

State Health Improvement Plan (SHIP) Implementation Coordination Council
Meeting Summary
Friday, March 28, 2014
2:00pm-4:30pm

Illinois Public Act 96-1153 created the State Health Improvement Plan Implementation Coordination Council. This law requires that the Governor appoint an implementation council for the State Health Improvement Plan comprised of the directors of the Illinois Department of Public Health, Human Services, Healthcare and Family Services, Aging, Agriculture, Insurance, Transportation, Commerce and Economic, Environmental Protection Agency, and Violence Prevention Authority, and the Chair of the State Board of Health. The Council also includes local health departments and private sector public health stakeholders including non-profit public interest groups, health issue groups, faith community groups, health care providers, business and employers, academic institutions and community based organizations. The Council is charged to coordinate stakeholders to implement the SHIP, including providing a forum for a collaborative action, coordinating existing and new initiatives, developing detailed implementation steps with mechanisms for action, identifying public and private funding sources, promoting public awareness, advocating for implementation of the SHIP, and developing an annual report.

ICC Members Attending: Elissa Bassler, Illinois Public Health Institute; Michelle Dow; Wesley Eppin (proxy), Health Medicine Policy Research Group; Kevin Hutchison, St. Clair County Health Department; Janine Lewis, EverThrive Illinois; Javette C. Orgain, Illinois State Board of Health; Jose Sanchez, Norwegian American Hospital; Eugenia Sanders, Blue Cross Blue Shield of Illinois; Patricia Schou, Illinois Critical Access Hospital Network; Janna Simon (proxy), Illinois Public Health Institute

Illinois Department of Public Health Staff: David Carvalho, Mary Driscoll, Rosemary Garcia, Cristina Nevins, Leticia Reyes-Nash

Non-members attending: Jason Rothstein, University of Illinois Chicago; Sarah Kerch, University of Illinois at Chicago

SHIP ICC Agency Designees:

- Mike Jones, Illinois Department of Healthcare and Family Services
- Jen McGowan, Office of the Governor, State of Illinois
- Linda B. Roberts, Illinois Department of Financial and Professional Regulation
- Sarah Seelbach, Illinois Environmental Protection Agency

Meeting convenes at 2:10 PM.

Welcome and Introductions

Jason Rothstein welcomed the group and thanked everyone for attending the meeting. He then turned the meeting over to Patricia Schou.

P. Schou welcomed and thanked the group for participating.

ICC Members and Agency designees introduced themselves.

With regret, P. Schou shared with the group that Michael Gelder, Office of the Governor, and Dr. Hasbrouck, Illinois Department of Public Health, were unable to attend the meeting. Given the important content of the meeting, it was decided that the meeting still be held. Both M. Gelder and Dr. Hasbrouck send their best and apologies in their absence.

P. Schou reviewed the meeting agenda. In review, David Carvalho provided clarity on the SHIP ICC commitment during the development of the new SHIP. For the record, the SHIP ICC meetings coincide with the new SHIP development. It is recommended that this is kept in mind as the new SHIP is developed and the current SHIP ICC continues to meet.

The meeting was opened for public comment. No members of the public were in attendance for comment.

Regular Business

A quorum was not met to approve meeting minutes.

J. Rothstein welcomed ICC Member updates. No updates were shared.

General Updates and Announcements

J. Rothstein provided an update on the SHIP Video Challenge. Specifically:

- SHIP Video Challenge deadline has been extended to May 6, 2014
- SHIP ICC members were requested to lead the promotion, using the following material that was previously distributed:
 - Member outreach decks updated with latest information
 - Updated informational flyer available to distribute
- As a reminder, the SHIP Video Challenge is a grant program awarding up to 10 \$1,500 grants to support work related to SHIP alignment
- Video submission is in support of a grant application
- Anyone may submit a video and grant application, but the beneficiary of the grant must be an organization doing SHIP-related work. For example:
 - A non-profit working on substance abuse in Tango County creates a video and submits a grant application.
 - Annie, a high-school senior, creates a video about the work of a local sustainable food non-profit and submits the application listing them as the beneficiary, and including a letter of support from them.
- Core topics for videos remain the same: What's Your SHIP Story?, What's Your SHIP Priority?, and We're a Public Health Stakeholder.
- Three components to the application:
 - Standard IDPH grant application

