

Nurturing and supporting change: *Thinking like a system for the development of a chronic disease prevention strategy.*



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Outline



- Key learning outcomes
- Introduction
- Strategic planning process
- Lessons from the trenches
- Questions

Key learning outcomes



Session participants will learn:

- A process to inform other quality improvement initiatives
- A tool to identify key strategic areas, objectives and recommendations
- How a strategic framework has been used to better integrate current efforts
- The development of a comprehensive social marketing campaign

Introduction



Project goal:

To develop and launch a targeted chronic disease prevention (CDP) strategy in collaboration with internal and external partners.

Including:

- Policy support/development initiatives
- Social marketing campaign using social media

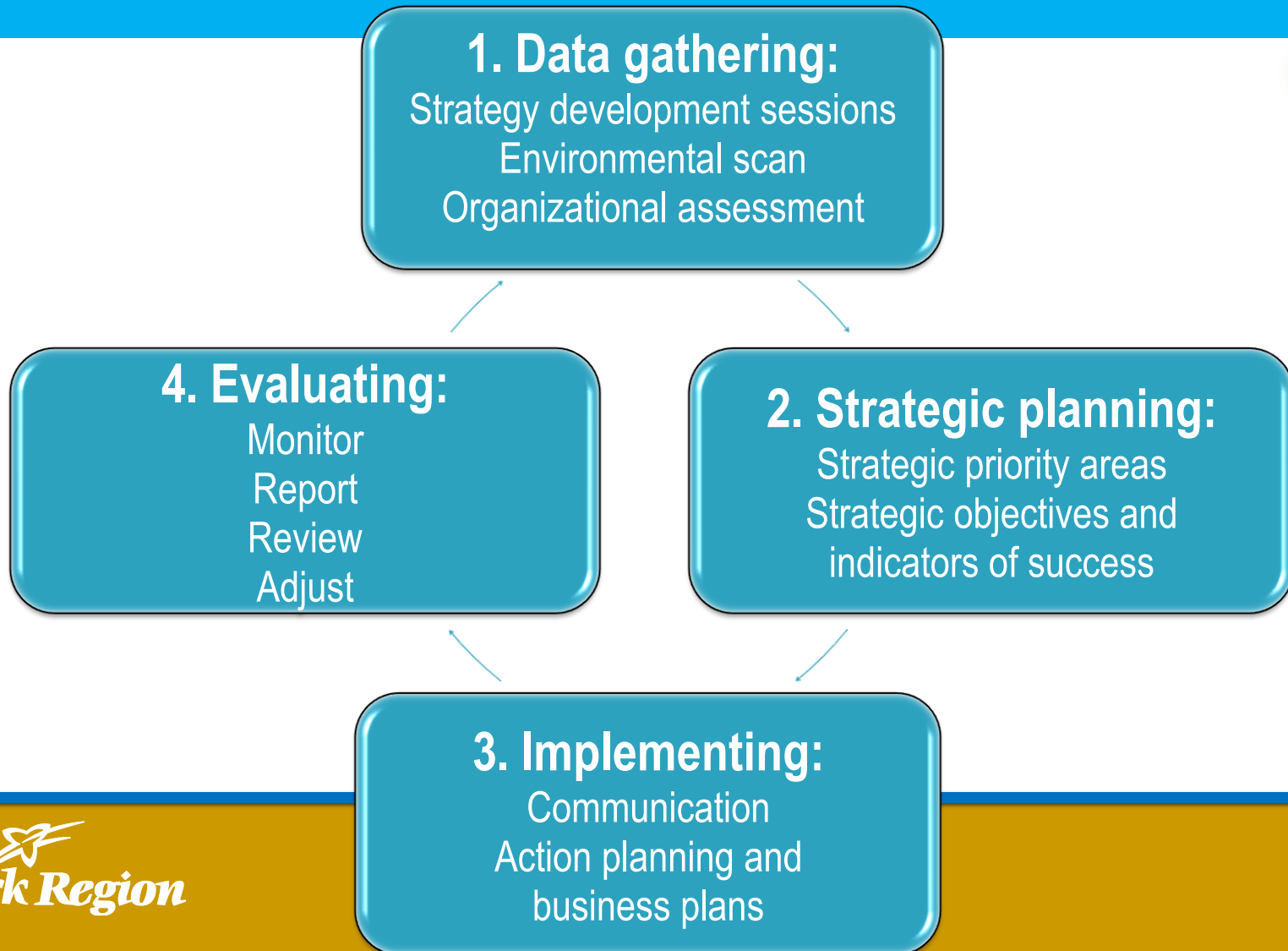
Introduction



Workgroup objectives:

