



MAPP of the Southern Kenai Peninsula
Working Together to Improve Community Health

Forces of Change Assessment

12.12.13

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FORCES OF CHANGE ASSESSMENT

BACKGROUND

Spearheaded by South Peninsula Hospital in November 2008, 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 CHNA, the second CHNA is composed of the first three of the following four separate assessments:

I. Community Themes & Strengths Assessment

Qualitative input from community members to identify the issues they feel are important

- a. Perceptions of Community Health Survey
- b. Key Informant Survey

II. Community Health Status Assessment

Quantitative community health data (representing cultural, economic, educational, environmental, mental, physical, and spiritual health) 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

Measures how well different local public health system partners work together to deliver the Essential Public Health Services. Conducted in 2009 during the first CHNA, but not during the present CHNA.

Using the combined results/observations from all three assessments, a community process is used to prioritize the community needs that MAPP participants will collaboratively address for the next few years. ****It is important to note that the information gathered from each assessment does not stand on its own, but that the information from each assessment is looked at together****

INTRODUCTION

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 at a February 2013 MAPP Community Meeting and within two of the three MAPP workgroups (Addressing Substance Abuse and Domestic Violence and Health Lifestyle Choices).

FORCES OF CHANGE DATA MEMBERS

February 3, 2013 Community Meeting participants	Lana Howe, MAPP
Healthy Lifestyle Choices workgroup members	Megan Murphy, MAPP
Addressing Substance Abuse and Domestic Violence workgroup members	Kyra Wagner, Sustainable Homer Sharon Whytal, Homer Public Health Center
Derotha Ferraro, South Peninsula Hospital	

METHODS

A group Forces of Change brainstorm session was conducted during the February 1st, 2013 MAPP Community meeting with 31 participants. The group brainstormed ideas and captured them on an overhead screen. Then the group was divided into six individual tables, with each one taking a portion of the trends to further identify challenges and patterns. Notes from each individual group's discussion were then combined into one document that was taken to MAPP workgroups for further discussion. The MAPP coordinator used the trends of change identified by the Key Informant interviewees (Q1) to assign categories and group/order issues within the Forces of Change matrix. The issues were ordered according to highest to lowest number of related issues.

RESULTS

Themes of Change (in order of number of issues identified per category – themes identified by about one hundred 2013 Key Informant survey respondents within the Southern Kenai Peninsula area):

- Changes in natural resources & how they are being managed
- Economics
- Improved collaboration, community-building, & community coordination
- Demographics
- Technology
- Lack of shared vision
- Changes in drug-use
- Health care issues

FORCES OF CHANGE GROUP DIALOGUE AND BRAINSTORM
Feb 1st, 2013 MAPP Community Meeting
with follow-up inputs from MAPP workgroups

Trend	Challenge	Opportunity
Changes in natural resources and management		
1. Bluff erosion	<ul style="list-style-type: none"> • Resource allocation funneled to this issue • Funds going to highway maintenance, dredging harbor • Decreases in economic/commerce development • Impacts basic survival 	<ul style="list-style-type: none"> • Federal \$\$ to support • Opportunity not to develop coastline
2. Natural gas line	<ul style="list-style-type: none"> • Divides community • Economic stress • Reinforces infrastructure for nonrenewable resource (Band-Aid) 	<ul style="list-style-type: none"> • Increased community conversation • Cheaper source of fuel • New walking trail? • Encourage business development • Less small particulates (decreases in lung cancer) • Less static cling
3. Climate (change)	<ul style="list-style-type: none"> • Not as prevalent in national/ state conversations • Acceptance that climate change exists • Increased storm frequencies, increased maintenance • Impacts basic survival, impacts on psyche / hopelessness • Broad & hard to communicate relevance • unprecidatability 	<ul style="list-style-type: none"> • increased tourist dollar (melting glaciers) • increased conversation about issues • longer growing season • create forward-thinking operation plans • challenge to connect globally
4. Oil & gas development	<ul style="list-style-type: none"> • Deciding who pays for / cost-benefit analysis • Boom-bus v sustainable (state focus is boom-bus) • Impacts on environment & on health & tourism (construction chaos) 	<ul style="list-style-type: none"> • jobs • revenue • cheaper heating/fuel costs • capitalize on construction/infrastructure for sidewalks, bike paths, etc
5. Fish/Fishing prices	<ul style="list-style-type: none"> • Economy v biology • Climate change • Frankenfish (GMO salmon) • Mariculture (shellfish specifically) 	<ul style="list-style-type: none"> • New income streams (mariculture – shellfish) • Using local resources – growing our own food • Education on wild fish v farmed • Increased opportunity for branding • Desired profession – increased opportunities
6. Fishery sustainability	<ul style="list-style-type: none"> • 	(combined with above)