- Statement of Work form
- Video link (must be embeddable/sharable)
- All materials available at healthycommunities.illinois.gov
- SHIP ICC Members were asked to support the effort by:
 - Resending the announcement through your own mailing lists and other vehicles
 - Linking to it through your personal and organizational Facebook and Twitter accounts
 - Promoting it (along with SHIP) when you address groups of stakeholders

Janna Simon asked what was specifically needed in order to qualify for funding.

Leticia Reyes-Nash clarified that applicants need to show how they plan to further their project in relationship to the SHIP. Examples include funding a community meeting, a mentor program, and the purchase of health promotion curriculum, such as CATCH. The video contest is an opportunity for SHIP promotion and as a result provides videos to promote the SHIP on an ongoing basis.

Elissa Bassler asked where she could find the SHIP ICC Plan as she has had difficulty locating it online.

L. Reyes-Nash replied that it was on the IDPH website but would go back to confirm its location and ensure it is located in visible location.

P. Schou turned over the meeting to L. Reyes-Nash to share an update in regards to the We Choose Health Project and the loss of the Community Transformation Grant (CTG) from CDC.

L. Reyes-Nash announced to the group at the US Congress cut funds for the CTG which funded the We Choose Health (WCH) project throughout the state of Illinois. The CTG funds have supported Illinois WCH for three years, with two years of implementation given the planning and infrastructure building in year one. Now that funding has been cut two years prior to the original project end date, IDPH and the WCH team are looking to identify ways to sustain the WCH work. The WCH Leadership Team has previously discussed long-term sustainability but given the abbreviated project timeline this responsibility and role has changed. To assist in promoting and securing new funding, the WCH team has developed material for a pitch packet. The pitch packet will be presented to a variety of funders with the aim to secure resources to support the established infrastructure and continue the project's progress. Two examples of potential sustainability include Nutrition And Physical Activity Self Assessment for Child Care (NAP SACC) and Healthy Hearts. Conversations have already taken place to possibly expand NAP SACC work into the Chicago area. Additionally, some components of Healthy Hearts will be sustained with funding from IDPH. For the local level work, WCH grantees have made significant progress in establishing coalitions to make their communities and environments healthy places to live. CDC has indicated that several additional funding opportunities will be made available shortly, and may offer

resources to sustain CTG work. IDPH is ready to be a partner to agencies applying for these CDC funds, which have yet to be released. IDPH will also consider being a lead applicant but will make the decision based on what is best for the health of Illinois.

After sharing her update, L. Reyes-Nash asked the SHIP ICC members to take time to identify ways to leverage existing work and funding opportunities to continue and expand WCH.

P. Schou requested that IDPH send the funding opportunities to the SHIP ICC members when CDC releases them.

L. Reyes-Nash replied yes, but would like to remind the group that 58 counties are already doing the work and are ripe for funding and partnership. She added that SHIP ICC members should think about the WCH infrastructure when considering pursuing funding and creating an application. This infrastructure will be shared in the pitch packet that is being finalized.

E. Bassler recommended that WCH projects and grantees get connected to the Illinois Public Health Institute's Illinois Alliance on Obesity Prevention's Healthy & Active Communities Network. There are 53 members and IPHI connects them with resources. This Network will exist after WCH and while there may not be funding, staff members are able to keep them networked and working together

J. Simon added that all WCH topic areas, or strategies, align well with the Network, with the exception of smoke-free living.