- Overseeing the implementation of a participatory planning process.
- Facilitating the development and enhancement of collaborations supporting CDP initiatives.
- Identifying opportunities and actions required to strengthen CDP initiatives.
- Identifying challenges in carrying out this work, as well as the resources, program initiatives, and processes needed to overcome them.
- Providing policy recommendations to support identified opportunities, and to address anticipated challenges.
- Embedding the determinants of health into program planning, implementation and evaluation.

Strategic planning process



Strategic planning process:

1. Data gathering



Strategy development sessions were guided by:

- *A Tool for Strengthening Chronic Disease Prevention and Management Through Dialogue, Planning and Assessment* (CPHA, 2008)

Use of the tool helps determine how public health can have a collaborative role in chronic disease initiatives by:

- Engaging stakeholders in dialogue
- Promoting information exchange
- Assessing current policy, planning and practice
- Identifying actions, roles and shared responsibilities for preventing and managing chronic illness

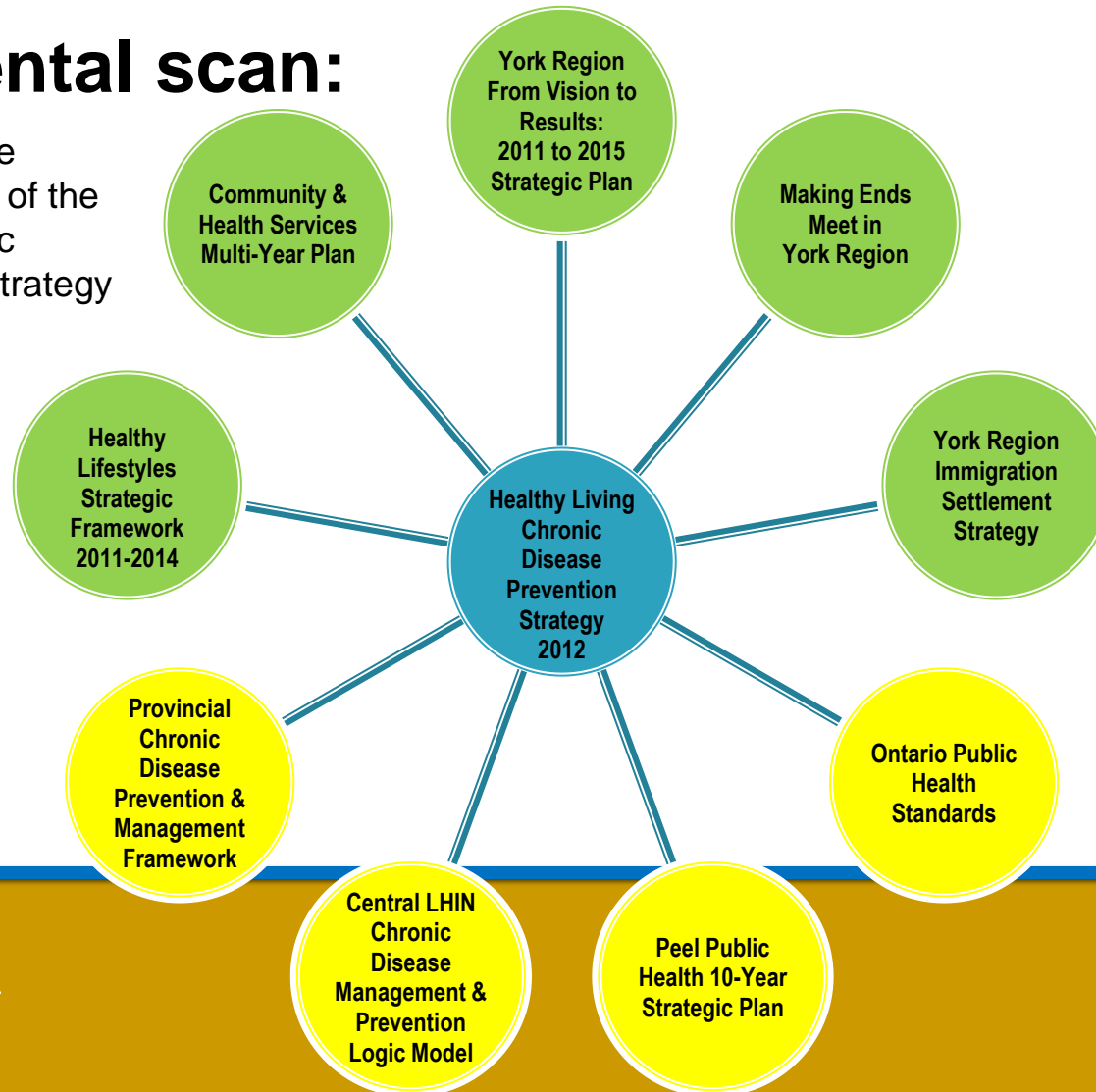
Strategic planning process:

