Four-Step Path to Community Development-Healthcare Partnership™

Credit: Bayou District Foundation, Columbia Parc in New Orleans, LA

Charting a course toward new partnerships with the sprawling healthcare sector requires time. Our guide, "A Healthcare Playbook for Community Developers," can help provide clarity and put you on the path to new partnerships. As one community development practitioner interviewed for our playbook noted, "It can take a year to get a meeting with the right person, and even more years to create a common foundation for action."

These steps provide key questions and resources for navigating the complex healthcare ecosystem and build a foundation for addressing health at a more comprehensive scale. No matter where you are in the process, our checklist will help you assess your existing or emerging partnership or create a roadmap for embarking on an entirely new collaboration.

STEPS	KEY QUESTIONS	RESOURCES *(see page 24 for links)*
STEP 1: ASSESS		
Assess your organizational capacity	• Does your community development organization have leadership buy-in and capacity to address the social determinants of health more intentionally? • Do you have time and resources to do so for the long-term?	• BHPN: MeasureUp • Health Research & Educational Trust: A Playbook for Fostering Hospital-Community Partnerships to Build a Culture of Health • Metrics for Healthy Communities • Nonprofit Finance Fund: Healthy Outcome Initiative Nonprofit Readiness for Health
Identify community needs related to social determinants of health	• What are key issues among the communities your organization serves?	
Take stock of strengths and areas of opportunity	• What data do you collect? What are your strengths and areas of focus?	
STEP 2: MAP AND NETWORK		
Map potential partners, insurers and payment reform initiatives	• Who are the health players in your community? Who else might be interested in your issue? • Based on your research, where does the local hospital/potential partner fall on the population health spectrum?	• BHPN: Partner Finder • Grant programs that support coalition building: The BUILD Health Challenge, 100 Million Healthier Lives SCALE 2.0, Invest Health Strategies for Healthier Cities • Health Research & Educational Trust: A Playbook for Fostering Hospital-Community Partnerships to Build a Culture of Health
Build coalitions and fill capacity gaps	• What relationships do you have that might help facilitate an introduction? • If you are involved with a hospital currently, what does your relationship look like? How might you deepen it?	
STEP 3: MAKE THE CASE		
Hone in on your partner	• Who within the hospital or healthcare partner might be important to talk to and for what reasons? • Who in your network might help you secure an in-person meeting with the appropriate staff?	• BHPN: Making the Case for Linking Community Development and Health • BHPN: MeasureUp • CDC Community Health Improvement Navigator • County Health Roadmaps & Rankings Roadmaps, Take Action to Improve Health: Action Center and What Works for Health • LIIF: Social Impact Calculator • The BUILD Health Challenge Report: Conversations with Hospital and Healthcare Executives: How Hospitals and Health Systems Can Move Upstream to Improve Community Health
Develop or refine your value proposition	• What can you offer that they want/need? • How will you frame it in a way that will catch their attention? • On what issues can you quickly find common ground?	
STEP 4: BUILD YOUR PARTNERSHIP		
Explore shared interest	• What is your shared goal(s)/vision?	• BHPN: Jargon Buster • BHPN: Vita Health and Wellness District VitaImpact Tool • Berkeley School of Public Health: Accountable Communities for Health Data-Sharing Toolkit • Data Across Sectors for Health (DASH) • HRET's Hospital-Communities Partnerships playbook • Nonprofit Finance Fund: Partnership Assessment Tool for Health • The Democracy Collaborative: Hospital Toolkits
Structure and implement partnership	• Who is responsible for what? • How will you collect data, and what will you collect? • What will success look like? • How will you sustain the work? • How can you sustain the partnership over time? • What would a transition look like, if partnerships are not sustainable?	

Are you ready to make your pitch to a hospital and/or healthcare system? Build Healthy Places Network is here to help! Visit buildhealthyplaces.org for more information on our customized pitch decks and advisory services to help you make the case to hospitals and healthcare systems for partnerships.