



PLACE MATTERS Design Lab Three: A Working Meeting
December 6-8 – New Orleans

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PURPOSE

Welcome to New Orleans. We are delighted you are joining us for our third PLACE MATTERS Design Lab (DL) meeting. We extend a special welcome to all new PLACE MATTERS Team members.

This brief narrative informs our agenda and builds on the previous concepts presented in the DL Concept Papers from previous meetings in Reston, VA and Lisle, IL. Readers are therefore encouraged to review the previous papers (<http://www.commonhealthaction.org/pmdl/document.asp>).

Recognizing the events that transpired during and after Hurricane Katrina could happen in many places in the US, this DL provides a special opportunity to learn critical lessons from our

Design Lab Three: Meeting Goals

1. Further develop county strategy plans to address social determinants of health
2. Explore resource options to promote sustainability of the county strategy teams and their Place Matters project plans.
3. Develop new strategies to access political structures post-mid-term elections
4. Identify next steps for implementation of county strategy plans
5. Convene and network with colleagues participating in “PLACE MATTERS” counties and inform the national community building process
6. Provide a safe place for brainstorming and testing new approaches
7. Share Joint Center Health Policy Institute’s vision for “PLACE MATTERS” and expectations for participation
8. Describe Joint Center Health Policy Institute’s technical assistance capacity regarding data/indicators
9. Explore current social determinants of health frameworks
10. Share progress and active work to address social determinants of health in participating counties

colleagues in New Orleans about preparedness, housing, and recovery challenges. Towards this end, we’ll commence with a powerful, narrated tour of the city in its post-Katrina environs.

We will also share a number of new resources that you may add to your PLACE MATTERS binders. As always, we invite all participants and expert speakers to share new articles and resources with us to add to our collective PLACE MATTERS library. During this meeting, you will once again meet new experts that will share their perspectives, ideas and resources with us.

As in the previous DL, appreciating the progress of the Community Strategy Teams (hereafter: Team), and the challenges associated with demanding workloads at home, we’ve designed DL #3 as a working meeting. This agenda provides several hours of *Team time* to strategize with your colleagues. We also hope this DL meeting provides another unique opportunity to provide peer networking and collaborative learning across the PLACE MATTERS community. Additionally, our agenda includes excellent discussants who will share with us their success

stories. As always, we encourage you to provide feedback via the evaluation forms in your meeting packet, particularly addressing focus areas and activities for future design labs.

PLACE MATTERS: UPDATE FROM THE JOINT CENTER HEALTH POLICY INSTITUTE

The Joint Center has already established a PLACE MATTERS technical assistance team to provide Teams with technical assistance throughout the course of the initiative.

Health Policy Institute Mission

The mission of the Joint Center Health Policy Institute (HPI) is to ignite a “Fair Health” movement that gives people of color the inalienable right to equal opportunity for healthy lives. Our goal is to help communities of color identify short- and long-term policy objectives and related activities in the following **seven key areas**:

1. Identifying and addressing the economic, social, environmental and behavioral determinants that can lead to improved health outcomes.
2. Increasing resource allocations for prevention and effective treatment of chronic illness.
3. Informing the policy and practice of reducing infant mortality and improving child and maternal health.
4. Reducing risk factors and supporting healthy behaviors among children and youth.
5. Improving mental health and reducing factors that promote violence.
6. Optimizing healthcare access and quality.
7. Creating conditions for healthy aging and improving the quality of life for seniors.

During the DL in Lisle, IL, we shared a snapshot of anticipated technical assistance to be provided by the HPI technical support team, based on current funds available. ***We have good news to share regarding an important update regarding our timeline for support.***

The Joint Center is prepared to extend its support to all Teams in this first cohort for an additional six month period, which will bring us through summer 2007. During this period, we will convene Teams at two additional DLs. This means that your Team will have an opportunity to participate in a total of six DLs designed to focus on cohort one activities.

The CommonHealth ACTION resource team has received many PLACE MATTERS Team plans. We applaud the Teams’ forward movement, and encourage those Teams to share their plans at the New Orleans DL.

To recap, over the course of eighteen months, we anticipate that each PLACE MATTERS team will:

- Establish a Team supported by strong leadership and solidified relationships
- Identify a Team lead (point of primary contact)
- Participate in four DL meetings
- Participate in PLACE MATTERS national meetings (see Table 1 below – revised)
- Establish a clear vision and strategic plan inclusive of sustainability elements
- Be well-poised to demonstrate forward progress on the strategic plan

TABLE 1: HPI TECHNICAL SUPPORT SCHEDULE: Revised November 2006

HPI Support Activity	Year 1	Year 2	Year 3	Year 4	Year 5
Convene Cohort 1 Teams for a total of <u>four</u> Design Labs (including the Reston, Virginia, Lisle, Illinois and New Orleans DLs)	√				
Convene Cohort 1 Teams for an additional <u>two</u> Design Labs in 2007		√ (new)			
Provide technical assistance to participating Teams (especially focused on data, progress measurement and sharing promising/best practices)	√	√ (new)			
Continue adding new county Teams in the Place Matters national community for a period of five years to initiate the development of 120 county Teams across the country	√	√	√	√	√
Establish on online venue to support development of a virtual Place Matters community for all participating cohorts (online data systems, list serve mechanism, document sharing, etc.)	√	√	√	√	√
Convene national meeting of participating Teams (this is <i>in addition</i> to DLs)		√	√	√	√

We hope this document clarifies your questions. We invite continued dialogue about how we can best assist your Team advance its work to address upstream social determinants of health. In final preparation for our reunion in New Orleans, we invite you to roll up your sleeves and arrive prepared to work! We look forward to valuable time together in this next phase of our collaborative learning as we examine how PLACE MATTERS to all of us.