

ElevatingHealth.net

Community Health Intelligence

The screenshot shows a web browser window with the URL <http://elevatinghealth.net.webexone.com/login.asp?loc=&link=>. The page title is "ElevatingHealth.net - Community Health Intelligence". The main content area includes a "Member Login" section with fields for "Login Name:" and "Password:", a "Log In" button, and links for "Forgot your password?" and "Login trouble?". Below this is a "Not a member?" section with a "Join Now" link. The main content area also features a large orange banner with the text "Community health is everyone's business." and a photograph of a group of people. Below the banner is a section titled "Get the data and know-how you need to improve the health of your community." with a detailed paragraph about community health improvement. At the bottom of the main content area is a "Join Us" button.

A Product of Community Health Solutions, Inc.

9603 Gayton Road Suite 201
Richmond, VA 23238
Voice 804.673.0166
Fax 804.673.2244
www.communityhealthsolutions.net
chs@communityhealthinfo.com

The Mission: Community Health Improvement

Community health is concerned with the health of populations – their health status, health behaviors, and health resources. Community health acknowledges that we each have our own personal health history and capacity for future health. But community health also recognizes that our personal health is influenced by our surrounding community - the air, water, terrain, food, safety, community services, educational opportunities, employment opportunities, recreational opportunities, and cultural forces which influence our health in countless ways. The healthier our community surroundings, the better chance we have to sustain good personal health.

Community health improvement is the practice of promoting better health for defined communities of people. Community health improvement is concerned with improving the health status of people by promoting healthier behaviors and healthier community environments. Community health improvement efforts can take place in communities large and small, wherever people live, learn, work, and play. Given the profound relationship between personal health status, individual health behavior, and community environments, community health improvement may be the most important tool we have for elevating the health of the nation.

There is no single sector which is completely responsible for community health improvement. The public health and health care sectors obviously play a vital role. But so do education, social services, parks & recreation, economic development, public safety, faith communities, media, transportation, housing, philanthropy, and employers of all types. When all of these sectors invest their distinctive assets in community health improvement, everyone benefits.

In just about every community there are people working to promote healthier behaviors, building stronger community services, and assuring the quality of the environment. They work in public health, health service delivery, education, journalism, economic development, parks & recreation, social services, public safety, all kinds of workplace settings, government, philanthropy, and beyond. There is an art and science to their work, and they need ways to gain and spread knowledge about their practice. If you are one of these people, or would like to be, ElevatingHealth.net was created for you.

The mission of ElevatingHealth.net is to equip people for excellence in community health improvement. We accomplish this mission by providing knowledge, data, training, and coaching for community health improvement. We deliver these services through a web-based platform which allows us to deliver extraordinary value for a low annual subscription price. We back our web-based content with email and telephone support aimed at helping Members develop and deliver community health improvement projects that make a difference.

The Challenge: Delivering Community Return on Investment

At any given time virtually every community has one or more community health improvement projects at work. Such projects may be directly focused on healthy lifestyle promotion, disease control, injury prevention, environmental quality, access to health care, health service capacity building, or health care quality improvement. Or, they may be more broadly focused on issues like education, economic development, housing, or public safety. Community health improvement projects may be launched by any number of people or organizations, and are often funded by business, government, or private philanthropy.

Every year as a nation we invest billions of dollars in these kinds of community health improvement projects. It is logical to ask: *Are we making a difference?* The answers range from 'Yes' to 'No' to 'Not quite sure.' The last two answers are becoming less acceptable as funders make difficult choices about where to allocate scarce resources. In many instances, worthwhile projects are closed or curtailed when the original stream of funding is depleted. Why does this happen?

Most projects fail to gain or sustain funding because they fail to demonstrate a real return on community investment. As a concept, *community return on investment* (CROI) means simply this: For every dollar invested in a project, there is a demonstrable return on that investment in terms of impact on community health and (in many cases) leveraging of community resources. Projects which have a demonstrable CROI still have no guarantee of sustained funding, but they have a fighting chance. Projects without a clear CROI are destined to struggle or close.

Creating a project with a demonstrable community return on investment takes a certain strategic intelligence. It is not enough to get the project started and worry about CROI later. If CROI is the goal, it must be the driving strategic value from the planning stage through design, resource development, execution, and evaluation. It is this overarching strategic intelligence which is missing from so many worthwhile projects which fail to gain or sustain funding.

