



Mobilizing for Action through Planning and Partnerships

Forces of Change Assessment

MAPP of the Southern Kenai Peninsula, Alaska

August 2016

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Community Health Needs Assessment Background

Spearheaded by South Peninsula Hospital in November 2008, over forty organizations gathered in November 2008 to conduct the first collaborative, area-wide Community Health Needs Assessment (CHNA), with the goal of identifying opportunities for health improvement and to serve as a catalyst for community action. The Mobilizing for Action through Planning & Partnerships (MAPP) framework developed by the Centers for Disease Control & Prevention (CDC) and the National Association of City & County Health Officials (NACCHO) was selected to guide the assessment process. Building on the lessons-learned and results from the first and second CHNAs, the third CHNA is composed of the following four separate assessments:

- I. Community Themes and Strengths Assessment
Qualitative input from community members to identify the issues they feel are important
 - a. Perceptions of Community Health Survey
 - b. Wellness Dimension Focus Groups
- II. Community Health Status Assessment
Quantitative community health data (representing cultural, economic, educational, emotional, environmental, physical, social, and spiritual, wellness) that identifies priority health and quality of life issues.
- III. Forces of Change Assessment
Identifying forces such as legislation, technology, and other impending changes that affect the context in which the community and its public health system operate.
- IV. Local Public Health Assessment
A prescribed performance assessment tool collaboratively developed by national public health partners that measures how well different local public health system partners work together to deliver the 10 Essential Public Health Services. This assessment was conducted during the first and third CHNAs, but not during the second.



Figure 1. MAPP Framework Flowchart

Themes are identified from each sub-assessment and compared across all four sub-assessments, thus enabling a holistic review of our community health strengths, needs, and opportunities. Using the combined results/observations from all four sub-assessments, a community process is used to prioritize the opportunities that community members will collaboratively address for the next few years. However, the results from specific sub-assessments can be used independently to inform organizational and community-level opportunities for improvement.

The following trends, challenges, and opportunities constitute the **Forces of Change Assessment**. The goal of this assessment is to enable our community to better anticipate change and to raise our awareness of factors that are often beyond our control. Issues identified were brainstormed on May 18th, 2016 with the MAPP steering committee members, all leaders from local community organizations.

Forces of Change Assessment

FORCES OF CHANGE DISCUSSION PARTICIPANTS

David Branding, South Peninsula Behavioral Health
Lorne Carroll, Homer Public Health
Derotha Ferraro, South Peninsula Hospital
Paige Meadows, MAPP VISTA
Megan Murphy, MAPP

Emily Read, SVT Health & Wellness
Stephanie Stillwell, Homer Public Health
Carol Swartz, Kenai Peninsula College
Lisa Talbott, United Methodist Church
Kyra Wagner, Sustainable Homer

METHODS

A group Forces of Change brainstorm was conducted on May 18th at a MAPP Steering Committee meeting. The Steering Committee brainstormed ideas and captured them on a projector screen in the matrix seen below. The group then reviewed these Forces of Change and identified challenges and opportunities that could result from each trend. Most applicable Wellness Dimensions were then identified for each Force of Change to support a consistent comparison lens across sub-assessments. This list reflects the discussion and review of the Steering Committee, however is not all-inclusive.

RESULTS

Wellness Dimension Key:

Cultural: Individual awareness of one’s own culture as well as understanding and respecting the diversity and richness of other cultures

Economic: The ability to meet financial needs & adapt to unanticipated financial situations.

Educational: Recognition of creative abilities and the expansion of knowledge and skills.

Emotional: The ability to cope effectively with life & create personal enrichment through one’s work & relationships

Environmental: A harmonious and sustainable relationship with immediate surroundings that expands to the natural world.

Physical: The ability to perform daily activities without undue fatigue or physical stress.

Social: A sense of connection, belonging, safety, and a reliable support system.

Spiritual: A sense of purpose & meaning in life.