L. Reyes-Nash added that the Illinois Tobacco Free Communities (ITFC) project, funded by IDPH, is working to design their applications to support the smoke-free living strategies from WCH. Therefore, the ITFC project will be able to sustain a considerable amount of WCH work. The built environment projects may be more difficult to find opportunities to support these projects. The Illinois Department of Transportation just had a funding opportunity for Safe Routes to Schools. The built environment work continues to be a popular area. Jackson County Health Department, while not funding to work on built environment through WCH, plans to expand their current work to include complete streets projects. Worksite Wellness efforts may be the easiest to be funded by private funders and the Illinois Chamber of Commerce is committed to fund the Healthy Worksite Designation in Illinois.

D. Carvalho asked if the SHIP ICC members were considering the Alliance for Health, the Illinois Medicaid Waiver, and hospitals working to implement areas of their Community Health Needs Assessments.

L. Reyes-Nash confirmed that the projects D. Carvalho pointed out are areas to sustain WCH work and asked J. McGowan to share work going on in the Governor's office related to these projects.

J. McGowan described the efforts from the Governor's Office. The State Innovation Model (SIM), titled the Alliance for Health, focuses on multi-sector transformational communities to support health. If the SIM proposal is funded by CMS, the Alliance for Health project does have objectives to test innovations in the field and tap into existing projects. There is significant common ground between the Alliance for Health and WCH, much of which has already been paved by the WCH efforts throughout the state.

P. Schou asked if the Illinois Chamber of Commerce could put together a group that could collaborate to encourage healthy worksites and would involve hospitals.

L. Reyes-Nash acknowledged the statement but encouraged the group to identify existing opportunities to tap into when brainstorming opportunities to sustain WCH efforts. We can bring in other partners to existing collaborations and build upon those efforts.

E. Bassler mentioned that IPHI is looking into how they can leverage their staff time to continue facilitating their partnership groups, experience and relationships at all levels and sectors. She went on to say that hospitals could pull together funds to continue employee wellness programs.

J. Sanchez added that sometimes funding is not always how to continue these efforts but it is how you leverage the resources in the community. A group working with Norwegian addresses obesity. With partnerships they identify areas to collaborate. In one example, Sanchez described a project where the healthy cooking is taught to communities members through existing resources. Examples like this are critical due to the funding constraints faced by public health today. The only way to achieve is by working together.

D. Carvalho added that health departments at the local level are already working together to supplement their work. When one health department needs expertise in a certain area and another health department has the expertise, contracts and agreements have supported both departments.

L. Reyes-Nash added that the Healthy Worksite Designation from WCH is also an opportunity to continue work. As a result of WCH, several partnerships at the local level and health departments are subject matter experts, helping promote worksite wellness throughout the state. WCH 365 is an evidence-based online tool to help a worksite walk through their wellness programs and provide tracking for the employer and employee. A partnership between the IL Chamber of Commerce, hospitals and IPHI, and possibly employers can initiate a conversation to discuss how we can move this forward and expand. Promotional one-pagers on each project area are in development and will be sent to all ICC members. Please think about how you can use these and provide opportunities for small communities throughout Illinois to continue this important work. A smaller community can see transformational change with only \$40,000. It is the ICC members' duty to provide expertise and support to these communities. There is already a tremendous amount of buy-in from the local level and the SHIP ICC.

J. Rothstein added that if any SHIP ICC members have questions related to how they can help with WCH sustainability, to contact L. Reyes-Nash, J. Rothstein or S. Kerch.

K. Hutchison, in follow up to a comment L. Reyes-Nash made about Built Environment work went on to say that there is more and more work being done on health impact assessments. With more health impact assessments being done, there is an opportunity for public health to get involved in planning and policy areas and make sure that these built environments are being addressed. With that being said, there are some opportunities that the SHIP ICC and grantees can use to sustain the work that's been done.

E. Bassler added that IPHI is doing a training on health in all policies and the health impact assessment tool from funding from the County Health Rankings and WCH grantees and their local planners and partners are welcome to attend. The training is on May 5 and will be held in both Chicago and Springfield.