The Response: Ten Key Competencies

Through our work with hundreds of community health improvement initiatives we have identified ten key competencies which dramatically improve the potential for success in any community health improvement project. Projects that have these competencies are distinguished by their ability to design and deliver projects that have a demonstrable community return on investment. Projects that lack these same competencies tend to struggle. It is rare for any individual to have all ten competencies; the idea is to make sure these competencies are present on the project team. The ten key competencies are:

1. **Entrepreneurship.** The ability to apply entrepreneurial principles to the creation or enhancement of community health improvement projects.
2. **Investment Thinking.** The ability to conceptualize a community health improvement project in terms of return on investment to the community and any partners or funders.
3. **Coalition Building.** The ability to convene key leaders for the purpose of mobilizing community resources for health improvement.
4. **Collaboration.** The ability to create collaborative relationships which deliver real value to all partners.
5. **Project Leadership.** The ability to provide daily project leadership with a focus on community return on investment.
6. **Strategic Planning.** The ability to translate an idea into a practical blueprint in terms of mission, vision, values, goals, action steps, and community return on investment.
7. **Community Assessment.** The ability to identify community needs and use that information to guide strategy.
8. **Evidence-based Design.** The ability to design a project operating plan which reflects what we know about what works in a particular field of health improvement.
9. **Strategic Evaluation.** The ability to evaluate a project in ways that answer key strategic questions about community return on investment.
10. **Proposal Development.** The ability to develop funding proposals which directly address community return on investment

The Platform: ElevatingHealth.net

ElevatingHealth.net is designed to teach and support the ten key competencies for community health improvement. Through a blended support model of web-based content and email and telephone support, we provide knowledge, data, training, and coaching for community health improvement.

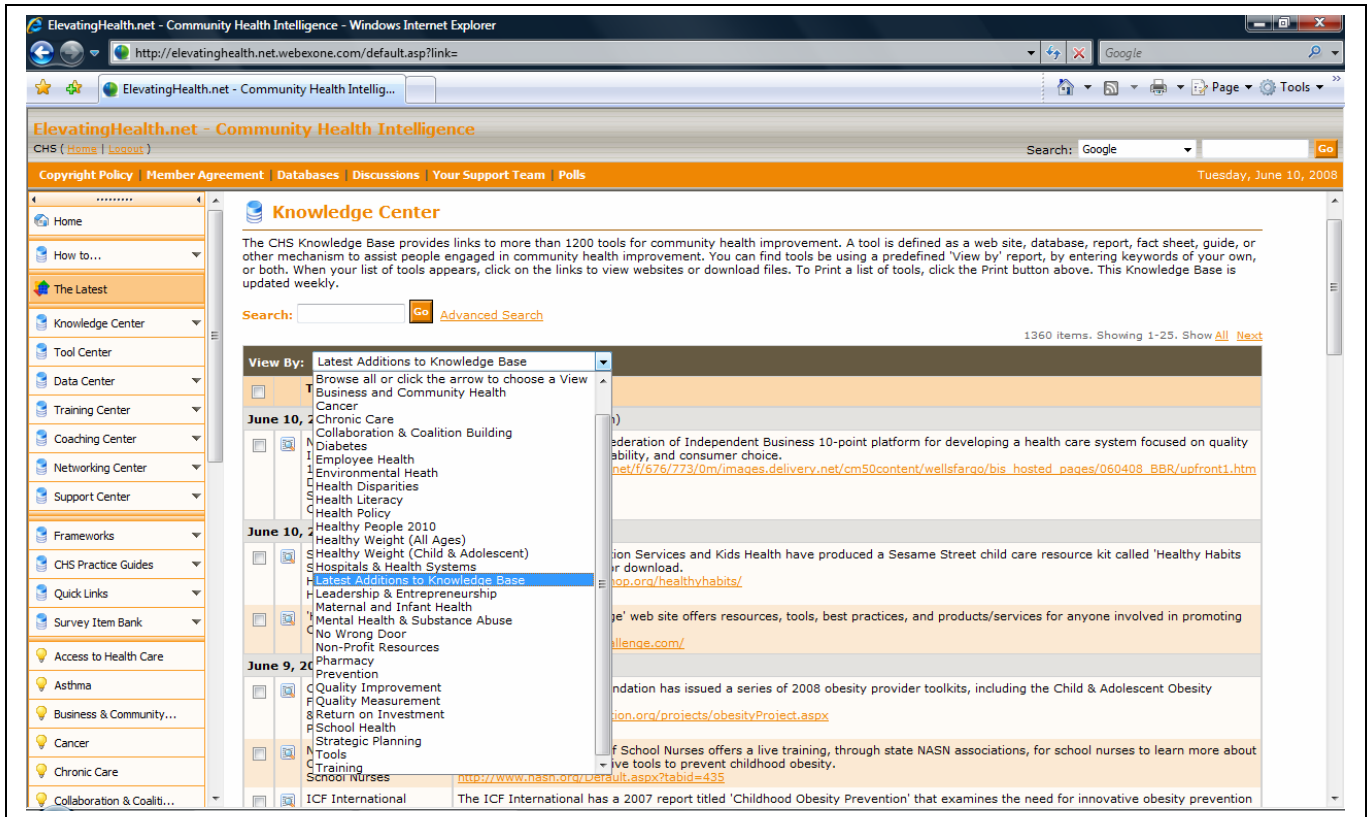
At ElevatingHealth.net our content is dynamic. Our Members drive the content with their questions and support requests. We are always conducting new knowledge searches, developing new data sets, producing new training resources, and responding to new coaching requests. As a result, ElevatingHealth.net delivers new Member-driven content every week, sometimes every day. So you can be assured that the value of your investment in ElevatingHealth.net will appreciate over time.

