
An Idealized Vision of a 5-2-1-AN Community

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Purpose

- Every community is unique in terms of its needs, community assets, and ultimate vision of child health
- By examining an idealized vision of a 5-2-1-AN community, we can begin to imagine the possibilities for Sussex County

Purpose

■ Perspective

- This presentation is intended to stimulate thinking without being prescriptive
- Sussex County will be best served by cultivating its own distinctive vision
- Please do not view the idealized vision as “all or nothing”
 - Sussex County could decide to start small and grow from there
 - Sussex County could decide to start big and go from there
- The vision and decisions are yours to make!

A Three-Part Presentation

- Part 1

- What might an idealized vision of a 5-2-1-AN community look like?

- Part 2

- How might a community mobilize to create and achieve its own distinctive vision?

- Part 3

- Where might Sussex County go from here?

Part 1. What might an idealized vision of a 5-2-1-AN community look like?

Elements of an idealized vision

- A shared goal
- A shared challenge
- A community-wide mission
- A comprehensive scope
- A multi-faceted strategy
- A community-wide benefit

A shared goal

- Every child in the community knows and practices the 5-2-1-AN behaviors

A shared challenge

- How do we make 5-2-1-AN a routine part of life for children in our community?

A community-wide mission

- To help every child in our community adopt a 5-2-1-AN lifestyle

A comprehensive scope

- ❑ **Every child, everywhere**
 - Every single child is included in the 5-2-1-AN vision
 - ❑ Every child can benefit
 - ❑ Every child above a certain age can contribute
 - Every single child is surrounded by 5-2-1-AN messages and supports everywhere they go
 - ❑ 360 degree messaging tailored to the audience
 - ❑ 360 degree environmental supports for children and families

A multi-faceted strategy

- **Key features:**
 - Child and family focused
 - Multi-level
 - Multi-strategy
 - Multi-partner
 - 360 degrees of child health promotion

A multi-faceted strategy

- **Child and family focused:**
 - Meets children and families where they are
 - Treats children as clients *and* contributors
 - Treats parents and caregivers as partners not subjects
 - Customized to reflect age-group and cultural realities

A multi-faceted strategy

■ Multi-level

- Children are influenced by
 - Their family
 - Their broader social network
 - Their community structure, policies and institutions
- *A multi-level strategy incorporates all three levels*

A multi-faceted strategy

■ Multiple Child and Family Strategies

- Messaging
- Education supports
- Nutrition supports
- Physical activity supports
- Health care supports
- Built environment supports

■ Multiple Community Capacity Strategies

- Community awareness
- Community engagement
- Partnership development
- Resource development
- Policy development
- Program development
- Training & technical assistance
- Research & evaluation

