

# 2023 Rural Population Health Webinar Series

# Welcome!

## Building Healthy Communities Through Strategic Partnerships

Ashley Hernandez, Ruth Thomas-Squance & Alexis Sims  
Build Healthy Places Network

June 22, 2023

# 2023 Rural Population Health Webinar Series

## Register for the final webinars in the series:

- July 6: Setting Up Your Population Health Program
- August 9: What's Next? Learning From Each Other

# 2023 Rural Population Health Webinar Series

## Rural Population Health Grant Program

The Rural Population Health Grant is designed to support programs that address a specific population health need for an identified rural population. A strong application demonstrates an innovative, sustainable and scalable model with strong community partners. This initiative is currently open to Critical Access Hospitals (CAHs), CAH-owned Rural Health Clinics (RHCs), or organizations who are conducting programming in collaboration with a local CAH or CAH-owned RHC.

Proposals are due **July 7, 2023** for the 2023-2024 grant cycle.

# 2023 Rural Population Health Webinar Series

## Disclosures:

- None of the speakers today have any conflicts to disclose.



Ruth Thomas-Squance, PhD, MPH, is Co-Executive Director at the Build Healthy Places Network a national center positioning cross-sector partnerships from community development, public health and healthcare sectors to lead and leverage community-centered investments across the country to address the drivers of health and advance racial equity. Dr. Thomas-Squance has a passion for health equity strategy, bringing an interdisciplinary lens and systems change mindset to the promotion of health and social equity. Dr. Thomas-Squance earned her doctorate from Imperial College, London, UK and her Master's in Public Health from UC Berkeley. She lives in San Francisco



Ashley Hernandez is the Research and Product Manager for Build Healthy Places Network where she supports the Field Building team on developing high quality activities and content in line with the organization's national Field Building Strategy. She has worked on a range of issues from economic empowerment to Indigenous philanthropy, with the goal of working with communities to build partnerships and create access to resources to build more equitable communities. Ashley has Master's degree in Social Development Planning from University College London and lives in San Francisco.



Alexis Sims is the communications specialist at Build Healthy Places Network. She has extensive experience in public health project management and developing communication materials and content. She has worked in the non-profit sector for over 3 years. In her previous role, she worked with Native communities to improve their infrastructure and address emerging public health issues. She currently assists the BHPN team with creating and developing resources to advance racial equity and uplift the importance of cross-sector partnerships. Alexis holds a Master's degree in Public Health from Baylor University and lives in Nashville, TN.

An aerial photograph of a rural town during autumn. A river flows through the left side of the town, surrounded by lush green trees. A main road runs vertically through the center, lined with houses and trees showing vibrant yellow and orange foliage. In the background, there are large green fields and a farm with a red and white barn and silos. The sky is clear and blue.

# Building Healthy Communities Through Strategic Partnerships

Ruth Thomas-Squance, PhD, MPH  
Ashley Hernandez, MSc  
Alexis Sims, MPH, CHES  
Build Healthy Places Network | Oregon Office of Rural Health  
June 22, 2023



Build Healthy  
Places Network

# The Build Healthy Places Network

We are the national center at the intersection of **community development and health**, leading a movement to accelerate investments and speed and spread solutions for building healthy and prosperous communities.



Engage



Educate



Synthesize

# Agenda

- Connection between place and health
- Introduce community development sector
- Role of healthcare in multi-Sector partnerships for health
- Introduce ‘Rural Playbook for Healthcare Investment’
- Explore strategies
- Case studies
- Outline 5-Step pathway for multi-sector partnerships
- Tools and Resources



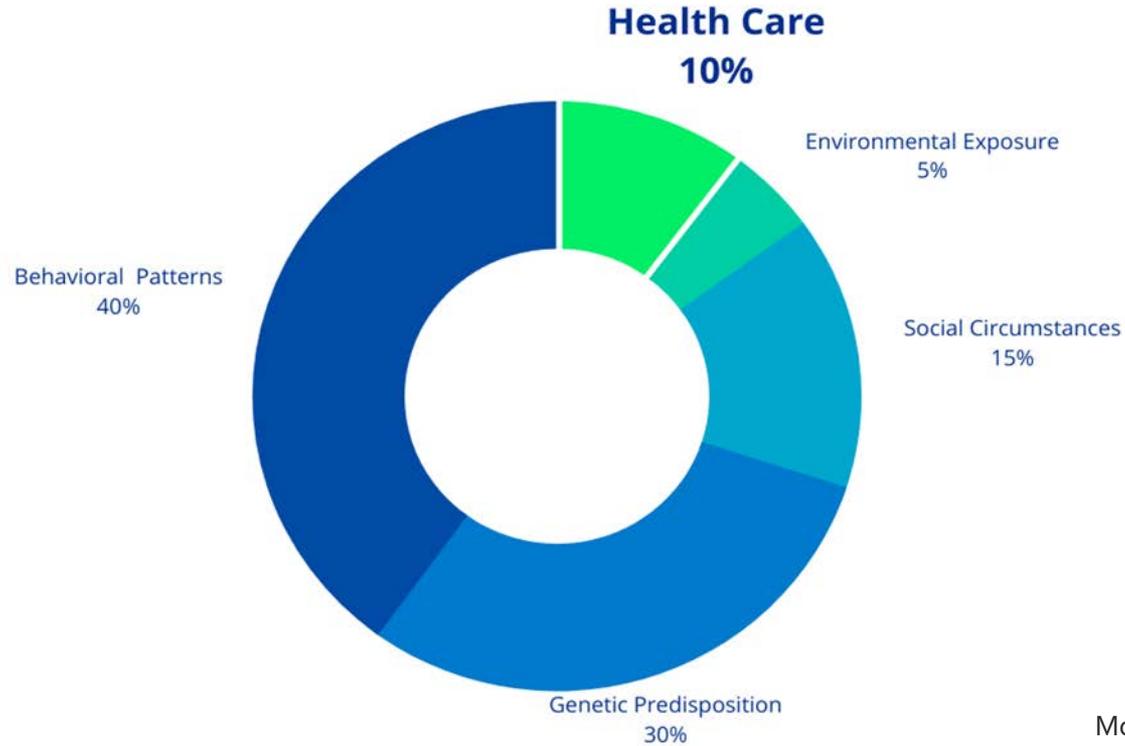
## Healthcare Spending

# \$4 trillion per year

- >80% of costs are due to chronic disease
- Most chronic disease is preventable
- Most chronic disease happens to low-income people in low-income places