The ElevatingHealth.net Support Matrix

Ten Key Competencies for Community Health Improvement	Knowledge	Data	Training	Coaching
1. Entrepreneurship	✓		✓	✓
2. Investment Thinking	✓		✓	✓
3. Coalition Building	✓		✓	✓
4. Collaboration	✓		✓	✓
5. Project Leadership	✓		✓	✓
6. Strategic Planning	✓	✓	✓	✓
7. Community Assessment	✓	✓	✓	✓
8. Evidence-based Design	✓	✓	✓	✓
9. Strategic Evaluation	✓	✓	✓	✓
10. Proposal Development	✓		✓	✓

The Knowledge Center

The CHS Knowledge Base provides links to more than 1,300 knowledge resources (articles, tools, databases) on promising practices in community health improvement. As a Member of ElevatingHealth.net you can search the CHS Knowledge Base at any time. You can also request a promising practice search if you cannot find what you need within ElevatingHealth.net.



The Data Center

ElevatingHealth.net provides links to a wide range of national and state-level data sets. In addition, ElevatingHealth.net Members have access products from the **CHS Data Engine**. The CHS Data Engine produces actual estimates of population health risk at the national and state level, and synthetic estimates at the city, county, zip code, and census tract level. We explain our synthetic estimation methods so you know the strengths and weaknesses of your data set. We do not claim that our synthetic estimates are as accurate as original survey data or health record data. Our synthetic estimates are intended for planning purposes only. They are also ready within just a few days, and of course they cost considerably less than the tens or hundreds of thousands of dollars you would have to pay for original data collection.

The screenshot shows the ElevatingHealth.net website interface. At the top, there is a navigation bar with links for Administration, Members, Copyright Policy, Member Agreement, Databases, Signup Tracker, Discussions, Your Support Team, and Polls. The date is Tuesday, June 10, 2008. Below the navigation bar is a search bar and a toolbar with icons for New, Views, Send Link, Save Link, Reports, Print, Import, Export, and Manage. The main content area is titled "Data Center" and includes a search bar and a "Go" button. Below this is a table with 20 items, showing a list of data sources from the CHS Data Engine. The table has columns for Data Source, Description, NOTES, and Link.

