



Together! Healthy Knox Combined Annual Report: 2012 & 2013

March 6, 2014

Introduction

Together! Healthy Knox (T!HK) is the name of Knox County, Tennessee's community health planning and implementation process. Members from over 60 community agencies and organizations have been involved since the Knox County Health Department convened the effort in 2009, including many partners not traditionally associated with public health initiatives. T!HK's goal is to produce systems-based public health improvements over the long term that can be tracked by changes in assessment data.

Activities

Over the course of 2012 and 2013, Together! Healthy Knox has

- Drafted an action plan to address three strategic issues:
 - How can we achieve equitable health outcomes for all community members?
 - How can we create a sustainable network of partnerships that effectively contributes to improved community health?
 - How can we position health as a consideration in community policy and planning decisions?
- Begun to implement plans (details on pages 2 and 3 of this report);
- Been the driving force behind the creation of the Community Health Council serving Knox County, the City of Knoxville, and the Town of Farragut;
- Helped forge partnerships between the Knox County Health Department and local non-profit hospital systems to share community health data and align their community health improvement plans; and,
- Provided United Way of Greater Knoxville a new framework for health improvement grants.



T!HK Leadership Team members Grant Rosenberg, Caroline Hansen, and facilitator Lesley Guyot work to identify strategic issues for health improvement.

Vision

Building a diverse, vibrant community that nurtures good health and quality of life

Mission

A community approach to better health

Background

Each full cycle of planning and implementation under T!HK takes four to five years and includes:

- Data collection (assessments)
- Identifying strategic issues
- Formulating goals and strategies
- Convening action teams to implement change

T!HK is in the final stages of its first cycle, and a second cycle of assessment and planning begins in January 2014.

T!HK is an initiative of the Community Health Council, an organization that brings together the City of Knoxville, Knox County, and the Town of Farragut to support a healthy community. The Knox County Health Department provides staff support in the form of an initiative coordinator, action team facilitators,

and membership on committees.

T!HK's goals & accomplishments

Equity

How can we achieve equitable health outcomes for all community members?

The Equity Action Team's goals are 1) to increase awareness of how inequity affects health and 2) to engage neighborhoods to improve health and address health inequity.

Team members collaborated with the University of Tennessee Department of Public Health and College of Nursing, Plan East Tennessee, and the Knox County Health Department to plan East Tennessee's first summit on health equity—"Equity in East Tennessee: Why Health Equity Matters"—which took place November 8, 2013. A follow-up series of equity forums is planned for 2014 and 2015.

The Team is also working on developing strategies to encourage informed community discussion of inequity's effects on health, and a curriculum to educate residents and decision-makers about health equity on a local level.

The Team is partnering with the Knox County Health Department for a series of focus groups to gather input from community residents on their perceptions of health inequity. The results of these focus groups will inform the outreach and education efforts mentioned above.



Equity Summit panel presenters (from left) Nina Gregg (Communication Resources), Emily Saunders (Plan East Tennessee and City of Knoxville), Dr. Regina Washington (South College), and Dr. Carole Myers (University of Tennessee).

Partnerships

How can we create a sustainable network of partnerships that effectively contributes to improved community health?

The Partnerships Action Team's goal is to strengthen partnerships in the local public health system to educate and empower residents to improve their health.

The Team is working with the East Tennessee 2-1-1 Advisory Board, United Way, and the Community Action Committee to move to a contact center model that will offer Knox County residents social service information and referrals via phone, email, text, or online chat.

The Team will also play a key role in the launch of the proposed improved 2-1-1 contact center, helping plan both a kickoff event and opportunities for local social service agencies to network and collaborate more effectively.

Policy

How can we position health as a consideration in community policy and planning decisions?



Six of the stars of the *Eat Play Live* video at the public premier on September 24, 2013 at the Bijou Theater.

The Policy Action Team’s goal is to advocate for healthy living policy changes on a local level. In 2011 the YMCA of East Tennessee was awarded a grant, Pioneering Healthier Communities, that helped create *Eat Play Live: A Kid’s Eye View*, a short video featuring local 4th- and 5th-graders talking about healthy changes they’d like to see in their own neighborhoods. As part of the Policy Action Team’s work, this video has been presented to the Metropolitan Planning Commission and will be presented to additional



groups to facilitate conversations about healthy policy changes.

The Policy Action Team’s work with Pioneering Healthier Communities and the YMCA of East Tennessee also led to the establishment of the Community Health Council serving Knox County, the City of Knoxville, and the Town of Farragut, the body that now oversees T!HK.

The Team has also created an email policy alert system to let Team members and Community Health Council members know about decision points affecting ‘complete streets’ issues on local, regional and state levels. Complete streets are streets that are designed to offer safe access to all users: those driving cars, riding bikes, using transit, and on foot. The Team is also partnering with Bike Walk Knoxville, a local advocacy group that focuses on bicycle and pedestrian accommodation, to support a complete streets ordinance in the City of Knoxville.

The MAPP model

Together! Healthy Knox follows the MAPP model (Mobilizing for Action through Planning and Partnerships), which was created by the Centers for Disease Control and Prevention (CDC) and the National Association of County and City Health Officials (NACCHO). MAPP offers a framework for community-led strategic planning and implementation for health improvement, and is used by dozens of communities across the United States. Our own MAPP process in Knox County is a recognized model for other municipalities: our work has been featured at national MAPP trainings and conferences twice in 2012 and 2013.

