Priority Setting Exercise

List of Attendees
Priority Ranking Results
Recommendations

Overview

The Priority Setting exercise took place on March 26, 2012 in the Chapter Hall, Conference Room at Forsyth Medical Center. Invitations went out to different sectors within Forsyth County: business, education, faith, community agencies, health care, human service agencies and coalitions.
A total of 45 people participated in the exercise, they are listed below.

The process started with a brief presentation of the seven (7) health focus areas selected by the CHA working group, followed by table discussion and finally each individual scored the topic based on various criteria. This process was repeated for each of the seven health topics. Scoring sheets wee collected throughout the exercise and scores were entered into an Excel database. At the end of the exercise participants were presented with the prioritized list of the seven (7) health topics based on their combined scores.

Four action planning teams were formed based on the top four health issues: Physical Activity & Nutrition, Chronic Disease Prevention, Maternal & Infant Health and Social Determinants of Health. Each team generated a list of recommended actions which are to be used in the action planning process. Each participant filled out a demographic form and evaluation form.

List of Attendees

Name	Agency
Andrea McDonald	Forsyth Medical Center
Ann Potter	UNC School of the Arts
April Broadway	Smart Start
Ashley Thomas	Forsyth County Department of Public Health Intern
Ayo Ademoyero	Forsyth County Department of Public Health
Brad Daniel	Nouvista Health Strategy
Carolyn Marcus	Community
Carrie Worsley	Forsyth County Department of Public Health
Catherine Sangueza	TSI
Cynthia W. Jeffries	Forsyth County Department of Public Health
Curt Hazelbaker	YMCA
Dan Kornelis	Forsyth County Housing
Debbie Mason	Forsyth County Department of Public Health
Deborah Dickerson	Community
Dewanna Hamlin	Family Services
Donna Joyner	WFUBMC/ Safe Kids
Doris Paez	Forsyth Futures
Glenda Dancy	Forsyth County Department of Public Health
Jane Mosko	Member, Board of Health
Jeffery Eads	Center Point Human Services

List of Attendees, cont.

Name	Agency
Jennie Anthony	YMCA
Jennifer Houlihan	WFUBMC
Jeremy Moseley	WFUBMC
Jerri McLemore	WFUBMC
Kathy Lowe	WFUBMC
Katisha Blackwell	My Aunt's House
Kismet Loftin-Bell	The Shalom Project
Linda Darden	Hospice & Palliative Care
Linda Petrou	Wake Forest University
Lynne Mitchell	Forsyth County Department of Public Health
Marlon Hunter	Forsyth County Department of Public Health
Mary Ann Squire	Healthcare Access
Mary Lynn Wigodsky	Change/ TSI
Mayte Grundseth	Forsyth County Department of Public Health-WIC
Melissa Smith	Senior Services
Nancy Sutton	WSFC Schools
Peggy Carter	Forsyth Medical Center Foundation
Quintana Stewart	Forsyth County Department of Public Health
Rachel Bates	Forsyth County Housing
Rebecca Thompson	Forsyth County Department of Public Health
Robert Jones	Downtown Health Plaza
Rolanda Coleman	Forsyth County Department of Public Health
Sandra Clodfelter	Forsyth County Department of Public Health
Sheila Bogan	Forsyth County Department of Public Health
Suzana McCalley	The Shalom Project
Tamara Smith	Forsyth Medical Center
Willard Bass	Faith Community Leader

Priority Ranking Results

Demographic Profile of Attendees

A total of 45 residents attended the March 26 Priority Setting Exercise. Of those attendees, 23 completed the demographic and evaluation forms. The following data describes the demographic profile of the participants:

- The majority of the participants were female (92%)
- 36% were between the ages of 25-44years; 52% were 45-64 years. Those less than 24 years and older than 65 years accounted for 12% of the participants.
- 52% were White, 44% were Black and 4% were Other.
- The majority of the participants reported living in Forsyth County for more than 10 years (68%); while 8% reported living in the county less than 2 years.
- Participants were from various backgrounds, including health care, mental health, public health, community members/leaders, education and faith community leader.

