

WASHINGTON HEALTH CHOICES: TAKING THE PULSE OF THE COMMUNITY

APPENDIX B-GOALS AND OBJECTIVES

After an initial series of community roundtables from August of 2000 through April, 2001, HumanLinks Foundation, in conjunction with its collaborative partners, who include the Washington Health Foundation, (www.whf.org), The Public Health Department of Seattle/King County, The Governor's Access to Health Insurance Project, Regence Blue Shield, Overlake Hospital Medical Center, Evergreen Healthcare and the Washington Academy of Family Practice Physicians, committed to host a series of community meetings to gather information about current attitudes about health care priorities, and serve as an educational vehicle for the participants.

The goal of HumanLinks' healthcare initiative was:

"To engage the community in a dialogue about health care priorities and to utilize the findings of these community conversations to spark strategies and partnerships to improve healthcare access."

To accomplish this goal, we identified the following key objectives:

- Citizen education: To provide facts to citizens about pressing social/health care issues so that they can make more informed decisions about bio-ethical issues, prevention, alternative medicine and related public policy issues confronting health care resource prioritization.
- Citizen input to health care decision -making: To provide local health care providers, community and business leaders, and health care policy setters in the public and private sectors with citizen input on health care attitudes and priorities.
- Sustained citizen involvement: To create a citizen education model that can be a replicable and sustainable vehicle for "Taking the Pulse of a Community's Health Priorities.
- Effective collaborative relationships: To cultivate and sustain collaborative relationships with both traditional and non-traditional health care policy setters, community and industry leaders, to improve health care access for Washington's residents. These linkages will be at the local, regional and state levels.

In implementing our goal and objectives we:

- Developed collaborative relationships with local health care, government, business and education leaders , and with health policy and governance entities statewide to enroll their support of and participation in this project.
- Identified receptors who are organizations wanting to collaborate with us and utilize the input and recommendations resulting from our citizen meetings to make policy changes.

- Utilized the Washington Health Choices video as a trigger for community discussion, supplementing/updating it with current statistics, information and a range of presenting issues
- Conducted 20 public meetings within the East King County area.
- Developed a “train the trainer” model, recruiting trainers from the initial Humanlinks roundtable volunteer work group. Trainers participated in an initial orientation training session and then were available to conduct and record community meetings. They met at the end to share their observations, collected data, and input to improve the process.

Steps yet to be taken:

- Conduct a conference for community and discussion group leaders as well as session participants to utilize the findings of the community meetings to develop recommendations and strategies for further action.
- Develop and disseminate/present to public and private healthcare policy setters both in and out of the community, a white paper that includes a “toolkit” for project replication and the recommendations and strategies for further action. . In addition, to present our findings to key community leaders, forums like City Council meetings, hospital board meetings, school board and PTSA Council meetings and meetings of the Chambers of Commerce will be utilized.