Forces of Change Brainstorm May 18th 2016 MAPP Steering Committee Discussion

Trend	Challenge	Opportunity	Impacted Wellness Dimensions			
			CUL	EDU	ENV	SOC
1. Increased level of collaboration in community	<ul style="list-style-type: none"> - Tapping into already stressed human resources - Reduced funding for individual organization - Developing a shared language & new paradigm - Takes time & planning 	<ul style="list-style-type: none"> - Efficiencies - Effectiveness - Root causes - Increased community health - Proactive 	CUL	EDU	ENV	SOC
			ECO	EMO	PHY	SPI
2. Local farm production	<ul style="list-style-type: none"> - Short season – climate- can be more expensive 	<ul style="list-style-type: none"> - Support local people - Create jobs, keep \$ local - Healthier food sources - High tunnels 	CUL	EDU	ENV	SOC
			ECO	EMO	PHY	SPI
3. Changes in communication /technology	<ul style="list-style-type: none"> - Multiple outreach outlets - Integrating to actual service - Unique modalities may isolate certain user groups and divide generations 	<ul style="list-style-type: none"> - Increased jobs - Reduced paper, space - Increased ability to connect grass roots - Expanding audiences - More timely access to info 	CUL	EDU	ENV	SOC
			ECO	EMO	PHY	SPI
4. Ever-changing leadership within the community	<ul style="list-style-type: none"> - Organizational memory loss - Time/costs to train new staff - Impacts relationship-bldg, trust - Loss of momentum 	<ul style="list-style-type: none"> - New ideas - New paradigms for functioning & infrastructure - “Collaboration Language” 	CUL	EDU	ENV	SOC
			ECO	EMO	PHY	SPI

5. Declining north slope production (Declining state funds, scarcity mindset)	<ul style="list-style-type: none"> - Decreased grant funding - Decreased resources 	<ul style="list-style-type: none"> - Opps for diversification - Education to consume fewer resources/live within our means - Increased awareness of other options - Opps for increased renewable resources 	CUL	EDU	ENV	SOC
			ECO	EMO	PHY	SPI
6. Medicaid expansion & reform	<ul style="list-style-type: none"> - Politically influenced - Medicaid hasn't proved they have capacity to manage this - Sustainability 	<ul style="list-style-type: none"> - Increased access - Increase in participation & giving back to community - Improved quality of life - Compensates providers for previously uncompensated care & encourages right care from right provider - Decreased costs of care - Supports wellness 	CUL	EDU	ENV	SOC
			ECO	EMO	PHY	SPI
7. Affordable Care Act	<ul style="list-style-type: none"> - Perception will cost too much to provide healthcare - Education of purpose/goals/cost & what it means - Way State perceives it 	<ul style="list-style-type: none"> - Outreach/educational opps - Increased healthcare benefits, # of people with insurance - Increased prevention 	CUL	EDU	ENV	SOC
			ECO	EMO	PHY	SPI
8. Perception of economy in Alaska & its future	<ul style="list-style-type: none"> - Proactive vs reactive - More difficult to recruit professionals - Lack of job growth 	<ul style="list-style-type: none"> - Lots of public interest/concern - Relationships between people & legislators 	CUL	EDU	ENV	SOC
			ECO	EMO	PHY	SPI
9. Fuel prices	<ul style="list-style-type: none"> - Decreased mobility, increased isolation - Shifting resources/\$\$ - Effects on employment choices - Healthcare access - Economic stress, increased risk of homelessness - Decrease in tourism/travel 	<ul style="list-style-type: none"> - Increased biking/walking/carpooling - Increased value of PFD - Good for state budget - Increased transportation conversation - Conservation of resources - Downsizing structures - Increase in weatherization 	CUL	EDU	ENV	SOC
			ECO	EMO	PHY	SPI
10. Availability of living wage jobs	<ul style="list-style-type: none"> - No jobs – ltd economic growth - Ltd well-paying jobs – seasonal - Ltd population – ltd # of qualified employees 	<ul style="list-style-type: none"> - Opportunities for professional development - KPC for local education - Online education 	CUL	EDU	ENV	SOC
			ECO	EMO	PHY	SPI
11. State Budget / Fiscal Crisis	<ul style="list-style-type: none"> - Non-diverse budget, no varied revenue stream - Can't address the root cause of the fiscal crisis - Concern that the state will not take it seriously enough - Difficult to reach the state to influence their decisions - Local agencies are not involved in the decision making process 	<ul style="list-style-type: none"> - Need for collaboration - Increased volunteer opportunities - Identification of new funding streams - Community level strategic planning - Development of increased local funding capacity 	CUL	EDU	ENV	SOC
			ECO	EMO	PHY	SPI