# CONTRIBUTIONS TO PREMATURE DEATH



McGinnis MJ, Williams-Russo P, Knickman JR.  
*Health Affairs* 2002

# Health Happens in Communities



# Vital Conditions for Well Being



Thriving  
Natural World



Basic Needs for  
Health & Safety



Humane  
Housing



Meaningful  
Work & Wealth



Lifelong  
Learning

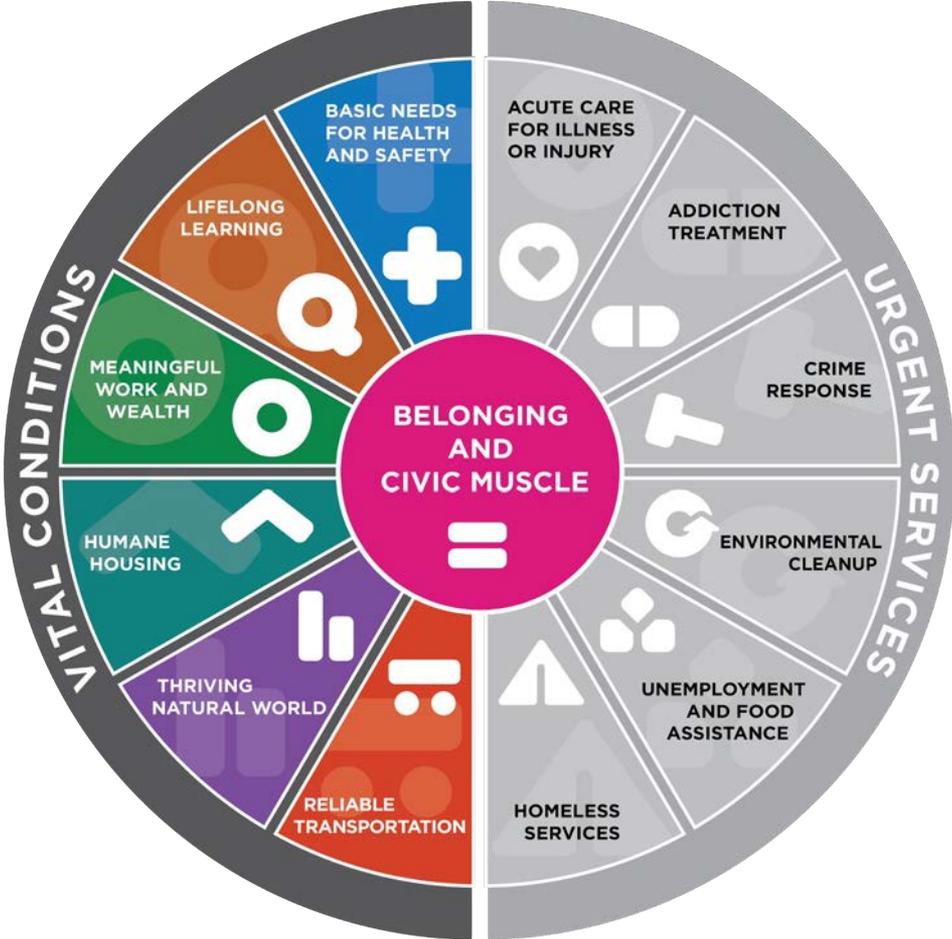


Reliable  
Transportation



Belonging &  
Civic Muscle

Urgent services alone,  
will not produce thriving  
places.



Source: Milstein, B. et al, Health Affairs, Feb 2023

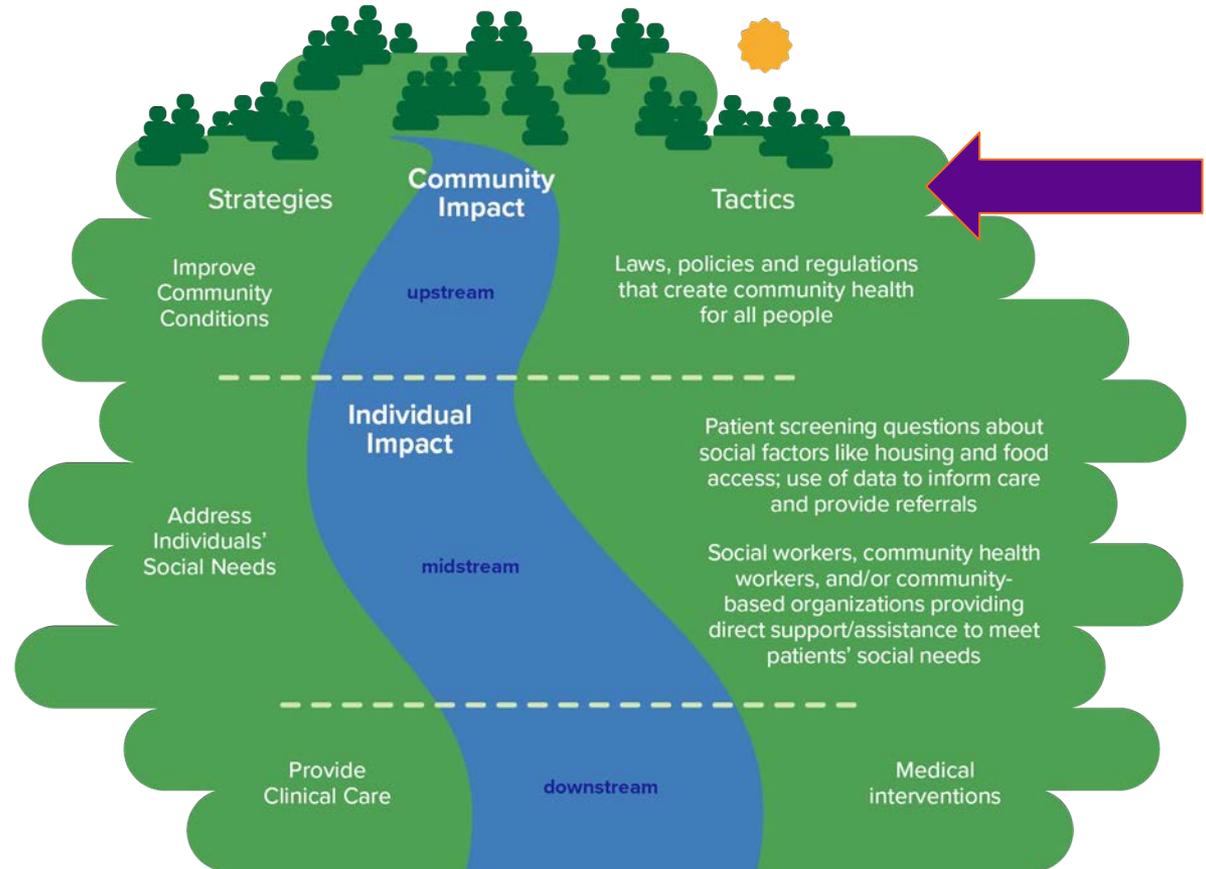
# Needs are not Drivers

Social needs interventions act at the level of an **individual person's needs**.

Social Determinants or Drivers of health impact the **community level**.

Many health entities conflate the two.

Different strategies and different tactics.



