Winnable Community Transformation Grant Strategies

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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/pod9.110195

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

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?

Respondents by Sector

<table>
<thead>
<tr>
<th>Sector</th>
<th>Invited</th>
<th>Responded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clinical</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Economic</td>
<td>11</td>
<td>12</td>
</tr>
<tr>
<td>Development</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>Cooperative</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>Extension</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>Parks &amp; Rec</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Planning</td>
<td>11</td>
<td>8</td>
</tr>
<tr>
<td>School</td>
<td>11</td>
<td>8</td>
</tr>
<tr>
<td>Total</td>
<td>50</td>
<td>45 (90%)</td>
</tr>
</tbody>
</table>

What We Heard: Region Wide

<table>
<thead>
<tr>
<th>Rank</th>
<th>Strategy</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Farmers Markets Community</td>
<td>6.2</td>
</tr>
<tr>
<td>2</td>
<td>Support</td>
<td>6.7</td>
</tr>
<tr>
<td>3</td>
<td>Joint Use</td>
<td>7.1</td>
</tr>
<tr>
<td>4</td>
<td>Smoke Free Indoor</td>
<td>8.1</td>
</tr>
<tr>
<td>5</td>
<td>Land Use/Trans Plan</td>
<td>8.1</td>
</tr>
<tr>
<td>6</td>
<td>Tobacco Free Campus</td>
<td>8.8</td>
</tr>
<tr>
<td>7</td>
<td>Smoking Free Housing</td>
<td>10.4</td>
</tr>
<tr>
<td>8</td>
<td>Convenience Store</td>
<td>10.9</td>
</tr>
<tr>
<td>9</td>
<td>Tobacco Free Outdoor</td>
<td>11.4</td>
</tr>
</tbody>
</table>

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

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."

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."

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."

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.”