12. Political season (federal, state, & local)	<ul style="list-style-type: none"> - Different administration - Introduction of different priorities - Social animosity, political parties are divisive - Fear 	<ul style="list-style-type: none"> - Increased engagement among generations in voting - Increased engagement at community levels - Push for more transparency - Fix what's broken 	CUL	EDU	ENV	SOC
			ECO	EMO	PHY	SPI
13. Decreased revenue sharing with municipalities	<ul style="list-style-type: none"> - Decreased services - Non-sustaining support - Chasing the money 	<ul style="list-style-type: none"> - Grant funds - Rewarding collaborations - Opportunity to share & inform local story beyond 	CUL	EDU	ENV	SOC
			ECO	EMO	PHY	SPI
14. Less disposable income, increase unemployment	<ul style="list-style-type: none"> - Decrease in quality of life - Loss of revenue for local businesses - Capacity of nonprofits 	<ul style="list-style-type: none"> - Focus on resilient lifestyles 	CUL	EDU	ENV	SOC
			ECO	EMO	PHY	SPI
15. Changing tourist season	<ul style="list-style-type: none"> - How can seasonal businesses stay open for longer? - Unpredictable - Changes feel of town 	<ul style="list-style-type: none"> - Increased revenue for businesses - More jobs 	CUL	EDU	ENV	SOC
			ECO	EMO	PHY	SPI
16. Loss of services due to state budget	<ul style="list-style-type: none"> - Increase vulnerability to communicable diseases - Less opportunities for education - Local nonprofit burden - More disempowered people - Less preventative health services leading to long-term increase in costs - Inclination to be reactive - Job loss 	<ul style="list-style-type: none"> - Local-level problem solving - Collaboration between agencies & organizations - Focusing on root causes - Reevaluation of priorities - Opportunities for local ed - Proactive planning - Sharing spaces, services, expertise, innovation with available technology 	CUL	EDU	ENV	SOC
			ECO	EMO	PHY	SPI
17. New school programs & high tunnels addressing obesity prevention	<ul style="list-style-type: none"> - Risk of new pests 	<ul style="list-style-type: none"> - More locally produced food - Increased economic base - Increased student awareness of healthy food - Increased adaptability 	CUL	EDU	ENV	SOC
			ECO	EMO	PHY	SPI
18. Increased stress from employment uncertainty	<ul style="list-style-type: none"> - Decreased buy-in from employees - Unable to maintain competent workforce 	<ul style="list-style-type: none"> - Stronger bonds with coworkers, community partners - Lifestyle opportunities 	CUL	EDU	ENV	SOC
			ECO	EMO	PHY	SPI
19. Climate change	<ul style="list-style-type: none"> - Increased insect infestations - Increase in fire regime - Changes in flora & fauna - Fish populations - Water temperatures - Collaboration & alignment needed 	<ul style="list-style-type: none"> - More decision makers are owning it - Opportunities for education - Increase collaboration - Longer growing season - More tourism 	CUL	EDU	ENV	SOC
			ECO	EMO	PHY	SPI

20. Fish & fishing prices	<ul style="list-style-type: none"> - Economy v Biology - Climate change - Frankenfish - Mariculture 	<ul style="list-style-type: none"> - New income streams - Using local resources – growing our own food - Education on wild vs farmed fish - Increased opportunity for branding - Desired profession 	CUL	EDU	ENV	SOC
			ECO	EMO	PHY	SPI
21. Wildlife die off in past year	<ul style="list-style-type: none"> - Lack understanding of system causes 	<ul style="list-style-type: none"> - Opportunity for education & research 	CUL	EDU	ENV	SOC
			ECO	EMO	PHY	SPI
22. Bluff Erosion	<ul style="list-style-type: none"> - Resource allocation funneled to this issue - Funds going to highway maintenance, dredging harbor - Decreases in economic development/commerce - Impacts basic survival 	<ul style="list-style-type: none"> - Federal \$ to support - Opportunity not to develop coastline 	CUL	EDU	ENV	SOC
			ECO	EMO	PHY	SPI
23. Oil & gas development	<ul style="list-style-type: none"> - Deciding who pays for/ cost benefit analysis - Boom bus vs sustainable (state focus is boom) - Impacts on environment & on health & tourism 	<ul style="list-style-type: none"> - Jobs - Revenue - Cheaper heating/fuel costs - Capitalize on construction/ infrastructure for sidewalks 	CUL	EDU	ENV	SOC
			ECO	EMO	PHY	SPI
24. Renewable Resource Development	<ul style="list-style-type: none"> - Expensive - Increased initial investment 	<ul style="list-style-type: none"> - Get rid of gas line - Increased awareness for diversity model - Catalyst for studies/research feasible studies - Affordable, sustainable 	CUL	EDU	ENV	SOC
			ECO	EMO	PHY	SPI
25. Vulnerable geographic area, natural disasters	<ul style="list-style-type: none"> - Shut off from services & food 	<ul style="list-style-type: none"> - Community collaboration for planning and response - Invest in community self-reliance 	CUL	EDU	ENV	SOC
			ECO	EMO	PHY	SPI
26. Kenai Peninsula Borough involvement in health decision-making	<ul style="list-style-type: none"> - New stakeholders involved that may not be well-informed - Less of a voice from the community - Motivation to save dollars over community impacts 	<ul style="list-style-type: none"> - Borough wide changes to secure sustainability - Found efficiencies - Positions providers better w outcome-based care - Support MAPP in focusing on action over assessing 	CUL	EDU	ENV	SOC
			ECO	EMO	PHY	SPI
27. Healthcare shifting to outcome based instead of pay-for-service	<ul style="list-style-type: none"> - Transforming individual organizations - Having capacity to maintain current model & shift to new - Costs - Patient buy-in 	<ul style="list-style-type: none"> - Improved health outcomes - More affordable care 	CUL	EDU	ENV	SOC
			ECO	EMO	PHY	SPI

