



Community Partnerships Module 4.2 Transcript

Slide 1

Welcome to the second Module of the Community Partnerships Development Cycle Step: Identifying Community Partnerships.

Slide 2

In this module, we will be wrapping up the Community Partnerships cycle step by introducing the tool and additional resources you will use to identify community partners.

Slide 3

In this module, we will cover how to use the Community Scan tool to identify community partners for your worksite wellness goals.

By the end of this module, you will:

- Learn about existing resources in Massachusetts that can support your worksite wellness goals
- Understand the tool used in surveying your community for wellness partners; and
- Identify the steps the Wellness Champion and Committee will take in conducting the Community Scan.

Slide 4

After discussing the importance and value that community partners have on your community and your organization, let's discuss existing networks in Massachusetts that your organization can tap into to support your initiative's wellness goals and objectives.

Slide 5

Here are some useful resources that your organization can use when implementing your wellness initiative. In the Resources tab you will find links to all of these beneficial resources & organizations.

The Healthy Workplaces Toolbox is a comprehensive, searchable database of existing resources in Massachusetts and beyond that can be helpful to your organization.

The Worksite Wellness Council of Massachusetts hosts statewide events and is a great resource for organizations implementing worksite wellness initiatives. Your organization may want to join as a member of the council to receive further benefits.

Mass in Motion is a program of the Massachusetts Department of Public Health working to promote healthy communities. Your organization can connect to your local Mass in Motion initiative to support your program goals. There are 60 Mass in Motion communities. Look on their websites to see if your city or town belongs to this movement.

Finally, the Community Health Training Institute funded by the Department of Public Health and managed by Health Resources in Action, provides targeted skills development to individuals and teams working to build healthy communities in Massachusetts.

Slide 6

Now that you have a sense of a few existing networks working toward healthier communities where people live, work, and play in Massachusetts, we will discuss the tool used to identify potential partners.

The Community Scan Tool will help your organization find out who in your community may support your goals and objectives. The Community Scan Tool gives your Committee a roadmap into how to look at your organization's community in a new way – to benefit the wellness of your employees and the wellness of your community.

Slide 7

The Community Scan Tool helps your organization identify resources within your community to form lasting partnerships that will enhance your worksite wellness initiative, ensure its sustainability, and strengthen the community as a whole.

Take a moment to download the Community Scan tool from the Resources tab to review the format.

Slide 8

The Community Scan is broken up into three buckets of the types of partners your organization can use in supporting your different types of interventions. The Appendix of the Community Scan tool provides examples of these different categories.

- **Individuals** can be city officials, health specialists, or other leaders in your community that could provide you with specific support due to their expertise related to your interventions.
- **Organizations and institutions** can provide a specific service or support for your Working on Wellness initiative. For example, many community centers offer adult sports league programs that your company may be able to join to start a team. Additionally, your health department can be an ally in discussions with your landlord about following codes for tobacco use around the workspace.
- **Physical resources** are the existing physical spaces, like parks or trails, that may be handy to identify should your organization form walking clubs.

Many of the partners you identify may be repeated throughout your different interventions. For example, a Community Health Center may offer your organization free meeting space for a nutrition consultation, which would be under Behavior Change, but could also provide materials about the importance of regular blood pressure screenings to post in your worksite, which would be an Awareness and Education intervention.

Slide 9

This section of the Community Scan directs how the partner identified can support your organization's wellness initiative goals and objectives outlined in your Worksite Wellness Action Plan.

First, the tool has a space for your committee to decide which goal and objective is being prioritized. Here you will copy from the Worksite Wellness Action Plan document the specific goal and objective statement. Next, you will decide the role or support the partner will provide your organization to reach the goal. Finally, you will identify what type of intervention is being addressed by this specific community partner.

Returning to the example in previous slides, the Community Health Center is offering space for a nutrition seminar, which would address the goal of increasing healthy eating habits among staff – a behavior change program. The Center is also supplying your organization with blood pressure screening materials, which would address the goal of having staff recognize the importance of blood pressure screenings and where to get screened – an awareness & education program.

Slide 10

Let's now discuss how to be successful in identifying partners by reviewing the steps needed to complete the Community Scan Tool.

Slide 11

Prior to completing the Community Scan, you should have already completed the Worksite Wellness Action Plan Planning section.

In order to get the best results from your Community Scan, you will want to involve your committee and other people in your organization who may have connections to the community already. Who should be involved?

- The Wellness Champion, Wellness Committee, and key personnel within the organization
- Schedule a meeting with your Wellness Committee to review the Community Scan tool and decide how to split up the work.
- Brainstorm existing partnerships and other, perhaps unlikely, entities in your community that you could reach out to. This will get your committee members thinking about potential partners.
- Review the goals and objectives in your Worksite Wellness Action Plan to understand the areas where you need external partner support.
- Break up the tool into sections and assign them to different members of the committee to complete.
- Create a timeline for completing the community scan.

Slide 12

Now, let's look at XYZ Inc.'s process in completing the Community Scan.

From the resources tab, download the XYZ Inc. Community Scan.

When brainstorming in their committee meeting, members reviewed their strategic plan and looked at areas where they could use support from the community. One community partnership they discussed was with Worcester's Mass in Motion program to get walking maps for employees to be aware of possible walking routes to and from work. This addresses their priority of increasing physical activity among XYZ staff.

Review on your own other partners they found that will support their goals and objectives outlined in the Planning Cycle Step.

Slide 13

In this module you learned:

- Various existing resources in Massachusetts that can support your worksite wellness goals;
- How to use the Community Scan tool to survey your community for wellness partners; and
- The steps the Wellness Champion and Committee will take in conducting the Community Scan

Slide 14

Your next steps will be to meet with your Wellness Committee to create a plan to finish the Community Scan tool and input the information gathered from your Community Scan into the Employer / Community Partnerships section of the Worksite Wellness Action Plan.

Be sure to download the Key Takeaways and Action Item Checklist document from the Resources tab.

References from this module can also be found in the Resources tab.

Slide 15

Congratulations! This concludes the Community Partnerships Cycle Step.

Next up is Implementation, see you there!

Now you'll complete a short quiz. Click the Community Partnerships quiz link below to start.