



Improving the Quality of a Community Coalition

Clarify, Engage, and Empower

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PLAN

1. Getting Started

The McLean County Wellness Coalition (MCWC) developed a community action plan (CAP) in April 2011. The MCWC had many successful initiatives, but were not sure of their impact since goals and objectives were not easily measurable. Participation and enthusiasm around initiatives also seemed to be waning.

2. Assemble the Team

The project team engaged the entire leadership group of the MCWC (12) to develop plan. The team and group met 4 times during the project period.

3. Examine the Approach

Baseline data was needed to assess coalition member perspectives related to the clarity, leadership, certainty of impact on community, and benefits of the partnership as well actively engage them in the assessment and development of revised community action plan.

A web-based survey was developed via SurveyMonkey® and sent to members via e-mail. Twenty-nine members completed the survey. In early June 2013, at a regularly scheduled Coalition meeting the project team coordinated a discussion using an affinity diagram. In mid-June, the leadership group discussed possible reasons for lack of active participation or uncertainty with impact using the 5 Why's approach. Through these approaches the team identified areas of opportunities for improvement and areas to celebrate and a direction to move forward.

Revised AIM Statement:

By September 30, 2013, we will improve the perceived clarity of the McLean County Wellness Coalition's community action plan by 5% from 3.9 to 4.1 and members' certainty that the coalition will meet its goals/objectives by 5% from 3.6 to 3.9, such that by 2016 we will have a clear picture and understanding of the Coalition's impact on making the healthy choice the easy choice and reducing chronic disease risk factors (obesity, sedentary lifestyle) in McLean County through policy, system, and environmental changes.

4. Identify Potential Solutions

Redevelopment of community action plan goals and objectives with measurable goals, clarify roles and responsibility of leadership group and coalition, and communicate more clearly revised plan, structure, and opportunities to be involved to Coalition.

5. Develop an Improvement Theory

IF there were measurable goals in place, progress was documented and communicated regularly, and there was a clarified structure, THEN members would understand the Coalitions potential impact and their role in the coalition, and they would be empowered to play a more active role in realizing those goals.

DO

6. Test the Theory

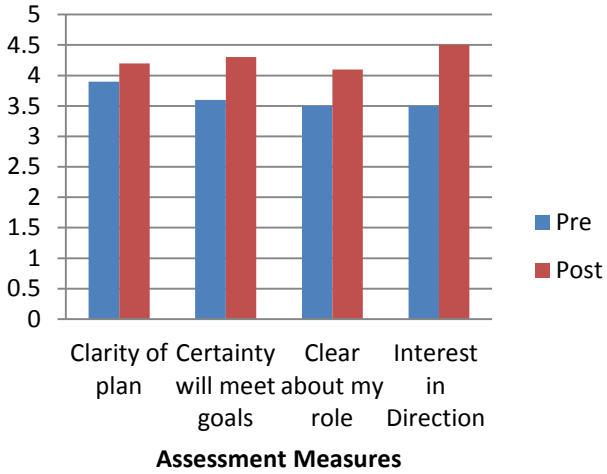
Based on input from Coalition, engaged leadership group through series of meetings in redevelopment of community action plan goals and objectives. Clarified roles and responsibility of leadership group and coalition with outlined responsibilities and term limits. Communicated revised plan and structure to Coalition via e-mail and in-person meetings.

CHECK

7. Check the Results

Entire CAP was revised with SMART goals and objectives, formalized structure of leadership team put into place, and regular schedule for monitoring progress and communication put into place. This was shared with the entire Coalition via e-mail and they were asked to complete survey to assess clarity, engagement, and certainty that MCWC will meet goals and objectives. Twenty-seven members completed the post survey. Improvements were made in these areas as noted in the graph. Perceived clarity improved from 3.9 to 4.2 and members' certainty to meet goals from 3.6 to 4.38.

Membership Survey Pre and Post Project



ACT

8. Standardize the Improvement or Develop New Theory

Improved clarity of CAP and Coalition appears to be re-energized for the future. Formalized plans for monitoring progress and input from Coalition will be put into place. Improved communications plan is in development.

9. Establish Future Plans

We plan to formally evaluate and adjust the CAP every 2 years. A membership assessment will be conducted every year to assure continued intentional efforts to improve engagement.

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