A multi-faceted strategy

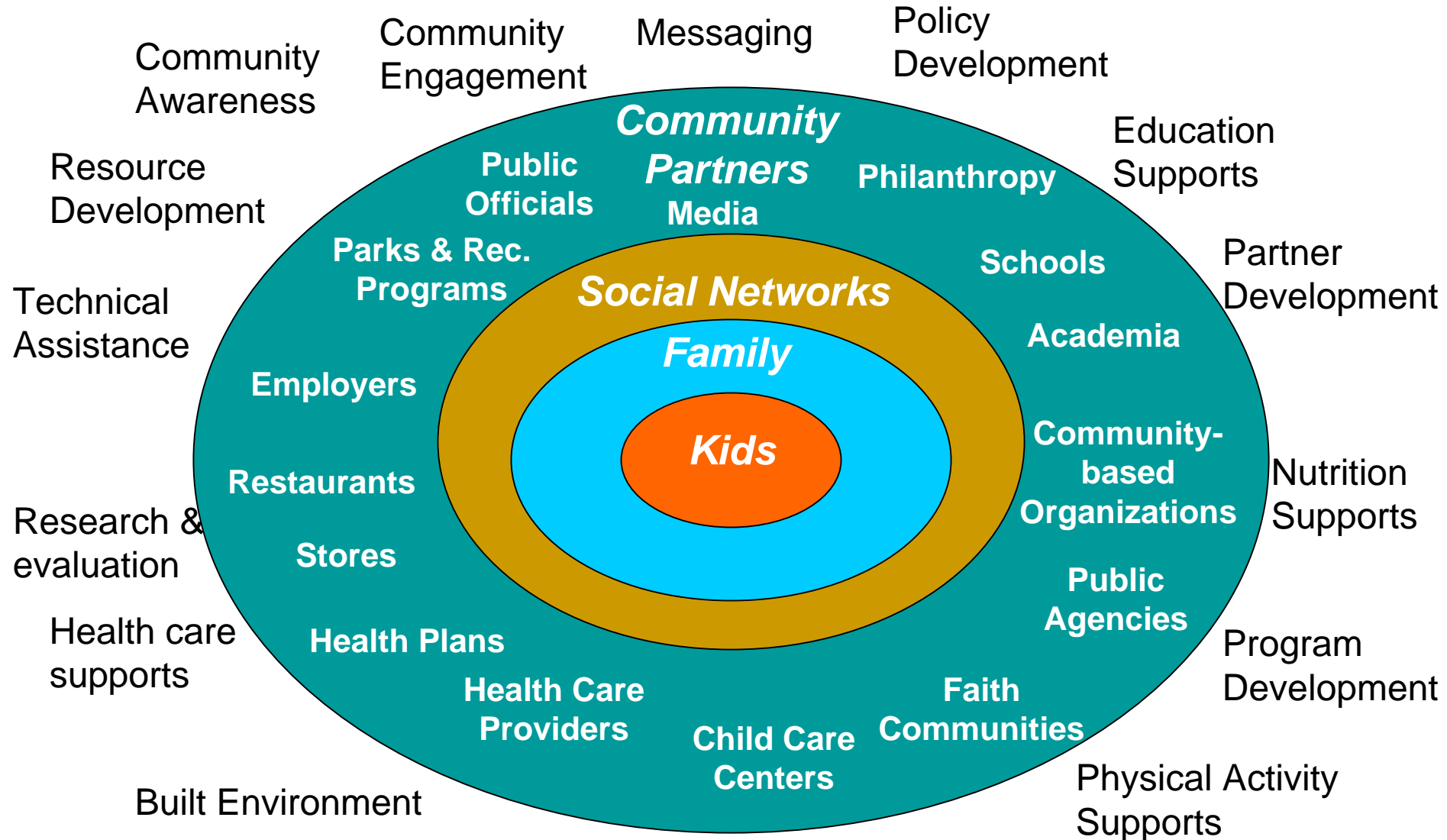
■ Multiple Partners

- Kids
- Families
- Community members
- Schools
- Child Care Providers
- Health Care Providers
- Health Plans
- Faith Communities
- Community-based Organizations

■ Multiple Partners

- Stores
- Restaurants
- Employers
- Parks & Rec Programs
- Media
- Philanthropy
- Public Agencies
- Public Officials
- Others?

360 Degrees of Child Health Promotion



A community-wide benefit

■ For children

- ❑ Better health
- ❑ Better school attendance
- ❑ Better school behavior
- ❑ Better academic performance
- ❑ Better quality of life
- ❑ Better adult health
- ❑ Better chance to achieve full potential

■ For parents and caregivers

- ❑ Joy in children's health and well-being
- ❑ Better health through role modeling
- ❑ Fewer missed work days for child or own illness
- ❑ More efficient use of health care
- ❑ Stronger community connections

A community-wide benefit

■ For community institutions

- Mission satisfaction
- Customer/constituent appreciation
- More productive workforce
- Fewer health care dollars
- Stronger community partnerships
- Stronger community presence

■ For everyone

- Stronger sense of community support
- Stronger commitment to community improvement
- An ingrained culture of health
- Stronger asset base for economic development
- Greater optimism about the future

Part 2. How might a community mobilize to create and achieve its own distinctive vision?

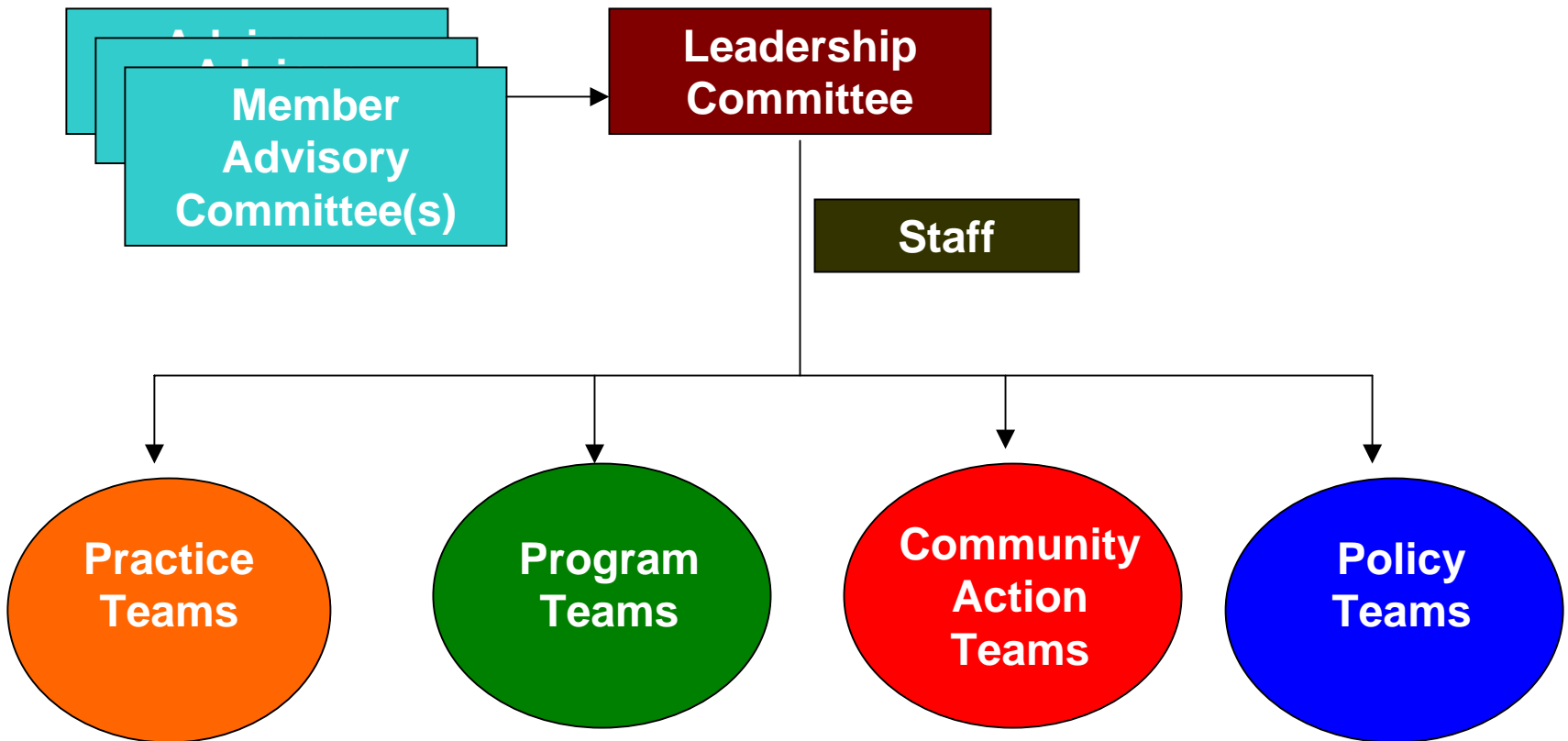
How might a community mobilize?

