

PHHS BLOCK GRANT SUCCESS STORY 2016

LET'S GET HEALTHY CALIFORNIA DASHBOARD AND WEBSITE

ANNUAL INNOVATION CHALLENGE ACTIVATES COMMUNITY ENGAGEMENT AND EMPOWERMENT.

Issue: The Let's Get Healthy California (LGHC) framework addresses (1) increasing prevalence of chronic disease, (2) widening disparities across health outcomes, and (3) the growing costs in health care throughout California.

Social factors, including education, racial segregation, social supports, and poverty, account for over one-third of total deaths in the United States annually.¹

Intervention: The LGHC Innovation Challenge builds collective impact around shared priorities by inviting organizations, through a statewide communications campaign, to provide examples of creative approaches that (1) eliminate barriers, (2) reduce disparities, and (3) promote optimal health for all. This year's challenge theme of social determinants of health (SDOH) is a critical and challenging issue in reducing health disparities. In September and October 2016, organizations were invited to submit innovative strategies and solutions to move the dial on LGHC goals and address SDOH.

The Innovation Challenge was facilitated and coordinated by the California Department of Public Health (CDPH) Fusion Center staff (supported by PHHS Block Grant funds) in collaboration with the California Health and Human Services Agency (HHS) and 12 subject-matter experts from key CDPH sectors such as the Office of Health Equity and Center for Chronic Disease Prevention & Health Promotion. As the main vehicle for information sharing, the LGHC website (hosted and maintained by PHHS Block Grant funds) played a key role in marketing and communicating about the Innovation Challenge, including (1) the challenge statement, (2) highlighted issue narratives, and (2) application and evaluation processes. Expanded outreach promoted the challenge to targeted audiences, including communications to all 14 HHS departments. Selected innovations will be announced in December 2016 and showcased at the Statewide LGHC Innovation Conference in early 2017.

Impact:

1. The Innovation Challenge successfully achieved targeted outcomes of (a) increasing statewide awareness, and (b) engagement around the social determinants of health.
2. Traffic to the LGHC website spiked during the challenge, with 4,367 new users, over three times the level of a comparison time period.
3. With the assistance of public information officers across the HHS, the Challenge received 80 applications from 50 new organizations, including 15% from the health system sector. Topics include (a) community engagement to improve the built environment, and (b) increasing access to mental and behavioral health services.
4. Over 20 staff from nine departments participated in the evaluation of submissions, increasing interdepartmental engagement while building shared ownership around the LGHC framework and open innovation models.