Healthy Richmond Logic Model
November 1, 2010

Strategy Clusters: Strategy Clusters were identified to help organize the analysis and prioritizing of strategies. The clusters serve as a tool for identifying common strategies across outcomes areas, and understanding the strategies not in isolation, but as part of an integrated framework for community change over the next 10 years. Each strategy is assigned to a principal strategy cluster (color), as well as secondary clusters in some cases (extra colors). Instead of vertical lines and arrows, similar colors indicate the interconnections among the targeted changes and strategies.

System & Policy Initiatives

Collaboration

Capacity-Building & Organizing

Guiding & Promoting

Change Awareness & Empowerment

Systems and Policy Initiative Strategies Capacities:

Active:
Demographic and policy resource database used during HR data analysis.
Experience and expertise in health indicators and policy analysis.
Involvement of County Health Services Agency.

Developing:
Content expertise for key outcome and issue areas.
Data analysis and presentation.
Policy analysis and presentation.
Advocacy development and implementation.

Systems and Policy Initiative Strategies Resources:

Increased involvement by political leadership and policymakers.
Systems stakeholder involvement from City, County, School District, and other institutions.
Relationships with existing collaboratives.
Relationships with Richmond Health & Wellness Element initiative work on implementation measurements.
Data and policy resources and analysis.
Research relationships with colleges, universities and other research groups.
Demographic mapping support.

Collaboration Strategies Capacities:

Active:
Communication and information-sharing with existing collaboratives and planning initiatives.
Network of community-based organizations currently involved with HR through community engagement work
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Developing:
Processes and strategies for collaborative convenings, development, coordination & communication.

Collaboration Strategies Resources:

Network of stable, experienced community-based organizations.
Relationships with youth development agencies and collaboratives.
Involvement of systems stakeholders and leaders.
Relationships with existing collaboratives and planning initiatives in Richmond and West Contra Costa County.

Capacity-Building and Organizing Strategies Capacities:

Active:
Existing resident contacts and organizing structure.
HR community contacts database.
Youth engagement structure and organizers.
Resident and youth leader training.

Developing:
Leadership training for residents and youth.
Increased youth engagement.
Resident engagement and organizing capacity.
Strategies for community dialogue and visioning.
Community participatory research.
Multicultural/multilingual community relations and bridge-building.

Capacity-Building and Organizing Strategies Resources:

Strategies and experience in resident engagement and participation, including approaches for harder-to-reach residents and families.
Multicultural and multilingual support.
Promising practices and models for community organizing and building resident organizations.

Guiding and Promoting Strategies Capacities:

Active:
Existing relationships with guide/navigator programs for parent involvement and health education.
Involvement in ongoing work with neighborhood organizations working on built environment, and improving school and community health.

Developing:
Increased training capacity for peer advocates and navigators.
Stronger link between systems stakeholders and resident peer advocates and navigators.

Guiding and Promoting Strategies Resources:

Content expertise for key outcome and issue areas.
Training for resident and youth advocates, navigators, and promoters.
Trained and experienced resident and youth organizers.
Strategies for youth engagement, including harder-to-reach youth and young adults.
Multicultural and multilingual support.

Change Awareness and Empowerment Strategies Capacities:

Active:
Existing expertise in community engagement and organizing, and youth engagement.

Developing:
Greater representation and involvement from other community collaboratives and empowerment initiatives.

Change Awareness and Empowerment Strategies Resources:

Developing content expertise for key outcome and issue areas.
Promising practices and models for key outcomes and issue areas.
Relationships with existing collaboratives working on economic stability and asset protection.
Effective and accessible resources and materials for community education.
Multicultural and multilingual support.

Internal Healthy Richmond Collaborative Structure and Governance Capacities:

Active:
Shared values in systems change and community building
Relationships among stakeholders, organizations and residents within HR Steering Committee.
Emerging collaborative leadership, including youth and young adults.
Governance structure.
Planning expertise within the Building Healthy Communities model.

Developing:
Governance and decision-making.
Engagement and capacity building of residents: maintaining resident participation and leadership in the HR process.
Greater representation and participation from City, County, and other levels of government.
Leadership development, particularly for residents and youth involved in the governance structure.
Staffing and project management systems.
Internal systems for management, information-sharing, decision-making and communication with the collaborative and community.
Accountability structures and processes.
Evaluation.
Communications, external relations and community education.
Media and messaging.
Web presence and social networking connections.
Engaging the Richmond community at-large over the long term initiative.