Priority Ranking Process

Participants of the March 26th Priority Setting meeting were randomly assigned into 8 groups to prioritize the seven (7) focus areas. Random assignments allowed members to share their diverse knowledge, experience and challenges in addressing each priority area. Prior to the start of the ranking process, the Epidemiology Division Director provided a PowerPoint presentation to briefly summarize data from each focus area. Participants were also provided with copies of the 2010 State of the County Health Report as well as other pertinent data materials for each priority area to facilitate group discussion. After discussion, each group member ranked priority areas with a score of one to ten for the following five criteria:

1. ***Magnitude***: Proportion of the population affected or vulnerable.
2. ***Severity:*** Impact on mortality, morbidity, disability and quality of life
3. ***Intervention Effectiveness***: Proven interventions exist that are feasible from a practical, economic and political viewpoint
4. ***Public Concern:*** Degree of public concern and/or awareness
5. ***Urgency:*** Need for action based on degree and rate of growth (decline); Potential for affecting and amplifying other health or socioeconomic issues; Timing for public awareness, collaboration, and funding is present.

SAMPLE SCORING SHEET

Topic Area 7: Substance Abuse

Please rank the above health topic by scoring the following criteria from 1 to 10

CRITERIA FOR RANKING **SCORE**

Magnitude: Proportion of the population affected or vulnerable?

1=Affects very few, 10 Affects very many

_____

Severity: Impact on mortality, morbidity, disability, and quality of life?

1=Not very severe, 10=Extremely severe

_____

Public concern: Degree of public concern and awareness?

1=Public is not concerned/aware; 10=Public is *very concerned/aware*

_____

Intervention Effectiveness: Proven interventions exist that are feasible from a practical, economic, and political viewpoint?

1=No effective intervention; 10=Several effective interventions

_____

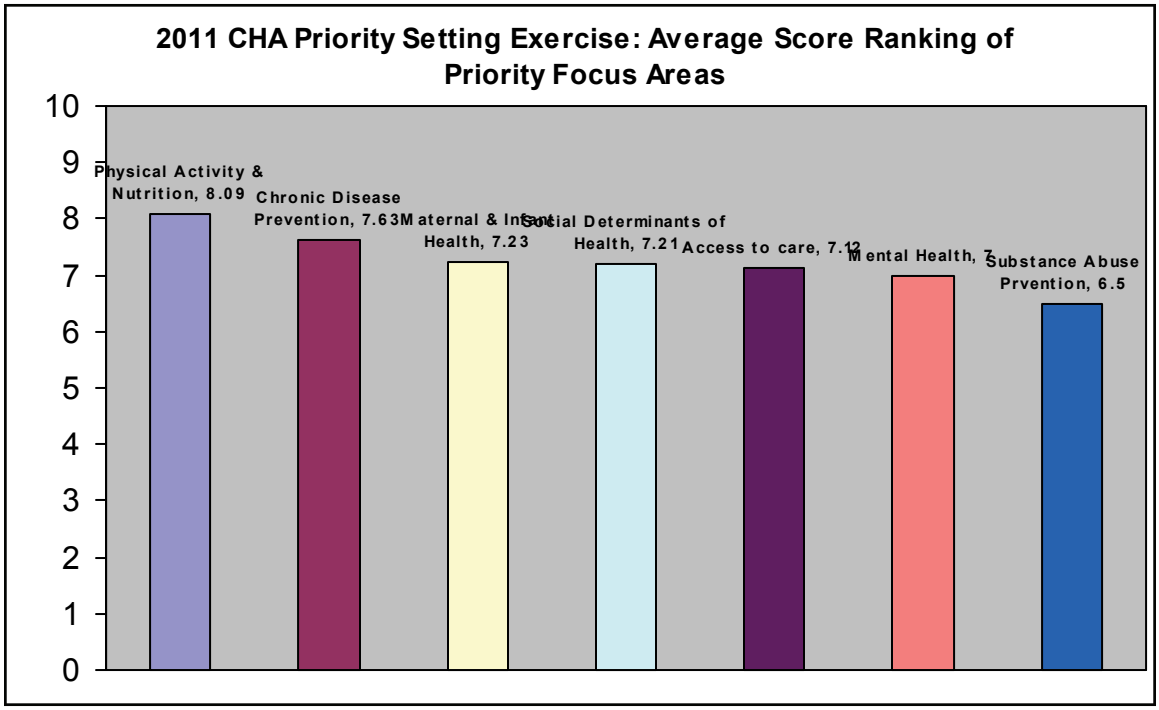
Urgency: Need for action based on degree and rate of growth (or decline), potential for affecting and amplifying other health Or socioeconomic issues, or timing for public awareness, collaboration, And funding is present?

