






# HOW TO: WEBINAR SERIES

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# The Root Cause Coalition's Webinar "How To" Series

## How To: Put Your CHNA Into Action by Making Upstream Investments in Health Equity

March 19, 2019, 10:30am PST/1:30pm EST



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Keck Medicine  
of **USC**

**USC** Verdugo  
Hills Hospital  
Keck Medicine of **USC**

# Agenda

- I. Introduction & Overview
- II. Keck Medicine of USC – Investing in Community Environmental Scans
- III. Community Environmental Scan Process & Highlights
- IV. How USC Verdugo Hills Hospital is using the Scan
- V. Questions from Audience



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# Introduction & Overview

- National Health Foundation
  - Mission and community engagement philosophy
  - Upstream solutions for addressing the social determinants of health
  - Participatory Action Research
  - NHF's history with BUILD Health LA
- *Upstream Investments for Health Equity* initiative
  - A series of community engagement efforts to understand local perceptions of barriers to healthy living and to provide recommendations on strategic investments to mitigate those concerns and improve health equity.
  - Enhancing CHNA's with community perspective and engagement
  - Local, upstream ideas for hospital investment



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# Keck Medicine of USC

- Overview of Keck Medicine of USC's Community Benefit & CHNAs
- Rationale for Supporting Community Environmental Scan
- Why it is important for Keck Hospitals to invest in community engagement



# NHF's Community Environmental Scan Process

- Four distinct components of the Scans
  1. **Secondary Data Collection & Literature Review**
  2. **Community Engagement (primary data collection)**
    - Community Canvassing – self-service survey at large community events
    - Focus Groups – groups of 10-15 community residents
    - Stakeholder Surveys – community, organizational and government leaders in the service area
  3. **Data analysis and comparison**
  4. **Recommendations**



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# USC Verdugo Hills Hospital

- Overview of USC Verdugo Hills Hospital Community Benefit
- Rationale for Supporting Community Environmental Scan
- Why it is important for USC Verdugo Hills Hospital to invest in this work
- How USC Verdugo Hills Hospital is using the Community Environmental Scan





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# QUESTIONS





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THANK YOU!

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# Questions?

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