<input type="checkbox"/>	Data Source	Description	NOTES:	Link
<input type="checkbox"/>	Adult Risk Data Set	Estimates of adult health risk based on the Demographic Data Set and the Behavioral Risk Factor Surveillance Survey. Available at the national, state, city, county, zip, and census tract level.	Synthetic estimates produced by CHS. Request through Support Center.	
<input type="checkbox"/>	Demographic Data Set	Demographic estimates from multiple sources at the national, state, city, county, zip, and census tract level.	Request through Support Center	
<input type="checkbox"/>	Men's Risk Data Set	Estimates of men's health risk based on the Demographic Data Set and the Behavioral Risk Factor Surveillance Survey. Available at the national, state, city, county, zip, and census tract level.	Synthetic estimates produced by CHS. Request through Support Center.	
<input type="checkbox"/>	Senior Risk Data Set	Estimates of senior citizen health risk based on the Demographic Data Set and the Behavioral Risk Factor Surveillance Survey. Available at the national, state, city, county, zip, and census tract level.	Synthetic estimates produced by CHS. Request through Support Center.	
<input type="checkbox"/>	Uninsured Data Set	Uninsured estimates based on the Demographic Data Set and other data sets at the national, state, city, county, zip, and census tract level.	Synthetic estimates produced by CHS. Request through Support Center.	
<input type="checkbox"/>	Women's Risk Data Set	Estimates of women's health risk based on the	Synthetic estimates produced by CHS. Request	

The Training Center

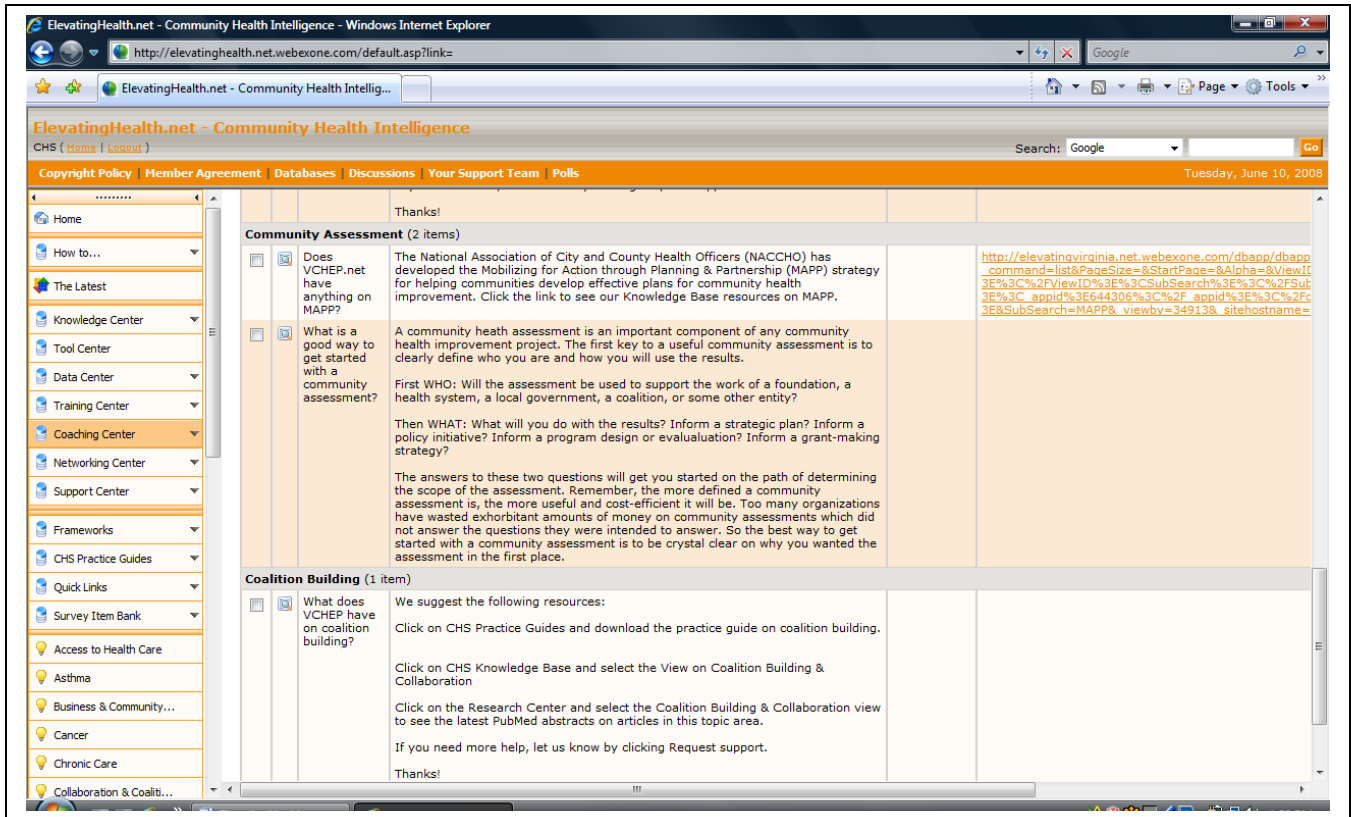
ElevatingHealth.net Members gain access to dozens of training resources from Community Health Solutions and other leaders in the field. Community Health Solutions provides a continuing series of telephone webinars which you and your team can participate in from your own office setting. In addition, we provide links to many other training resources which are available online. You can use all of these resources as 'travel-free' professional development for your entire staff.