- A community could mobilize with a community coalition:
 - A group of individuals and organizations
 - who come together in an organized way
 - to mobilize a community
 - toward a vision of community improvement
 - supported with effective practices, programs, and policies

What might a community coalition do?



How might a community coalition be structured?



How might a community coalition be structured?

■ Form should support function

- There is no single best organizational model of a community coalition
- The form of the coalition should follow the function of the coalition
- The form of the coalition is likely to change over time

How might a community coalition be structured?

- **Most** community coalitions have:
 - One or more **Member Advisory Committees** consisting of coalition members
 - A **Leadership Committee** consisting of key leaders
 - A **small staff** to support the Executive Committee, any Advisory Committees, and the broader membership

How might a community coalition be structured?

- **Some** community coalitions:
 - Develop **Practice Teams** in which members come together to develop and share expertise in specific areas of practice (e.g., physical activity promotion)
 - Develop **Program Teams** in which community partners collaborative to create or improve delivery of formal programs
 - Develop **Community Action Teams** in which community members come together to help neighborhoods plan and implement health improvement strategies
 - Develop **Policy Teams** in which community members come together to work on policy changes to improve community systems

How might a community coalition get started?

Ten Steps for Starting a Community Coalition



How might a community coalition sustain itself?



Part 3. Where might Sussex County go from here?

A Community Coalition for Sussex County

- **A Community Coalition for Sussex County could be:**
 - ❑ A group of individuals and organizations
 - ❑ who come together in an organized way
 - ❑ to mobilize the community
 - ❑ toward an initial vision in which every child in Sussex County adopts a 5-2-1-AN lifestyle
 - ❑ with support from effective practices, programs, and policies
- *Note: The Coalition could also adopt additional child health objectives over time.*

Some possible next steps...

- Drawing from the ten steps on slide #25:
 - January 19
 - Consider yourselves the “Core Group” (Step 1)
 - Meet on February 16 to:
 - Establish an initial vision (Step 2)
 - Identify additional members (Step 3)
 - Take action before and after February 16 to:
 - Recruit additional members (Step 4)
 - Meet in March to:
 - Develop a Coalition Charter (Step 5)
 - Begin Strategic Planning (Step 6)

Some possible next steps...

- Drawing from the ten steps on slide #25:
 - Meet in April, May, June to:
 - Continue Strategic Planning (Step 6)
 - Secure any additional expertise needed (Step 7)
 - Begin securing resources needed (Step 8)
 - Beginning in July or sooner if possible:
 - Begin executing plans (Step 9)
 - Begin monitoring and adjusting (Step 10)

Some possible next steps...

- Staffing

- Consider the NHPS Team as your “startup staff” available to:
 - Provide content expertise as needed
 - Provide process expertise as needed
 - Provide meeting logistics as needed
 - Capture progress in draft planning documents

Key Points from this Presentation

- Be creative and inclusive in your vision for community health improvement
- Be strategic and savvy in your coalition building process
- Remember that regardless of your vision and your process, there is no substitute for strong leadership and a passionate commitment to community engagement