28. Drug use, abuse, & availability in the community	<ul style="list-style-type: none"> - Expanding into different parts of the community & demographics - Increase in communicable diseases - Increases healthcare costs - Limited treatment options - Always finding another drug/another way - Limited enforcement 	<ul style="list-style-type: none"> - Increased collaboration - Increase in some services - Focus on root causes - Create more resilient community, reduce harm - Gateway to other services - Opportunity for education in the community - Increase in compassion 	CUL	EDU	ENV	SOC
			ECO	EMO	PHY	SPI
29. Reduced transportation with voucher program loss	<ul style="list-style-type: none"> - Access to services - Decreased quality of life - Loss of jobs 	<ul style="list-style-type: none"> - Groups solve differently - Small business could provide transportation - Get existing taxis to collaborate - "Neighbor helping neighbor" social networks 	CUL	EDU	ENV	SOC
			ECO	EMO	PHY	SPI
30. Public awareness of community violence	<ul style="list-style-type: none"> - Topic of the day then gone - Maintaining ongoing awareness - Public perception may be different from reality - Teach people how to protect self vs how not to be violent 	<ul style="list-style-type: none"> - Green dot program - Public awareness = opportunity for education 	CUL	EDU	ENV	SOC
			ECO	EMO	PHY	SPI
31. Community Collaboration	<ul style="list-style-type: none"> - People are overworked, hard to take on more employees & volunteers - Process takes time to build & sustain - Timing piece with grants 	<ul style="list-style-type: none"> - 10 Fold: work together, make better decisions, address more topics, enhance or increase services, create jobs 	CUL	EDU	ENV	SOC
			ECO	EMO	PHY	SPI
32. Legalization of cannabis in Kenai Peninsula	<ul style="list-style-type: none"> - Divisiveness - Understanding the law & legal elements as a property owner, employer etc - Health impacts 	<ul style="list-style-type: none"> - Local economic impact and diversity, job opps - Balance smart policies for developing brains & business freedoms - Quality of life impacts 	CUL	EDU	ENV	SOC
			ECO	EMO	PHY	SPI
33. Changes in demographics	<ul style="list-style-type: none"> - Reduction of property tax revenue for schools, staff - Keeping activities & services relevant - Mission reconsiderations (senior care, funding availability) - Diminished workforce 	<ul style="list-style-type: none"> - Increased senior volunteer pool - Utilize new expertise - New businesses to meet needs 	CUL	EDU	ENV	SOC
			ECO	EMO	PHY	SPI
34. Criminal justice reform	<ul style="list-style-type: none"> - Dispute over changes - People are afraid of who might be released - Opportunity for privatization 	<ul style="list-style-type: none"> - Minor offenders won't be as penalized - Changing perceptions 	CUL	EDU	ENV	SOC
			ECO	EMO	PHY	SPI
35. Growing community awareness of spiritual health	<ul style="list-style-type: none"> - Developing a shared language - Being able to talk about spiritual health, separation from religion 	<ul style="list-style-type: none"> - New dimension of wellness that has not been well discussed - Opp for improvement & ed 	CUL	EDU	ENV	SOC
			ECO	EMO	PHY	SPI