



## Making a Collective Impact: Engaging Actors Across Different Sectors

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### **Name of the project or collaborative**

Common Table Health Alliance: Backbone for the Healthy Shelby Partnership

### **Geography**

Memphis and Shelby County of 920,000 people

### **Brief Description**

The Common Table Health Alliance is a 501-C3 regional health improvement collaborative and an Aligning Forces for Quality Community. In 2011 the Shelby County Mayor, Memphis City Mayor, and the four major health systems engaged the Common Table Health Alliance as the backbone organization for the Healthy Shelby Partnership as one of the key pillars of Memphis Fast Forward, a broad based collective impact initiative. This is a partnership of government and the private business sector to address Health and Wellness, Crime, Education, Government Efficiency and Economic Growth.

Healthy Shelby has three areas of focus: Reducing infant mortality rates, improving blood pressure control rates, and promoting the use of advance care planning. The focus has been to elevate these issues in the community and promote greater engagement of various high-need populations through education, activation and awareness. The framing of the measures is aligned with the IHI focus on the triple aim and accounts for the format of how the community partners have engaged their various teams and workgroups across competitors and stakeholder sectors.

### **Strategies**

The range of strategies has included various evidence-based and best-practices activities. In addition, leveraging the resources of the health systems, using social media, employing education programs, testing various small scale interventions, coordinating partner engagement, and tracking 12 measures have provided the format of the work and the agreement on best approaches to execute community wide. The current strategies have created high levels of community engagement which are being tracked as a means of building the case towards more scaling of the various partner activities.

A key strategy deployed by the Healthy Shelby initiative is connecting social services agencies with the traditional health care delivery system to jointly address various social determinants of health. Another key approach has been to use the Culture of Health platform to align a broader vision of health and wellness. The Culture of Health is led by the Memphis Business Group on Health and provides a meaningful way to engage the CEOs of major companies in the space of population/public health. It has helped to nurture the business community into the value proposition lifting the health of the entire community through systemic changes which address healthy eating and active living.

## Results for Lead Indicators

In 2013 the tracking of various lead indicators of community engagement is noted as follows:

- The use of a comprehensive Safe Sleep campaign reached over 200,000 residents.
- Trained and deployed 18 community volunteers to promote the Safe Sleep message in low to moderate income neighborhoods.
- Development of a community hypertension registry across all competing health systems.
- The ability to track hypertensive control rates of over 56,000 patients, with estimated population of 250,000 total diagnosed patients in the region.
- The documentation of over 65,000 residents educated on the use of advance care planning.
- The distribution of 150,000 completed Five Wishes advance care planning document.
- The audiences reached in advance care planning included health systems employees, patients, and faith based community.

## Expected Long Term Outcomes (Triple AIM Focus in all Outcomes)

1. Reduce infant mortality rates
2. Reduce NICU admissions
3. Improve low birth weights
4. Reduce obesity rates
5. Manage A1c rates for diabetics
6. Reduce preventable hospital stays
7. Reduce the years of potential life loss
8. Increase community use of advance care planning on record
9. Reduce Medicare deaths in Hospitals
10. Reduce of care for the last 6 months of life
11. Increase the control rate for hypertension
12. Reduce the events of stroke

Note: Broader Goal is to improve the County rankings of Memphis and Shelby County. Total number of counties in TN is 95. Health Factors (2010 was 91, 2014 rankings 57), Health Behaviors (2010 was 83, 2014 ranking 54).

## Funding

Core funding has been \$300,000 from the health systems, city and county government. There were also additional grant funds won from United Way and Medtronic.

## Contact

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