1=While issue is important there is no need to address it immediately, 10=Issue requires immediate attention

_____

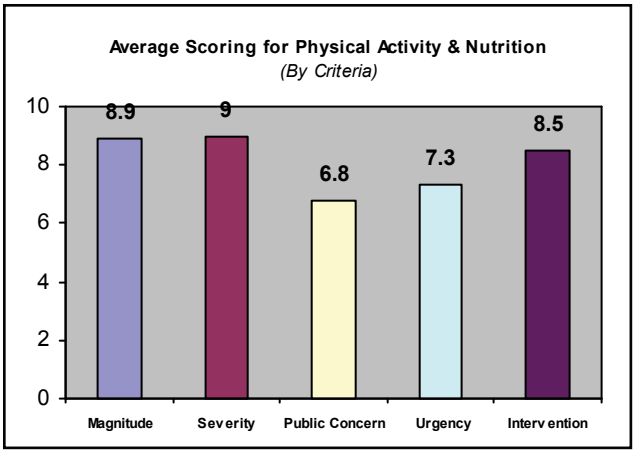
Ranking results from participants were entered into an Excel database by Forsyth County Department of Public Health staff during the priority setting exercise and final scorings were presented to attendees at the close of the prioritization exercise. The rankings for the seven (7) focus areas, based upon the priority setting exercise were:

1. Access to Care
2. Chronic Disease Prevention
3. Maternal & Infant Health
4. Mental Health
5. Physical Activity & Nutrition
6. Social Determinants of Health
7. Substance Abuse Prevention



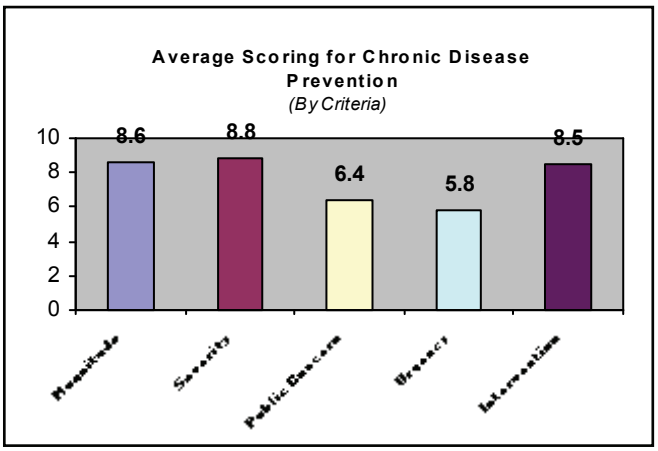
RECOMMENDATIONS

1. PHYSICAL ACTIVITY & NUTRITION



- Focus on chronic disease prevention by targeting children/healthy families and efforts to reduce hospital readmissions and tailor intervention to seniors
- Research evidence-based interventions such as healthy family model
- Create and encourage partnership among community agencies/organizations to strengthen their commitment and initiatives related to nutrition and physical activity.
- Mobilize and support specific partners such as YMCA and include Transformation Nation; FC Health Department with Step up Forsyth
- Expand resources, financial support and promoting efforts.

