

HCCC HIGHLIGHTS

JULY – DEC 2020

REPORT 1 OF 4



About the Challenge



The Healthiest Cities and Counties Challenge is a multisector grant initiative funded by the Aetna Foundation and led in partnership with the American Public Health Association, the National Association of Counties, and Healthy Places by Design.

This project was developed to support 20 communities across 11 states address local health challenges by accelerating systems-level approaches to improve community health. These communities, which include 10 cities and 10 counties, will receive grant funds and technical assistance over two years (July 2020 through September 2022) to improve access to foods that support healthy eating patterns and access to health services.

To highlight the accomplishments of our grant recipients, we will be developing a four-part series of reports throughout the next two years. This initial report serves to showcase some of the key milestones achieved and lessons learned by our communities during the first six months of the Challenge.

Implementation Update

Key milestones and lessons learned



Communities are actively adjusting and restructuring their budgets and Challenge plans in response to shifts in the local context and available resources -- made feasible by flexibility of the grant.

18 communities reported reaching key milestones related to food access

18 communities reached an important milestone related to multi-sector partnership

14 communities made progress in the area of community engagement

6 communities shared progress toward greater health equity

4 communities made strides related to health services



Listen to different points of view.

Even when facing barriers/lack of momentum in one area, there are always opportunities to advance the work.

Community Change

Key Milestones and Success Stories



13 communities reported on changes in policies/practices
Changes to policy and practice are often accompanied by changes in relationships/power dynamics and resource flows.

“

Previous to the Healthy Chula Vista Challenge Project, Resident Leaders who have participated in San Diego based Resident Leadership Academies have not received a stipend and have instead volunteered their time...[Providing stipends are] perceived as a **positive practice change** by community partners and community members alike.

- *Chula Vista*

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“

[We] led an introductory call in order to communicate across parties and address CHW workforce and policy issues... These conversations are significant because they **promote cooperation** and **collaboration** amongst local, statewide, and national CHW efforts to **impact policy change at a systems level**.

- *Cambria County*

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Community Change

Key Milestones and Success Stories



13 communities reported on changes in resource flows
Changes in resource flows, specifically the exchange of information, often shift along with relationships and power dynamics.

“

Information sharing has allowed staff members and leaders who are not directly involved in the project to **learn more about food systems and policies and the goals of the project.**

- Rochester ”

“

What has been reinforced for us is how important it is to manage data and information resources efficiently. When working across sectors, **it's critical for us to know the role that our partners need us to fill**, and what kind of metaphorical bandwidth they have for project management and data management.

- Greenbier County ”

Community Change

Key Milestones and Success Stories



18 communities reported on changes in relationships, connections and power dynamics

Changes in relationships, connections and power dynamics are associated with both multi-sector partnership and community engagement.

“

Communication has improved [and] partners, residents, [and] staff [are] feeling more comfortable in expressing their opinions, ideas, advocating for change. This change is significant because the **residents are now voicing their needs and are part of the change process**. By working together, we are coming up with solutions that are specific to their needs.

- *Kerrville* ”

“

We proved we could do hard things under duress...This is significant because we proved **we can mobilize as a collaborative quickly and respond to immediate needs** while continuing to **focus on systemic changes**.

- *Wilkes County* ”

Community Change

Key Milestones and Success Stories



7 communities reported on changes in mental models

Changes to mental models are mostly aspirational at this stage, but establish a vision for the future.

“

It is clear to our Challenge Team that we must capture community learnings from these changes **to challenge assumptions about what is possible in our food system** as we define what systems change might look like in our community.

- *Tompkins County* ”

Food Access

Common Measures



457 community convenings attended by 1,036 individuals



800,000 individuals reached with public communications that promote advocacy, transparency, awareness or knowledge of the food system

300,000 individuals received foods that support healthy eating patterns within Challenge communities



45 new food access points were introduced in **six** communities

Health Services

Common Measures



78 community convenings attended by **145** individuals



100 individuals received health services or health education and support



600 individuals reached with public communications that promote advocacy, transparency, awareness or knowledge of the food system



3 new health service access points were introduced in **two** communities

Food Access and Health Services

Common Measures



26 policies or procedures were adopted or modified to promote access to foods that support healthy eating patterns and access to health services



500 partner organizations were convened or engaged by project leads

Other Themes:

- Peer learning and coaching has been influential in project development and implementation.
- Communities are convening virtually and using social media platforms in many different ways.





The Healthiest Cities & Counties Challenge is funded by the Aetna Foundation, an independent, charitable, philanthropic affiliate of CVS Health