L. Reyes-Nash, in closing for the WCH discussion, mentioned that the WCH statewide team plans to provide information and tools back to the grantees because IDPH is responsible for serving the grantees, not the other way around. Grantees have done fantastic work and the ICC members are asked to promote this work. Visit the WCH website (www.wechoosehealth.illinois.gov) for more information.

SHIP Regional and Statewide Events

L. Reyes-Nash reminded the SHIP ICC Members of the IDPH Director's focus on regional collaboration and the creation of a regional hub of resources to serve the community. Looking at goals not individually, but together, and how can the SHIP ICC pool together these resources and to address the needs as a whole to benefit the community at a greater, transformational impact.

L. Reyes- Nash went on to give an overview of the SHIP Regional Events. She explained that the vision for the regional SHIP events serve as an opportunity to kick start the regional health hub work. The project, in partnership of the SHIP ICC, IDPH and the Governor's Health Innovation Office, would be an opportunity to collaborate and start implementing the regional health hub concept sooner rather than later.

J. Rothstein was invited to give specifics about the regional events. Specifically, he explained that over a year ago the SHIP ICC discussed the possibility of doing regional meetings but due to funding were unable. Additionally, it proved challenging to identify a focus of the meeting. Now, the SHIP ICC has come to the understanding that regional meetings could serve as an opportunity to put health policy into action and translate the objectives of the SHIP into the local level. Also, given different landscape changes at the State level, this might be the time to hold these meetings. J. Rothstein went on to share a brief presentation that reviewed the SHIP Statewide alignment events. In summary, the one-day long regional events would take place in four regions throughout the state, aligned with the WCH regions to support their continued development. The main objectives of the events are to support local SHIP integration and bring the concepts and products of the SHIP to the local communities to better serve their residents.

P. Schou asked if local input would be requested and included in each region's event which was quickly replied with a yes.

L. Reyes-Nash advised that SHIP ICC members are to provide guidance as well and consider tapping into existing groups and coalitions that can focus on the SHIP.

J. Simon asked what the funding amount was to cover.

J. Rothstein replied that it was primarily for production and staffing of events.

L. Reyes-Nash mentioned that frequently the SHIP ICC has a difficult time finding its role but the regional events would provide a tangible opportunity to share resources and tools at the local level to implement the SHIP.

P. Schou asked if there would be a common agenda for each meeting.

J. Rothstein replied that the agenda would be somewhat uniform across events but the local regions would receive ample opportunities to customize as deemed needed locally.

L. Roberts asked what the value is for communities to implement and align with the SHIP.

J. Rothstein pointed out that as IDPH funds future projects, alignment with SHIP is a benefit for local organizations to be prepared and be priority applicants for funding.

D. Carvalho added that with accreditation, there is more and more emphasis on alignment between local, state and federal levels so whether or not this alignment occurs now, it will be required soon. With that being said, it is in the best interest of the SHIP ICC and local communities to align local efforts with the SHIP sooner than later. The tipping point in this need is near.

L. Reyes-Nash mentioned that the idea of connecting with the regions of Illinois and not trying to promise money is to meet communities where they are at in their partnering. It is also to make sure that each communities sees the value of alignment, instead of just talking about its importance.

J. McGowan added that when these events occur there is a significant need to explain why aligning with SHIP is important and really provide clarity on how these different innovations are different but yet align.

K. Hutchison also mentioned that it is important to establish and confirm measurements of success to show the importance of collective impact at the state level, in addition to sharing the importance of the SHIP and its relationship with the movement at the federal level. Both financially and altruistically, it is important regardless of funding.

L. Reyes Nash clarified that the events have yet to be titled and SHIP ICC feedback is encouraged. This proposal is new but if the SIM is funded these events can provide a jumping off point for that work.

J. Simon added that due to the lack of funds allocated to SHIP implementation, it is important that the SHIP ICC set up the events in a manner to make sure the accomplishments from the event are sustained and implemented after each event.

J. Rothstein concurred, but added that it is hoped that existing local coalitions can focus on the SHIP and incorporate alignment of activities into their work. Perhaps a list of people throughout the state that can provide in depth information about a topic area would be an asset in sustaining SHIP local implementation.