# Exploring Community Development



**Community Development** is building wealth, economic development, and prosperity in neighborhoods



**Healthcare** is increasingly investing in creating health and well-being in neighborhoods

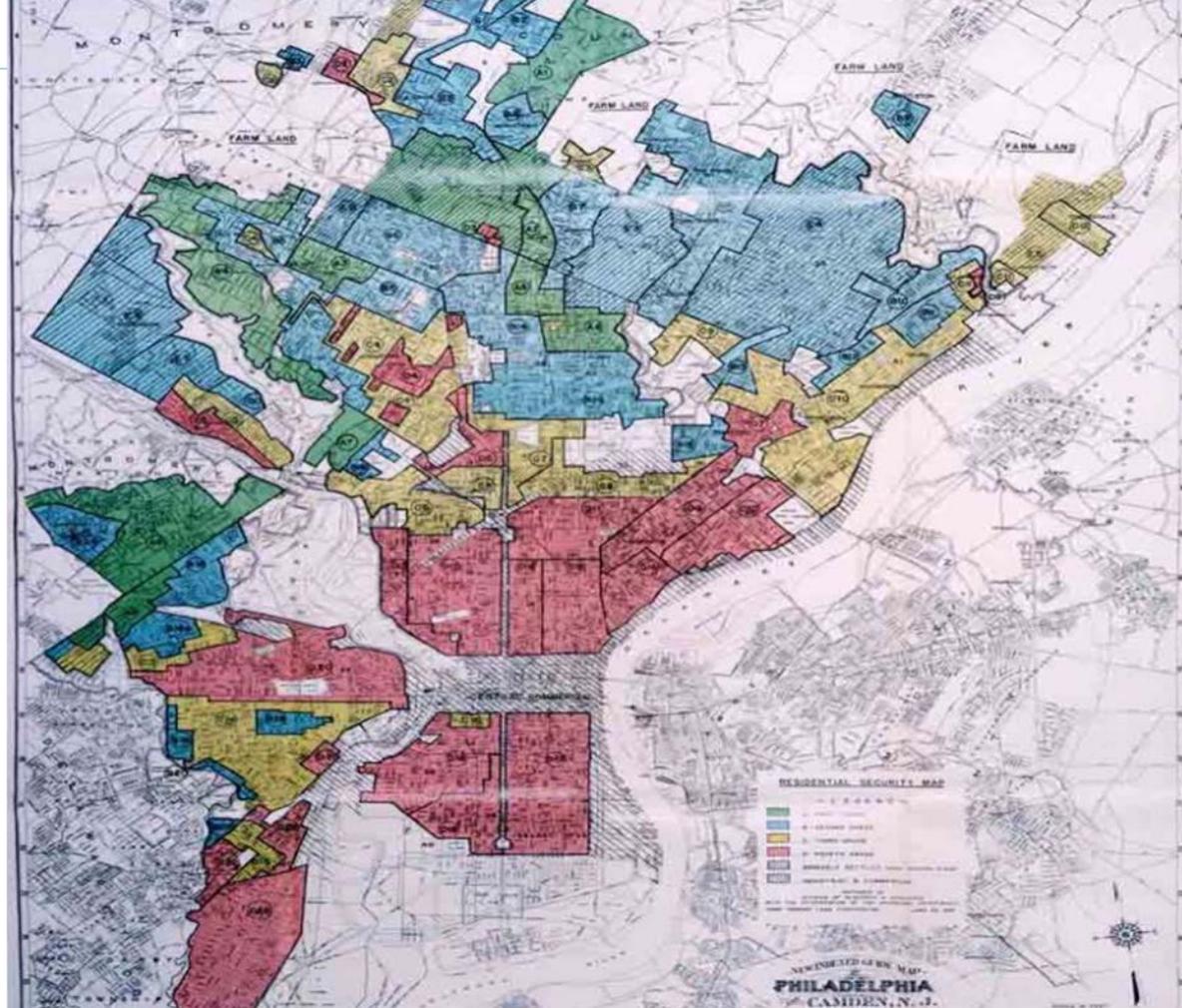


COMMUNITY  
DEVELOPMENT  
- PRESENT -

Anti-Redlining  
Legislation:

Community Reinvestment  
Act of 1977  
(CRA)

*Philadelphia,  
1949*



# Not just 'historical'

Redlining and discriminatory practices today actively impact the built environment and shape population health

*The New York Times*

Home Appraised With a Black Owner: \$472,000. With a White Owner: \$750,000.

Berkshire Hathaway

redlining case for \$24 million

The Department of Justice says the agreement with Philadelphia-based Trident Mortgage resolves discrimination claims in three states

## Wells Fargo Sued by Black Borrower for Refinance 'Redlining'

- Bank accused of pushing many Black homeowners into foreclosure
- Senators have called on regulators to probe company practices

*The Washington Post*  
Democracy Dies in Darkness

away-owned lender settles



# CDFIs

Community Development Financial Institutions



# CDCs & Housers

Community Development Corporations



National Church Residences

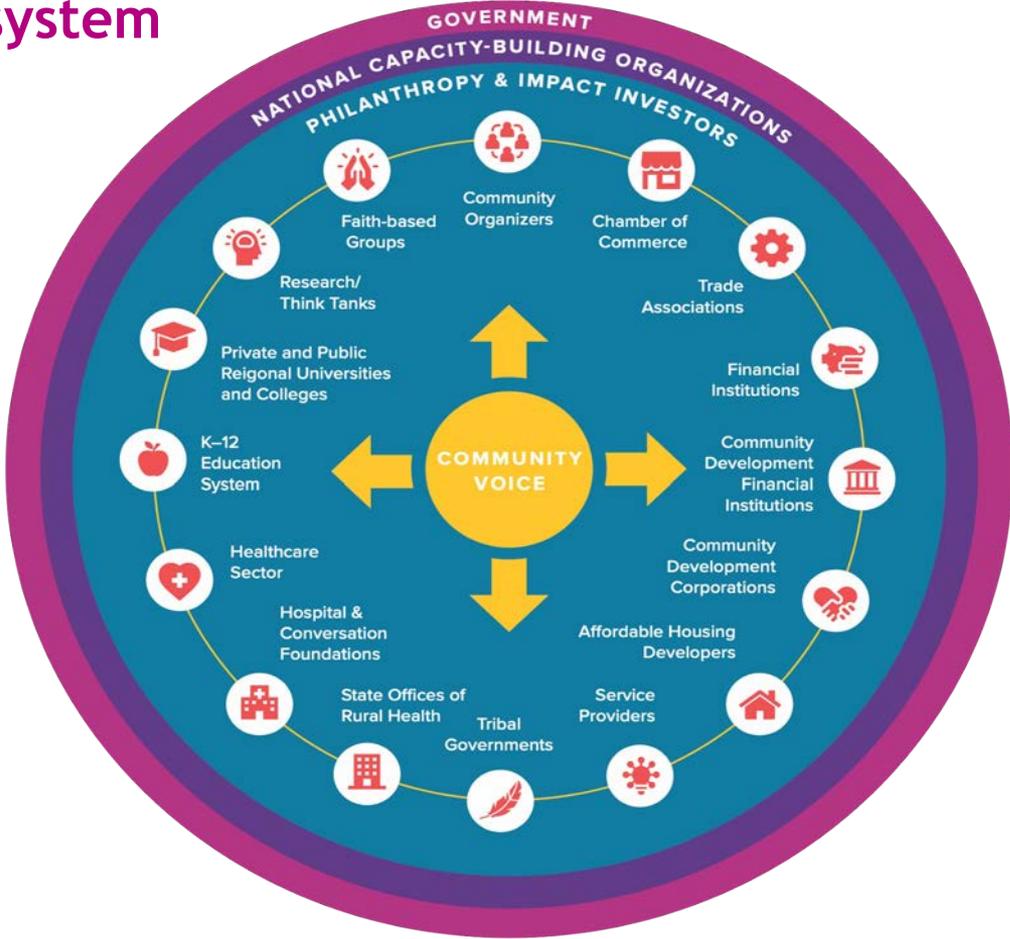
Visit [BuildHealthyPlaces.org](http://BuildHealthyPlaces.org)'s **Partner Finder** for leading CDFIs and CDCs in your community