The screenshot shows the ElevatingHealth.net website in a Windows Internet Explorer browser. The page title is "ElevatingHealth.net - Community Health Intelligence". The navigation menu includes links for Home, Logout, Copyright Policy, Member Agreement, Databases, Discussions, Your Support Team, and Polls. The main content area is titled "Training Center" and contains a search bar and a list of 15 live webinars. The webinars are presented in a table with columns for Title, Summary, and Details.

View By:	Title	Summary	Details
Format & Topic			
Live Webinar (15 items)			
<input type="checkbox"/>	Making the Business Case for Community Health Improvement	Teaches how to collaborate with the business community to identify a legitimate value proposition for business involvement in community health improvement.	Live Webinar from Community Health Solutions. Scheduled as needed to meet demand.
<input type="checkbox"/>	The Chronic Care Model in Safety Net Health Care	Teaches how to use the Chronic Care Model as a framework for improving safety net health care for people with chronic illness.	Live Webinar from Community Health Solutions. Scheduled as needed to meet demand.
<input type="checkbox"/>	Cultivating Community Coalitions	Teaches a process map for developing community coalitions from conception through implementation.	Live Webinar from Community Health Solutions, scheduled according to demand.
<input type="checkbox"/>	Getting to One	Teaches techniques for getting to a shared value proposition when attempting to build community partnerships for community health improvement.	Live Webinar from Community Health Solutions, scheduled as needed.
<input type="checkbox"/>	Practical Coalition Building	Teaches how to cultivate a leadership coalition by creating and sustaining a clear value proposition for each member.	Live Webinar from Community Health Solutions. Scheduled as needed to meet demand.
<input type="checkbox"/>	Practical Collaboration	Teaches strategies and tactics for creating collaborations that work for the collaborators and the service population.	Live Webinar from Community Health Solutions, scheduled according to demand.
<input type="checkbox"/>	Practical Entrepreneurship	Teaches principles of entrepreneurship as applied to development of community health initiatives.	Live Webinar from Community Health Solutions. Scheduled as needed to meet demand.
<input type="checkbox"/>	Practical Leadership	Teaches principles of practical organizational leadership based on the Practical Leadership Model.	Live Webinar from Community Health Solutions. Scheduled as needed to meet demand.
<input type="checkbox"/>	Practical Community...	Teaches how to use existing Virginia databases to develop quick and affordable community health assessments.	Live Webinar from Community Health Solutions. Scheduled as needed to meet demand.

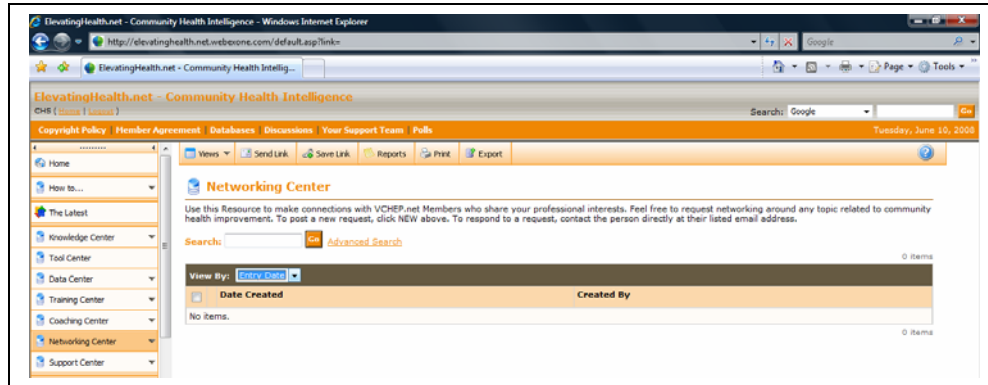
The Coaching Center

Community Health Solutions offers email and telephone coaching to all ElevatingHealth.net Members. Over the past ten years we have trained, coached, consulted with more than 500 organizations engaged in community health improvement. We bring this experience to bear as we coach our clients through each phase of their project development.