E. Bassler mentioned that IPHI developed a list of experts in a variety of content areas and it may serve as a jumping off point for the list J. Rothstein envisioned.

W. Epplin added that the community benefit plan and putting together the efforts to health departments and hospitals and can be an opportunity for funding and alignment.

D. Carvahlo agreed, and mentioned that taking it a step further, having hospitals take that community benefit plans and their community health needs assessments, and funding local health departments to meet needs would be an ideal alignment.

L. Roberts asked the group what professional associations and alumni group offer to the project.

J. Sanchez stated that many people in public health and health tend to generalize hospitals. Many hospitals play a different role in how they serve their communities. Many hospitals get involved in the fabric of their communities and the SHIP ICC, and entire public health profession, needs to be able to have that distinction. For example, one of the things that we created is looking for residents with interest in public health and we created a curriculum to train these residents to meet the needs of the community. It is important for the community to take charge of their health, not the hospital. Hospitals can be facilitators for that movement. Hospitals have to go outside, reach out and do a lot of education and health promotion in the community if they really want to make some improvement to the health status of the community. This is population health. It is about empowering communities to have a decent lifestyle within the society.

L. Roberts added that having model communities would likely be a good start.

J. Lewis asked what the SHIP ICC can do without a lot of money. The SHIP ICC represents different constituencies and does a lot of advocacy work. In example, EverThrive is concerned about school health centers not being a focus and IPHA had similar concerns. We worked closely together and HFS was very open to hearing our concerns and appropriately addressed these concerns. This is just one example of topic experts that

could get together where priority areas overlap, to come together and talk about how to have collective impact.

J. Simon shared that another priority of the SHIP is multi-sector alignment. With regional meetings and with the people that attend with their different roles, hopefully each region leaves with a vision for their region's health.

E. Sanders asked what the participation goals were for at each meeting.

L. Reyes-Nash stated that the Northern IL Health Consortium is meeting soon and once they provide feedback on this concept, in addition to feedback from SHIP ICC, IPHA and local health departments, the planning team will engage and start thinking about what the meetings would look like. Using the regions that we have outlined today, we'd like SHIP ICC members to sign up to co-chair specific regions today.

P. Schou asked if co-chair decisions could be made by a date so the SHIP ICC members that were not in attendance could provide feedback and also sign up to co-chair. The regional meetings do seem to be a popular idea among the group present today.

W. Epplin added that if the SHIP ICC efforts were regionalized it is important to offer flexibility between regions and rely on local knowledge to define the regions.

E. Bassler suggested that the SHIP ICC select meeting locations to allow people to pick their region but it still offers prescribed regions.

P. Schou emphasized the importance of being inclusive with regional meeting planning and promotion.

L. Reyes-Nash shared that the SHIP ICC members will be asked to serve as a convener/chair for the regional meetings. The meetings are not possible without active members of the SHIP ICC. Assignments for chairs will be due on April 15th and please start thinking about next year's SHIP ICC tasks. To clarify, the SHIP Development group and the SHIP ICC group will coexist until the new SHIP is developed.

Wrap-up and Next Steps

P. Schou began to close, summarizing meeting events. The SHIP ICC discussed several great items and identified how Illinois can move on past CTG and sustain that work, part of which may be done by offering regional meetings. The next SHIP meeting will be scheduled soon but it is hoped that the next three meetings will be scheduled at once and announced as soon as possible.

J. McGowan shared that the Governor's Office of Health Innovation and Transformation is sponsoring a webinar series on alignment and will be held on the first Friday of every month, starting April 4th.

L. Reyes-Nash thanked the SHIP ICC and reminded the group that a call for volunteers for those that were not in attendance will be distributed soon.

D. Carvalho asked the SHIP ICC members to keep an eye open for the ethics sign off paper for participating in SHIP ICC.

Meeting adjourned at 4:15 PM.