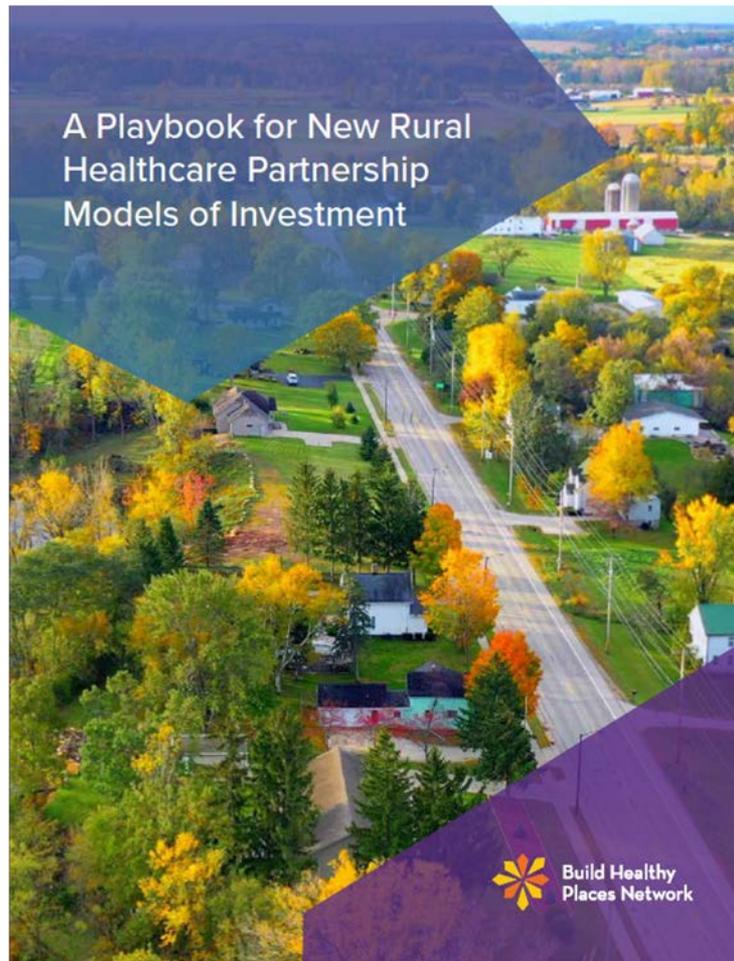
# Why Multi-Sector Rural Health Partnerships?

- Interconnectedness and close-knit ties
- Informal networks bridge formal sectors
- Leverage strengths from natural networks
- Combined efforts can address challenges in attracting capital
- Small investments to make big impacts
- Pathway for community knowledge to drive solutions

# Rural Health Partnership Ecosystem

- Community Leaders
- Local Government
- Health Sector
- Community Development
- Business





A Playbook for New Rural  
Healthcare Partnership  
Models of Investment

# Playbook case studies highlighted

## *4 Central Strategies for Successful Rural Partnerships*



### **Strengthening Economic Opportunity and Workforce Support**

e.g. workforce development, housing, access to childcare



### **Supporting Local Control**

e.g. community ownership, land trust, food sovereignty, policy changes



### **Strengthening Infrastructure to Support Healthcare Access**

e.g. healthcare delivery support in the form of co-location, community hubs for health, transportation, and telehealth



### **Increasing Resources**

e.g. capital, funding, government resources



# Strengthening Economic Opportunity and Workforce

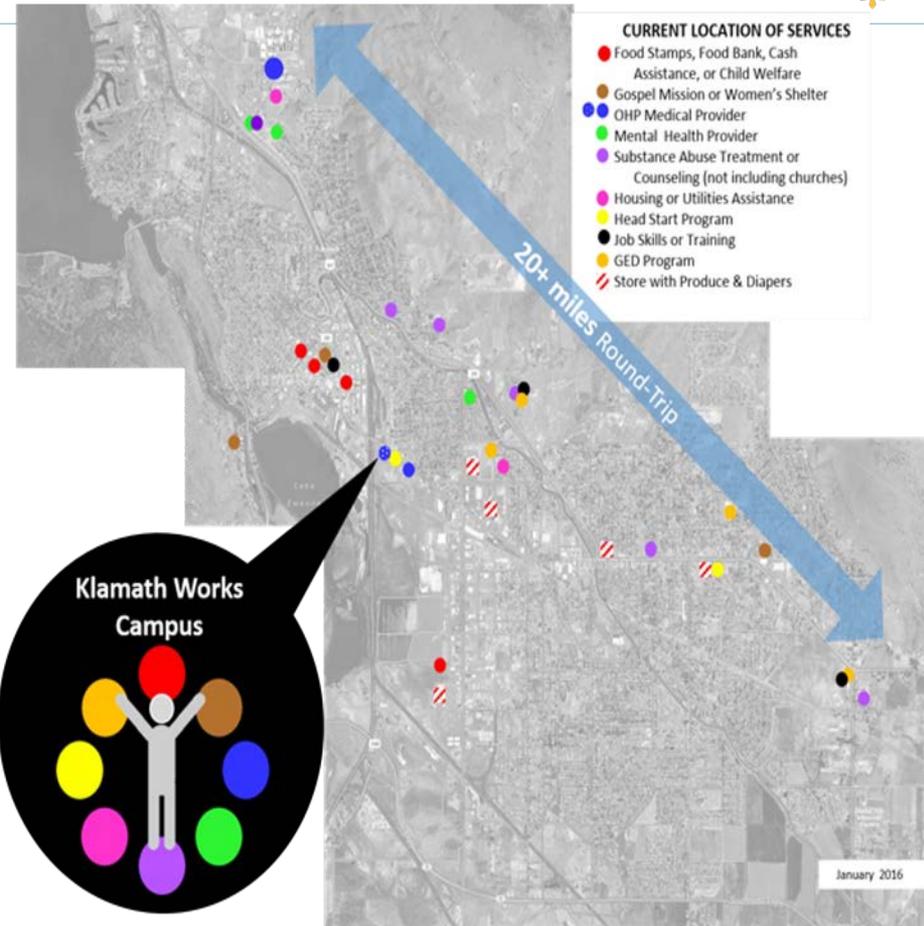


## Klamath Works Human Service Campus:

- 18 acre campus
- Hub for public and private social services providers.
- Co-locating services, encouraging coordination.

