

The Big Picture (Updated October 2015)

Team Name: King County PICH Place-Based Team

Location: King County, WA

Project Statement: To impact nutrition, physical activity and tobacco health inequities in the cities of Kent and SeaTac by supporting the development of collaboratives that engages residents most impacted by inequities.

Comment [BL1]: Update-October 2015--The PBT has decided in July to focus our efforts on only Kent for year one since most of our time and resources were going to Kent. The PBT will include the city of SeaTac in year two activities

Socio-Economic, Political and Cultural context

- Public Health Seattle & King County, The Healthy King County Coalition and Seattle Children's Hospital partnered on and received a \$9 million Partnership to Improve Community Health (PICH) CDC grant.
- Place-based team incorporating community engagement and coalition decision making
- The project builds on previous work/initiatives and lessons learned from these initiatives
- Seattle is working on the \$15/hour minimum wage
- There is political/cultural turmoil in King County over affordability of housing and displacement of long time residents

Rationale

- The two cities were selected using various criteria (data, readiness, assets, community engagement, commitment to health equity, etc.) rather than a competitive grant application process.
- The data in the two cities we are working with (SeaTac and Kent WA) highlights the inequities in obesity, diabetes, and smoking.
- Both cities have strong assets (i.e., strong & effective community based organizations, committed government, involved residents)
- Organizations were dealing with grant fatigue (there were lots of grant proposals released at the same time and many organizations had applied to many of them and had no more bandwidth to apply for this opportunity)

Stakeholders

- **KENT: Community Based Organizations:** Kent Collaborative Steering Committee-Mother Africa, Community Network Council, Coalition for refugees from Burma, YMCA, Open Doors for Multicultural Families, Kent Youth and Family Services; **School/Government:** Kent School District, Kent City Council, City of Kent; **Business:** Kona Kai Coffee; **Residents:** including people most impacted by HEAL inequities -youth, older adults, adults, people from different racial/ethnic/language background, etc.
- **SeaTac: Community Based Organizations:** YMCA, Global to Local; **School/Education:** Highline School District, Pinchot University-Bainbridge Graduate Institute, **Government:** City of SeaTac, King County Department of Health and Human Services; **Philanthropy:** Seattle Foundation; **Residents:** including people most impacted by HEAL inequities -youth, older adults, adults, people from different racial/ethnic/language background, etc.

Pathway to Change/Key Activities

- Development/support of leadership skills among residents
- Convening of a collaborative with a variety of stakeholders
- Supporting strong community engagement activities
- Providing resources for a lead agency to convene a collaborative
- Providing technical assistance related to HEAL and tobacco prevention

Leadership Learning Priorities

- Negotiating a win-win
- Facilitating community meetings effectively
- Articulating a clear vision
- Being transparent throughout the process

Outcomes and Indicators

Project year

Outcome A: By September 2015, a collaborative that includes all major stakeholders (listed above) and focuses on HEAL and/or Tobacco inequities will be developed.

Indicators: # of community engagement meetings, list of attendees, # of organizations focusing on HEAL and/or Tobacco, lead agency identified/selected working charter of collaborative,

Long-term (By October 2017)

Outcome A: by September 2017, residents of SeaTac and Kent most impacted by HEAL/Tobacco inequities have access to healthy affordable foods, opportunities for active living and tobacco free environments.

Indicators: strategies selected, action plan developed, strategies implemented, evaluation plan developed, communication plan developed, strategies evaluated, # of places to be physically active, the % of people with access to healthy affordable foods, # of tobacco free spaces.

Amendments from Customized Learning Plan completion

After completing, our learning plan on policy (Innovative Policies for Creating Healthy Places and the California Endowment Report) as well as Health Equity (Roots of Health Inequities, National Equity Atlas, and Community Engagement and Organizing), the PBT will provide a training on Policy, Systems and Environmental changes to the members of the steering committee. The steering committee members as well as many Kent residents have a great understanding of services and have difficulty developing strategies that are not focused on individuals. The readings helped us think of ways to better articulate how working on policy can have a larger impact in improving the health of all the Kent community and continue to work after funding has ended (sustainability). The National Equity Atlas provided our team with information on why it is imperative to work to eliminate disparities in the communities in which we are working. The demographics in these communities have dramatically changed (SeaTac percent white in 2000 62.58% to 45.94% in 2010-Kent percent white in 2000 73.96 to 55.5 in 2010). Not addressing equity in these communities would impact the opportunity for long term health and vitality for the entire community.

The PBT will incorporate the social determinants of health as well as well as root causes of health inequities in our discussion with Kent Collaborative members. The PBT will also highlight assets of the Kent community and continue to utilize an equity lens when identifying possible solutions. Lastly, the PBT will continue to emphasize the importance of authentic community engagement and make sure that all voices are being heard and those impacted by health inequities are true decision makers and are part of (or lead) the development, implementation and evaluation of strategies to improve their community.

Comment [BL2]: Added on 10/15/15