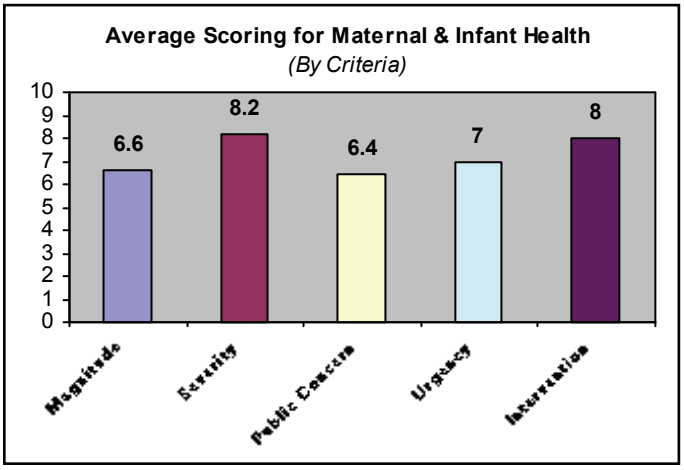
2. CHRONIC DISEASE PREVENTION



- Review evidence-based intervention such as the Pregnancy Care Model for Chronic disease management
- Identify which chronic disease to address: diabetes, asthma, cardiovascular, substance abuse or mental health
- Review claims data and research best practices for intervention
- Mobilize and support different partners
- Expand resources
- Focus intervention with high mental health conditions or complications with those with chronic

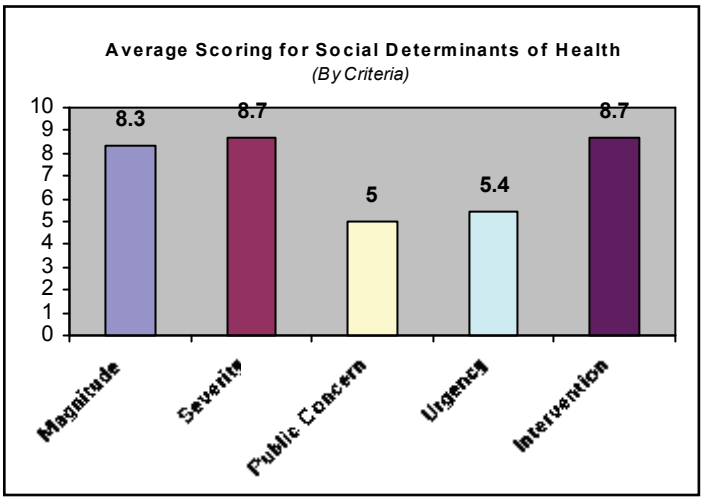
disease management complications

3. MATERNAL & INFANT HEALTH



- Promote a breast feeding policy through media campaign and presentation to businesses, hospital clinicians, and private practice physicians. According to emerging research, breastfeeding reduces infant mortality by 29%. Breastfeeding needs to be promoted as the norm for infant feeding in Forsyth County.
- Focus on pre-conception health for women of child bearing age through FC Infant Mortality Reduction Coalition (FCIMRC) an interconception project to improve the quality of preconception counseling provided at the postpartum visit.

4. SOCIAL DETERMINANTS OF HEALTH



- Convene different community and business leaders to increase awareness of this issue
- Mobilize and support specific partners such as businesses, Forsyth Future, CHANGE
- Research evidence-based interventions and models
- Strengthen the social structure in the community, social isolation was identified as a barrier
- Due to lack of access to resources, assure resources are equitable; advocate for discussion around limited resources
- Review Purpose Built Community in Guilford County for ideas
- Support the Public Health leadership during this process