## Services on campus include:

- Klamath Falls Gospel Mission
- Link Access Center, a collaborative behavior health and sobering center
- Klamath Works Job Training Program



## Sky Lakes Medical Center

- Convenor
- Purchased land, land swap
- Social capital, fund raising

## Klamath Falls Gospel Mission

- Venue for social connection
- Community garden , Commercial kitchen

Cross sector partnership  
community orgs collaborate  
with common vision

- Co-localization and coordination of services
- Social capital and fund raising diversification
- Culturally responsive services

## Klamath Basin Behavioral Health

- Runs Link Access Center
- Addiction & mental health
- Healthcare plan enrollment
- Housing & employment

Place image here

## Klamath Tribes

- Funders and champions
- Staffing & operation Link Access Center
- Culturally responsive practice

# How do we build these partnerships?

# Five-Step Path to Multisector Rural Partnerships

1

Understand  
Your Why

2

Make  
Commitments

3

Assess

4

Map and  
Network

5

Build Your  
Partnership



Saint Alphonsus

indie  
DWELL



LEAPCHARITIES

9990

9  
9  
9  
0



# Five-Step Path to Multisector Rural Partnerships

1

Understand  
Your Why

- Which one of the vital conditions is most relevant and potentially impactful in your geography?
- What is your organization's role?
- What types of cross-sector partner you need to pursue?



# Five-Step Path to Multisector Rural Partnerships

2

Make  
Commitments

- Do you have a commitment for long-term relationship building? What would it take to get there?
- How will you ensure inclusion of all community groups, especially those that have been historically excluded due to race, geography, income, or ethnicity?

# Five-Step Path to Multisector Rural Partnerships

3

Assess

- What team members within your organization are involved in the community on a local or state level to help jumpstart the process?
- What assets does your organization have to bring to a partnership?

# Five-Step Path to Multisector Rural Partnerships

## 4

Map and  
Network

- What is your organization’s historical relationship with your community and other community stakeholders?
- Are there power imbalances that can potentially impede that trust?
- How can mitigate those imbalances?



# Five-Step Path to Multisector Rural Partnerships

5

Build Your  
Partnership

- Build trust among partners
- What goals and vision do you share?
- Develop the value proposition

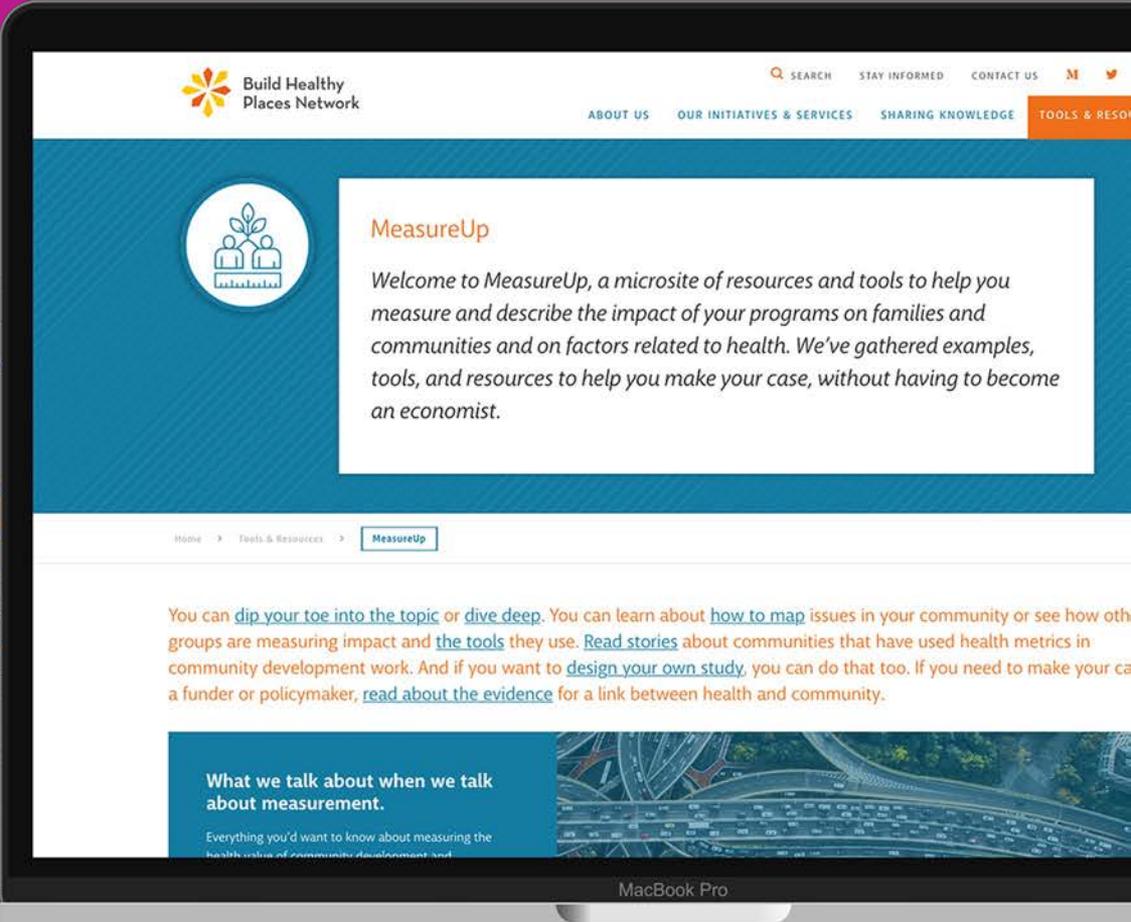
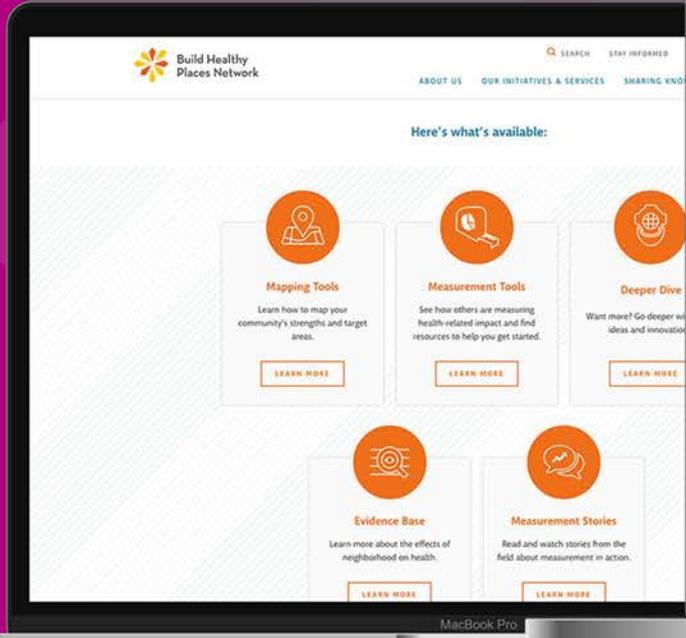
# Additional Resources for Deeper Dive







