke Free Indoor	8,1		
5	Land Use/Trans Plan	8,1		
6	Tobacco Free Campus	8.8	"Economic impact on stores the driving factor"	
7	Smoke Free Housing	10.4	"All partners need to build tru	
8	Convenience Store	10.9		
9	Tobacco Free Outdoor	11.4	Bottom 3	





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### **Observations and Themes**

- · Rights of individual vs. government programs
- Confusion identifying places that are Smoke Free, Tobacco Free or have no policy
- Combining Land Use & Transportation was problematic
- Regional, successful planning examples needed

"'It's my damn land and I'll do what I want with it' mentality"

### **Observations and Themes**

- · Make a business case
- Few respondents knew their local health directors
- Most recognized the value or connection of health to their work
- · Opportunity for new partnerships

"The Health Dept is the department we have the least contact with."

### Recommendations

- · Speak to key stakeholders in their language
- Frame health as an economic development tool
- · Connect the existing "dots"
  - Different sectors within counties
  - Same sectors across the region

"Don't start a new group, coordinate what we have."

### How CTGP Region 2 used the results

- Increase capacity of health leadership to speak the language of other sectors
- Facilitated conversations across county lines and sectors to celebrate successes, champions and identify new opportunities
- Developed relationships between health and planning departments through local and regional meetings

"After each event or session, I was able to bring more value to the planning table in Madison County."

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## What's next for Region 2?

- Collect, analyze and share data and evidence about health assets, outcomes, and disparities
- Build capacity of health leadership and other key stakeholders to preserve, strengthen, and increase health assets
- Promote regional and cross-sector relationships, engagement, action, and sustainability

"Can't just jump into this for a year or two and then jump out and expect to make a difference."



