

QUALITY IMPROVEMENT STORYBOARD



PROGRAM NAME:	Office of Women's Health
PROJECT TITLE:	Increasing Engagement in a Segment of the Los Angeles Alliance for Community Health & Aging (LAACHA) Membership
DPH STRATEGIC GOAL/ OBJ.:	Incorporate health equity and a focus on social determinants into ongoing DPH efforts (DPH Goal 4.5 and CHIP Goal 1.1)
PROJECT TIMELINE:	Med-June thru End-September 2017
QI SPECIALIST:	Fred Dominguez

PLAN

1. Getting Started

LAACHA is an alliance to increase the reach and access of evidence-based programs (EBPs) that address chronic diseases. One of these access mechanisms is the Healthier Living website (www.cahealthierliving.org). In a review of the website, it was determined that the current postings were not reflecting all available EBPs in the county due to lack of agency participation in posting on the website.

2. Assemble the Team

- A. Advisors,
- B. Research Analyst (QI Specialist),
- C. Program Manager (Project Lead),
- D. LAACHA Coordinator (Implement Intervention)

AIM Statement

By September 30, 2017, Implementers of Evidence-Based Programs (EBP) will increase their participation (via posting) on the Healthier Living website by 40% (from 13% to 53%).

3. Examine the Current Approach

- A. The current website is not robust enough to be used as a referral mechanism.
- B. Previous campaign efforts were too general and not agency-specific enough to have a sustained impact.

4. Identify Potential Solutions

- (1) Conduct baseline assessment to examine current state of website
- (2) Determine strategies of engagement:
 - A. Standard email blast
 - B. Personalized phone dialogue sessions
 - C. Utilize LAACHA referral workgroup members to encourage postings
- (3) Confirm strategies with key informants
- (4) Develop strategy tools: 'Call-to-Action' email, Interview guide for dialogue sessions, easy-to-use guide to posting on the website
- (5) Provide ongoing assistance to EBP implementers with posting on the website.

5. Develop an Improvement Theory

Will a multi-strategy approach targeting LAACHA EBP implementers result in increased agency participation in the Healthier Living website?

DO

6. Test the Theory

Conduct assessment

Assessment:

31 LAACHA agencies were identified as potential EBP implementers. 4 of these agencies had posted prior to intervention.

Barriers

- A. Possible difficulty in conducting phone dialogue sessions due to EBP implementers' conflicting schedules and priorities
- B. Difficulty in mobilizing EBP implementers to post on the website based on email and phone dialogues.

Motivators

- A. Agencies that posted would benefit from increased awareness and utilization of their programs, a community-based health intervention for the public.
- B. LAACHA would benefit from cultivating a collective engagement of its' EBP implementing members, ensuring that EBPs were abundant and accessible, improving overall community health.

Develop strategy tools

Implement intervention:

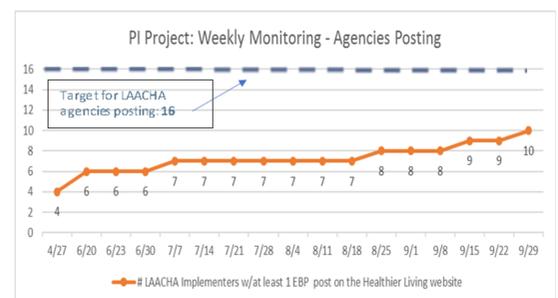
- A. "Call-to-Action" email blast
- B. Phone dialogue sessions
- C. Mobilizing the LAACHA referral workgroup to disseminate Call-to-Action
- D. Setting time aside at the quarterly membership meeting for 'Call-to-Action'

Interventions

LAACHA coordinator engaged with agencies via phone and provided easy-to-use guidelines, offering assistance as needed.

STUDY

7. Evaluate Results



31 LAACHA agencies were successfully contacted, and it was determined that **26** were EBP implementers. However, only **9** of those agencies demonstrated a benefit from posting on the website. Reasons why other agencies did not have a benefit include: existing internal referral mechanisms, limited capacity to serve beyond their existing clientele, limited interest of clientele in EBPs, organizational priorities, or agencies that no longer provided EBPs. Throughout the intervention period, **10** total EBP implementers posted at least once on the website.

ACT

8. Standardize the Improvement or Develop New Theory

The project, although short in duration, demonstrates the complex nature of applying the QI framework to external collaboration/coalition work. After evaluating results, it was concluded that a more in-depth formative assessment would be needed to develop a realistic aim statement to guide future efforts.

9. Establish Future Plans

Because many of the reasons why agencies did not begin posting on the website are outside of our control (as mentioned in **#7 Evaluate Results**), we concluded that a second cycle of PDSA would not be feasible or ideal. At a future time, we will re-assess if another cycle of the PI Project is feasible with this collaborative.