# MeasureUp



## MeasureUp

Welcome to MeasureUp, a microsite of resources and tools to help you measure and describe the impact of your programs on families and communities and on factors related to health. We've gathered examples, tools, and resources to help you make your case, without having to become an economist.

Home > Tools & Resources > MeasureUp

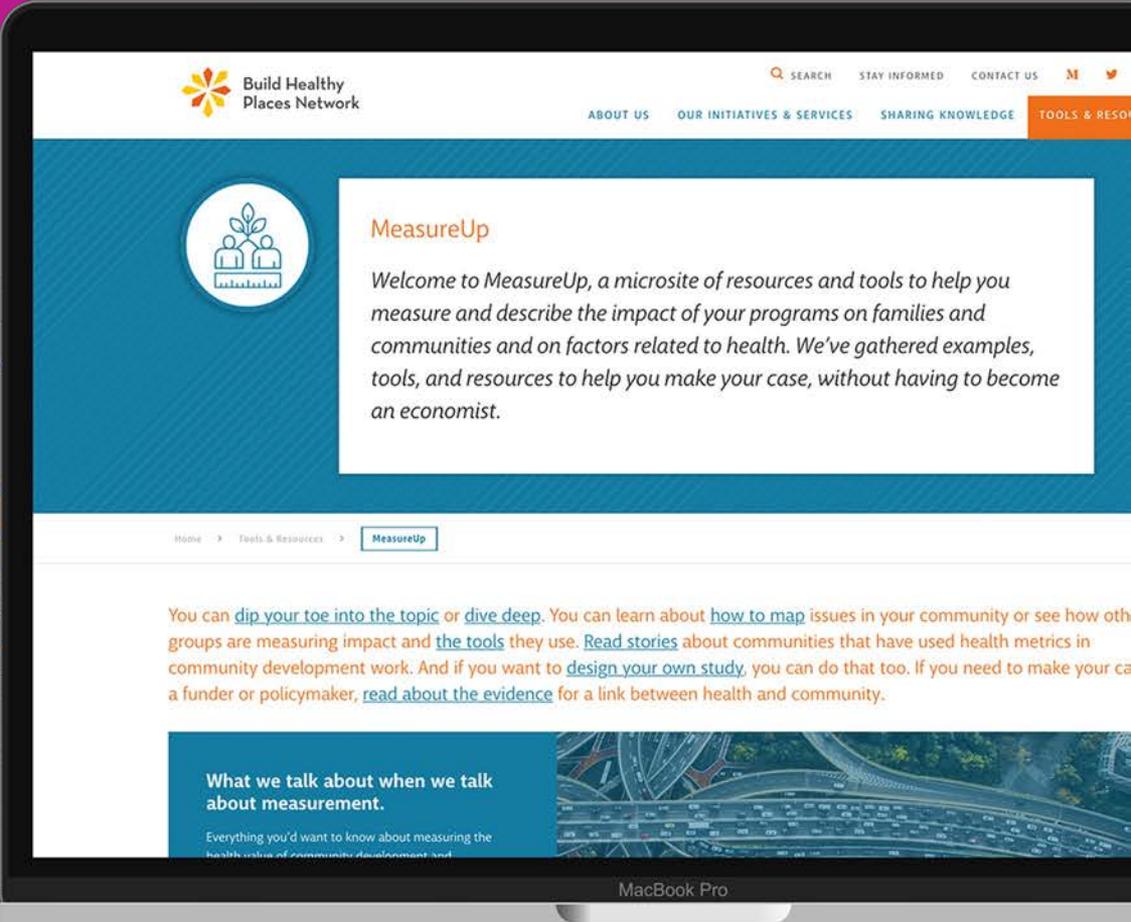
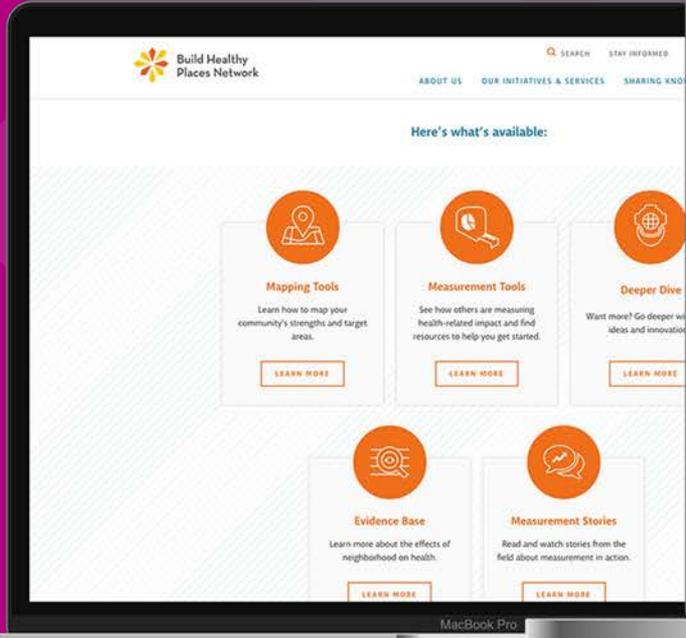
You can [dip your toe into the topic](#) or [dive deep](#). You can learn about [how to map](#) issues in your community or see how other groups are measuring impact and [the tools](#) they use. [Read stories](#) about communities that have used health metrics in community development work. And if you want to [design your own study](#), you can do that too. If you need to make your case as a funder or policymaker, [read about the evidence](#) for a link between health and community.

What we talk about when we talk about measurement.

Everything you'd want to know about measuring the health value of community development and...



