The Root Cause Coalition’s Webinar “How To” Series
How To: Put Your CHNA Into Action by Making Upstream Investments in Health Equity
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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
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
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
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
THANK YOU!