Strategy 2-1: Recruit, train & support peer health educators, navigators & promoters that will empower residents to promote prevention and change health care systems.

Strategy 2-2: Create a network of youth health advocates and navigators to address the health issues for youth and young adults, and the root causes and impact of violence.

Strategy 2-3: Create a grassroots organizing structure to advocate for policy and systems changes that determine access to quality and affordable health care.

Strategy 2-4: Create a system-wide initiative to guarantee integrated and coordinated health care for all residents.

Targeted Change 2-1: Residents & organizations increase community awareness of health care alternatives and advocate for more equitable and just health care access for all residents.

Targeted Change 2-2: Youth & young adults take leadership to influence health care and access, promote prevention efforts, and change the underlying conditions of violence in their neighborhoods.

Targeted Change 2-3: Residents take leadership in changing systems policies and practices that influence their health and wellness.

Targeted Change 2-4: Richmond has an integrated, seamless system of health care and community health education promoting prevention practices, health equity and cultural and language access.

Outcome 2: Families have improved access to a health home that supports healthy behaviors.

Strategy 5-1: Create a grassroots organizing structure to change conditions in neighborhoods that lead to safety and violence issues, and improve the quality of life in the community.

Strategy 5-2: Develop a comprehensive youth violence model of response, support, and recovery that strengthens young people involved in critical incidents of violence.

Strategy 5-3: Create collaborations for successful re-entry for the formerly incarcerated, including programs for counseling, support services, housing, employment and training.

Strategy 5-4: Create and sustain collaboratives supporting victims and survivors of interpersonal violence through integrated, coordinated services and prevention strategies.

Strategy 5-5: Develop a community-wide model for reducing gun-related violence, injuries, and homicides, and their devastating impact on victims, perpetrators, and their families.

Targeted Change 5-1: Residents build the leadership and capacity to create healthy neighborhood environments and a culture of peace and safety.

Targeted Change 5-2: The entire community, including youth and young adults, creates a collaborative system of youth-centered policies and practices that reduce violence and its root causes.

Targeted Change 5-3: Richmond supports residents re-entering from the criminal and juvenile justice systems with coordinated, high quality, effective services and programs.

Targeted Change 5-4: Systems and institutions work collaboratively to serve victims and survivors of interpersonal violence in a seamless, comprehensive way.

Targeted Change 5-5: Residents, youth and young adults join a community-wide collaboration to reduce the impact of gun violence, and its underlying causes.

Outcome 5: Children and their families are safe from violence.

Strategy 7-1: Create comprehensive youth initiatives for influencing and changing educational policy and practices through engagement, organizing, and capacity-building.

Strategy 7-2: Develop policy initiatives to improve food quality and nutrition in schools, and promote healthy and active living, physical education, and afterschool exercise and recreation.

Strategy 7-3: Create comprehensive parent engagement programs to build the capacity of parents to advocate educational systems change.

Strategy 7-4: Create a comprehensive interagency collaboration strategy for creating multidisciplinary service hubs at neighborhood school sites.

Targeted Change 7-1: Students take responsibility and leadership in influencing and changing policies and practices that impact their quality of education.

Targeted Change 7-2: Schools have the policies, school environment, programs and and community support to promote healthy eating and nutrition, and active living.

Targeted Change 7-3: Parents have greater knowledge, skills, and capacities to influence quality education and change school policies and practices.

Targeted Change 7-4: School sites become the centers for public-private collaboration to build strong families, resilient children and youth, and safe neighborhoods.

Outcome 7: School and neighborhood environments support improved health and healthy behaviors

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Strategy 8-1: Develop asset and income preservation programs that move families from poverty toward economic opportunity.

Strategy 8-2: Develop policy initiatives that build Richmond as a regional center for employment, business development, and other economic opportunities.

Strategy 8-3: Create a Healthy Richmond Economic Development and Education Council that prepares youth and young adults for careers and employment.

Strategy 8-4: Develop a coordinated family-support, training, and employment development model to provide economic opportunity and pathways to family economic stability.

Targeted Change 8-1: Residents build their capacity and financial stability, and take advantage of employment and other economic opportunities.

Targeted Change 8-2: Richmond creates an employment and business environment that bring growth and economic vitality to the region.

Targeted Change 8-3: Schools and business work jointly to increase job readiness and employment for Richmond's youth and young adults.

Targeted Change 8-4: Residents have coordinated, integrated programs that build family economic stability, employment potential, and innovative economic alternatives.

Outcome 8: Community health improvements are linked to economic development.