# MeasureUp



## MeasureUp

Welcome to MeasureUp, a microsite of resources and tools to help you measure and describe the impact of your programs on families and communities and on factors related to health. We've gathered examples, tools, and resources to help you make your case, without having to become an economist.

Home > Tools & Resources > MeasureUp

You can [dip your toe into the topic](#) or [dive deep](#). You can learn about [how to map](#) issues in your community or see how other groups are measuring impact and [the tools](#) they use. [Read stories](#) about communities that have used health metrics in community development work. And if you want to [design your own study](#), you can do that too. If you need to make your case as a funder or policymaker, [read about the evidence](#) for a link between health and community.

What we talk about when we talk about measurement.

Everything you'd want to know about measuring the health value of community development and...

# Crosswalks



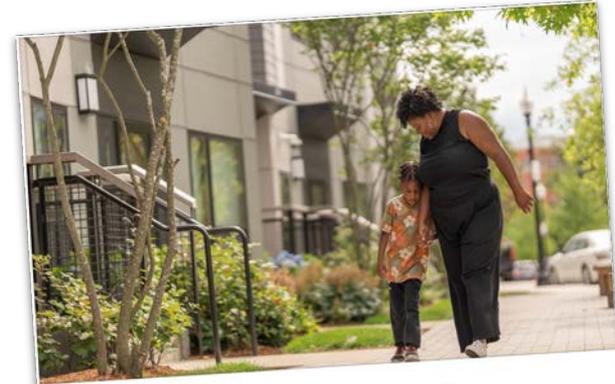
## **Finding Health in the Infrastructure Law: New Opportunities for Community Investments that Address...**

The Biden administration's "once-in-a-generation" push to revamp U.S. infrastructure keeps people's well-being at its heart.



## **The Power of Partnerships: Solving a Challenge for Healthcare**

As the affordable housing crisis escalates and labor markets get competitive, healthcare systems turn to multi-sector partnerships to build...

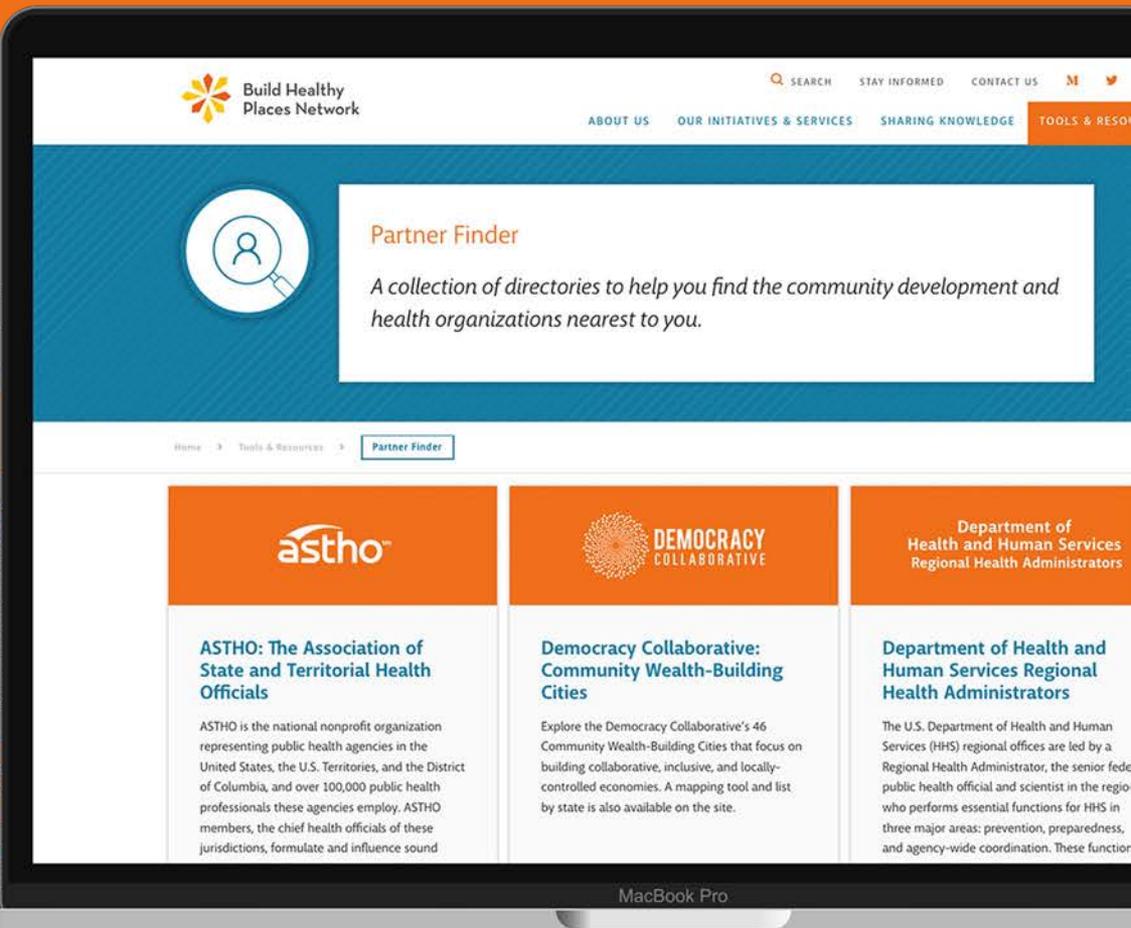
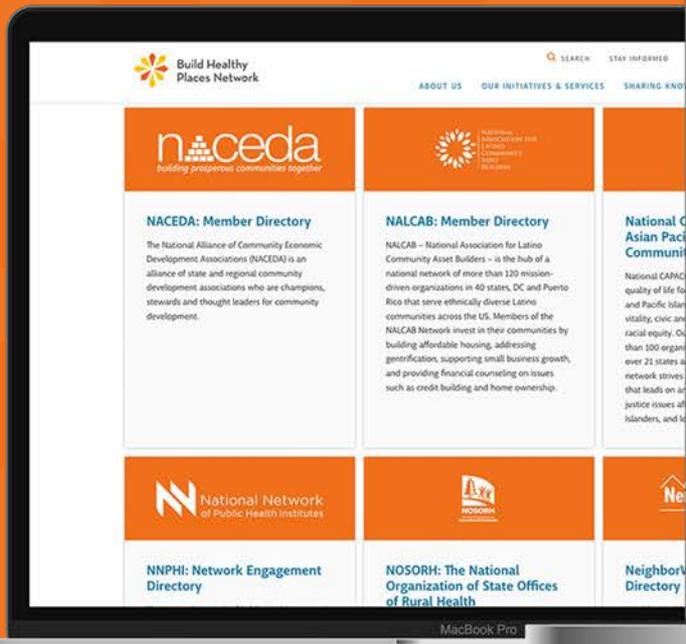