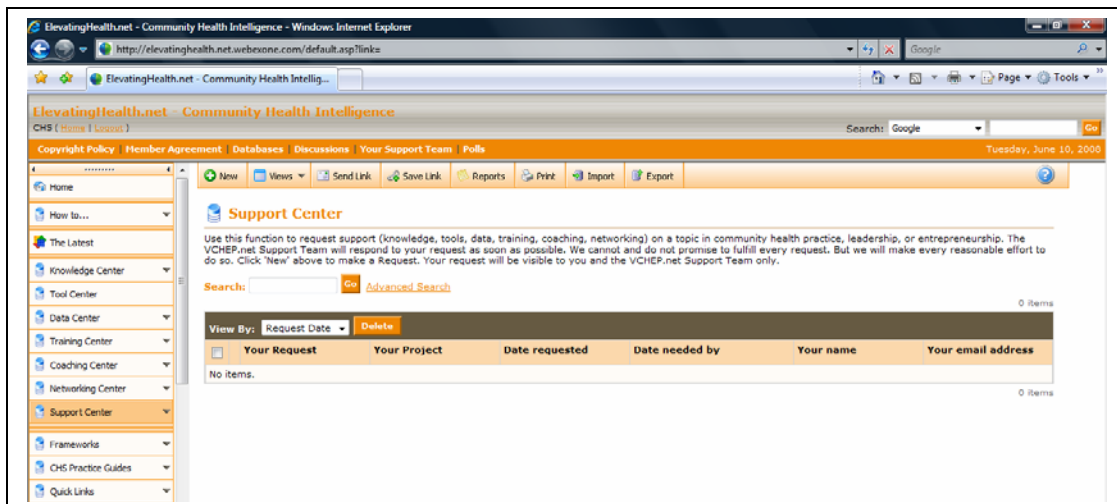
The Networking Center

The right contacts can mean the difference between success and failure. If you would like to network your way to people with similar interests or particular areas of expertise, let us know, and we will do our best to get you connected to other Members and experts in your field of interest.



The Support Center

If you cannot find what you need online at ElevatingHealth.net, simply click on the Support Center and submit a request for custom support. We will do our best to produce the promising practice research, data, training, or coaching you need to achieve your goals.



An Invitation

We invite anyone with a commitment to community health improvement to join ElevatingHealth.net, including individuals from:

- ✓ Associations
- ✓ Business Organizations
- ✓ Economic Development
- ✓ Education
- ✓ Health Care
- ✓ Housing
- ✓ Human Services
- ✓ Media
- ✓ Parks & Recreation
- ✓ Philanthropy
- ✓ Public Health
- ✓ Public Safety
- ✓ Workplace Health
- ✓ ...and beyond.

Membership in ElevatingHealth.net is available on an individual subscription basis. A twelve-month subscription to ElevatingHealth.net costs \$1,188.00, or an average of \$99 per month. The subscription fee buys the Member unlimited access to the ElevatingHealth.net website plus training and custom research, data, and coaching. We encourage foundations, health systems, and other organizations to sponsor memberships for community organizations they support.

About Community Health Solutions

At Community Health Solutions our mission is elevate community health by equipping people for excellence in community health improvement. Over the past ten years we have trained or consulted with more than 500 organizations in various aspects of community health leadership, strategy, and project execution. Our core staff offers more than 80 years of experience in various aspects of community health improvement in the United States and abroad. Our affiliates offer a wide range of additional expertise which we bring to our clients as needed.

Community Health Solutions has been a pioneer in bringing cutting edge collaborative learning and web-based performance support to the field of community health improvement. Our web-based platforms allow us to realize extraordinary economies which we pass on to our clients – including many with budgets too small to afford traditional training, consulting, and coaching.

Contact:

Stephen Horan, PhD
 Community Health Solutions
 9603 Gayton Road Suite 201
 Richmond, VA 23238
 Voice: 804.673.0166
 Fax: 804.673.2244
chs@communityhealthinfo.com