7. 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"> • Opportunities for diversification • Education to consume fewer resources / live within our resource means • Increase awareness for other options • Opportunities for increased renewable resources/projects • As oil prices increase, increase opportunities for developing renewable energy (tidal)
8. Renewable resource development (tidal)	<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 feasibility studies • Affordable, sustainable
9. Fracking / impacts on water quality & availability	<ul style="list-style-type: none"> • Non local (government) interests trump local desires • Environmental risk • Boom-bust: non sustainable 	<ul style="list-style-type: none"> • More affordable energy • Jobs • Boost to economy w/ new workforce
10. Buccaneer and Fury (in Port Graham) –drilling rigs	<ul style="list-style-type: none"> • -oil taxes – revenue for the City • -controversial • -environmental risk 	<ul style="list-style-type: none"> -economic input • ability to influence future if in Homer—less so if they are hidden in Port Graham
Changes in natural resources and management/Economics		
11. Alaska political climate	<ul style="list-style-type: none"> • Government siding with oil companies • Austerity mentality – Juneau • Conflicting info – overwhelms people • Public perception doesn't match reality • Powerful private/corporate interests – influences government 	<ul style="list-style-type: none"> • Have reasonable revenue stream • Have substantial savings • Lots of public interest/concern – vocal public • Close relationship between legislators & public – easy access • Less funding for the only local home visiting program, PAT
Economics		
12. Food prices	<ul style="list-style-type: none"> • Food vs medication • Less healthy choices • Economic stress, increased homeless risk • Impacts basic survival 	<ul style="list-style-type: none"> • Increased gardening & local food production • Decreases in obesity • Increased need for town center & year-round farmers market • Motivation for community food activities & action • Tax season: for \$\$ for programs
13. Fuel prices	<ul style="list-style-type: none"> • Decreased mobility, increased isolation 	<ul style="list-style-type: none"> • Increased biking/walking/carpooling • Prius vs SUV

	<ul style="list-style-type: none"> • Shifting resources / \$\$ • Effects on employment choices • Health care access • Economic stress, increased homeless risk • Decrease in tourism / travel 	<ul style="list-style-type: none"> • Increased value of PFD? • Good for state budget • Increased transportation conversation • Conservation of resources • Downsizing structures • Increases in weatherization
14. Unemployment / nationwide recession	<ul style="list-style-type: none"> • Economy • Decreased family incomes • Difficult to find good / paying jobs 	<ul style="list-style-type: none"> • Time Bank, bartering • Education / re-training • Increased local lending & entrepreneurial growth • Increased opportunities for collaboration • Increased volunteer opportunities – job mentoring
15. Changes in federal budget	<ul style="list-style-type: none"> • Moving target; priorities change • Chase the \$\$ rather than meeting mission • Non-sustaining support • Access to it: knowledge of application process 	<ul style="list-style-type: none"> • Grant funds • Rewarding collaborations – improved & new local partnering • Opportunity to share & inform local story beyond
16. Availability of living wage jobs	<ul style="list-style-type: none"> • No jobs – limited economic development • Limited well-paying jobs – seasonal jobs • Limited population – limited # of qualified employee for positions 	<ul style="list-style-type: none"> • Opportunities for professional development (grow your own) • Kenai Peninsula College – locally – for education • Online education
17. Federal sequestration	<ul style="list-style-type: none"> • -uncertainty • -decreased funds to local communities 	<ul style="list-style-type: none"> • -recognition of need for local resilience
18. Time-limited funding	<ul style="list-style-type: none"> • Sustainability after funding ends • Duplication of efforts • Lack of community buy-in due to past experiences • 	<ul style="list-style-type: none"> • Community level strategic planning • Informing public of changing trends and successes • Development of more sustainable funding • Development of increased local funding capacity
Collaboration, community-building, and coordination		
19. Increased local attention to adverse childhood experience and its impact	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> •
20. Public awareness of	<ul style="list-style-type: none"> • Topic of the day & then gone • How to keep the awareness on- 	<ul style="list-style-type: none"> • Green dot program • Public awareness = opportunity for