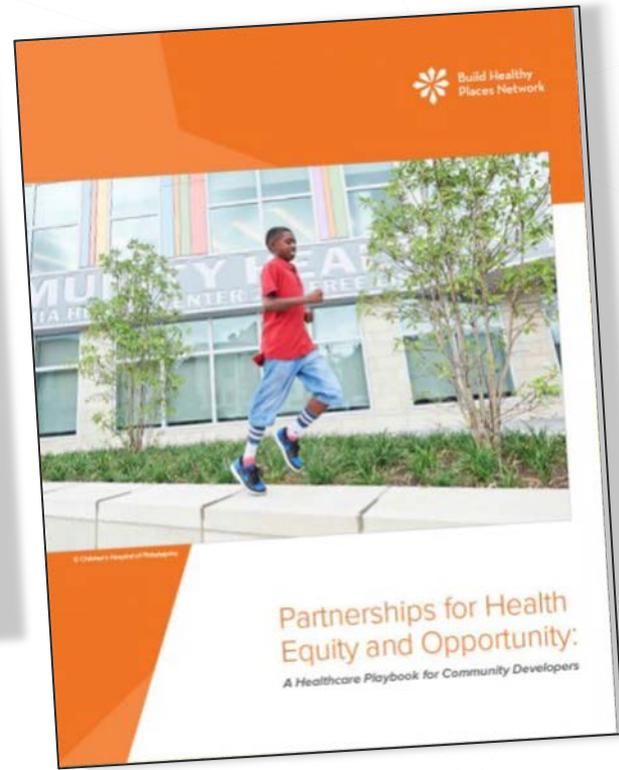
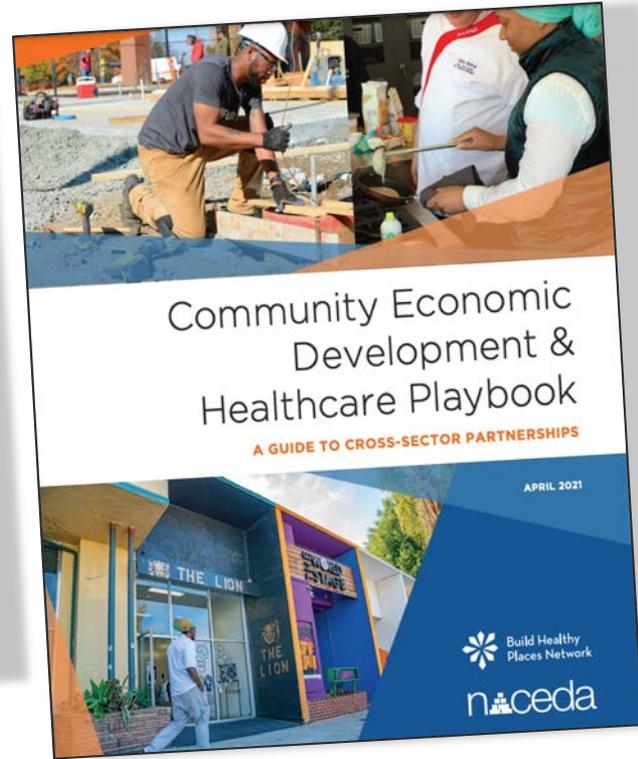
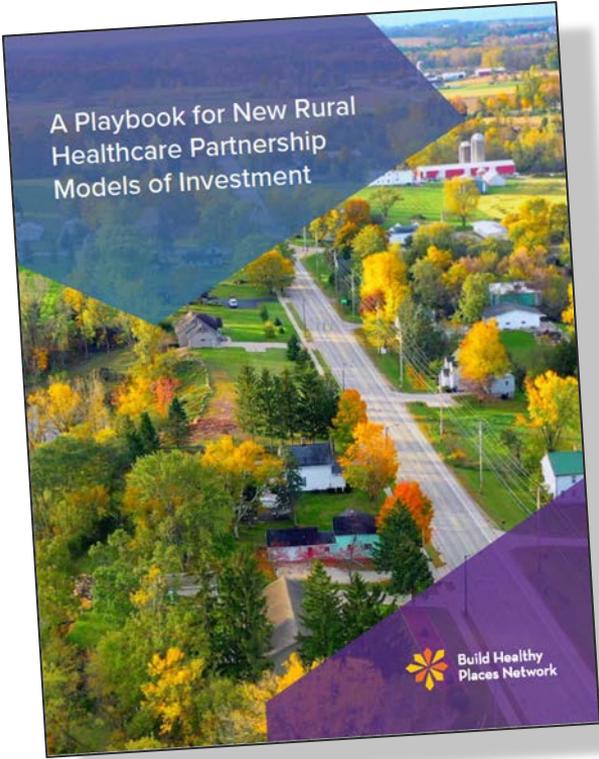
## **It's Not Just About the Buildings: How Community Development Organizations are Promoting Residents'...**

Around the country, housing and community development groups are increasingly stepping up to partner with residents to improve community...

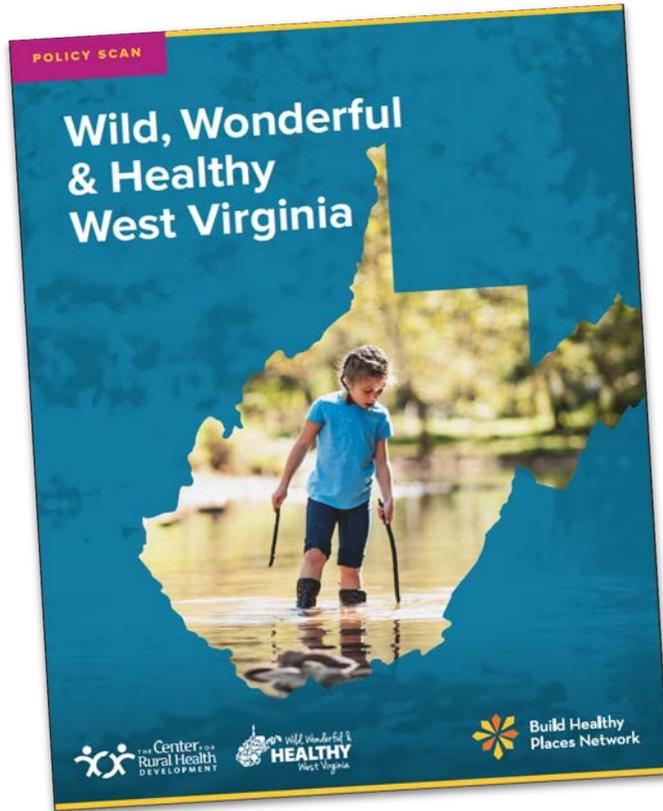


# Partner Finder





# Latest Policy Scan



# Q & A



# Thank you!

Stepha Dragoon  
Rural Population Health Program Manager  
[dragon@ohsu.edu](mailto:dragon@ohsu.edu)