1. Data gathering



Environmental scan:

Factors influencing the planning environment of the Healthy Living Chronic Disease Prevention Strategy



Strategic planning process:

1. Data gathering



Organizational assessment:

- Inventory of CDP initiatives
- SWOT analysis of internal/external partnerships
- Common values, health goals and objectives
- Healthy Living CDP Strategic Framework
 - Defines goals, values, strategies and areas of focus in program planning
 - Facilitates a coordinated internal approach to enhance program delivery resulting in a cohesive strategy
 - Decision making tool

Strategic planning process:

2. Strategic planning



Strategic priority areas:

1. Common values and health goals
2. Public health capacity and infrastructure
3. Focus on determinants of health
4. Leadership, partnerships and investment



Inclusion criteria:

- Scope of control
- Facilitates communication
- Builds on momentum
- Support is available
- Component of strategic framework
- In line with values
- Opportunity to take ownership
- Act as a catalyst for networking
- Actions are sustainable
- Addresses SWOT analysis

Strategic planning process:

2. Strategic planning



Strategic objectives and indicators of success:

- Immediate and long-term actions to improve practice were developed
- For each action, the workgroup identified:
 - Who might be accountable
 - Potential resources required
 - Timelines
 - Indicators of success

Strategic planning process:

3. Implementing



Communication:

- Dissemination of the Healthy Living CDP Strategy report to:
 - Healthy Living Director, Management Team and Divisional Staff
 - Public Health Branch Directors, MOH and AMOH
 - Internal and external partners

3. Implementing



Communication:

- **Social Marketing Campaign:** *The Twelve Steps to Developing a Health Communication Campaign* (THCU, 2009)
- **Health promotion objective:** To develop a comprehensive social marketing campaign that includes social media aimed at raising York Region residents' awareness of chronic disease prevention and encourages their adoption of behaviours that can decrease their risks of developing a chronic disease.

Strategic planning process:

3. Implementing



Action planning and business plans:

- Workgroup operational plan developed from report recommendations
- Divisional CDP Planning Day to enhance integration by:
 - Providing opportunity for programs to work together
 - Promoting collective thinking and problem solving
 - Supporting working together in new ways so that the impact of all programs is improved

Strategic planning process:

4. Evaluating



Monitor, report, review, adjust:

- Desired outcomes identified in strategy report
- Documented outcomes of activities accomplished
- Evaluation plan for social marketing campaign

Lessons from the trenches



- Build the guiding team
- Get the vision right
- Communicate the vision
- Revisit decision-making filters often
- Empower action
- No process is perfect

References



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For more information



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Questions?