20. Public awareness of community violence	<ul style="list-style-type: none"> • Topic of the day & then gone • How to keep the awareness on-going • Public perception may be different than the reality • Teach people how to protect self rather than teaching how not to be violent (respect) 	<ul style="list-style-type: none"> • Green dot program • Public awareness = opportunity for education, including ACEs
21. Existence of collaborative process (MAPP)	<ul style="list-style-type: none"> • People are overworked & hard to take on more employees or volunteers • A lot of work & it takes time to get it done, & build & sustain relationships • Timing piece with grants – funder requirements, sustainability 	<ul style="list-style-type: none"> • 10-fold: work together, make better decisions, address more topics, enhance or increase services, create jobs
22. Local farm production / awareness of	<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
23. New school programs and high tunnels, addressing obesity prevention	<ul style="list-style-type: none"> • risk of new pests • infrastructure that no longer includes ??? in school 	<ul style="list-style-type: none"> - more locally produced food -increased economic base -increased student awareness of healthy food • -increased adaptability
24. State approval of a local to the FFA board	<ul style="list-style-type: none"> • none known 	<ul style="list-style-type: none"> • -opportunity to support local knowledge of food production
25. South Central Foundation conducting a local assessment without collaboration	<ul style="list-style-type: none"> • people not invested locally making decisions about local issues 	<ul style="list-style-type: none"> --opportunity to invite sharing data •
Demographics		
26. Demographic changes – increased age, year round / seasonal residency / school populations	<ul style="list-style-type: none"> • Reduction of property tax revenue for schools • Keeping activities & services relevant: adjusting to meet population needs • Sustaining school staffing • Reconsideration of mission: senior care, funding availability • Increased population on fixed income • Diminished work force 	<ul style="list-style-type: none"> • Increased senior volunteer pool • Utilize new expertise • New business to meet needs

27. Tourism	<ul style="list-style-type: none"> • Infrastructure addresses increased in education, medicine, arts & culture, ecotourism • Does not always support year-round quality of life • Fractures family & community due to seasonal routing • Need for public transportation 	<ul style="list-style-type: none"> • New business • New \$\$ • Connection to outside • New skills & ideas
Technology		
28. Technology – new language	<ul style="list-style-type: none"> • Ignorant users • Divides generations • \$ for training, hardware, updates • integrating to actual service • integrating to current technology • Risk: how to meet government requirements; increased liability for youth & uninformed groups, poor, varied infrastructure & access 	<ul style="list-style-type: none"> • Increased jobs • Reduced paper, space • Increased ability to connect grass roots • Expanding audiences • Improved health care • More timely access to info
29. Changes in communication	<ul style="list-style-type: none"> • Too many media mediums: email, phone, mail, social media, etc • Info overload – no time to process • Expectation of instant communication • Require multi-tasking, reduces focus, isolates • Unique modalities may isolate certain user groups/populations • Equal access to communication tools & modalities 	See above
Health Care		
30. Affordable Health Care Act	<ul style="list-style-type: none"> • Perception will cost too much to provide health care • Education of purpose/goals/cost/what it means • Way state perceives it • State opting out of medicaid expansion • State opting out of health exchange (will be federally defined) 	<ul style="list-style-type: none"> • Outreach/educational opportunities • Increased health care benefits • Increased prevention / well-care • Increased # of people with health insurance
Changes in drug-use		
31. More & different drug availability	<ul style="list-style-type: none"> • Huge problem with opioids / party drugs (K2, spice, bath salts, “pharming” • Always find another drug or way 	<ul style="list-style-type: none"> • Drug take-back programs • Education – high profile experiences – create opportunity for education