

Health Equity Collective
Driving Better Health Together

The Health Equity Collective (“Collective”; formerly the Greater Houston Coalition for Social Determinants of Health) was initiated with a common goal of understanding and addressing social determinants of health (SDOH) vulnerabilities among Greater Houston residents and the resources that could be leveraged to address them. Simply put, the plan is to implement a data-driven, comprehensive, multi-sectorial, population-level approach to understand and address SDOH across the community. We believe that it by working together that we have the power to build a better – more equitably healthy – community.

VISION STATEMENT

Health equity for all Greater Houston Area residents

MISSION STATEMENT

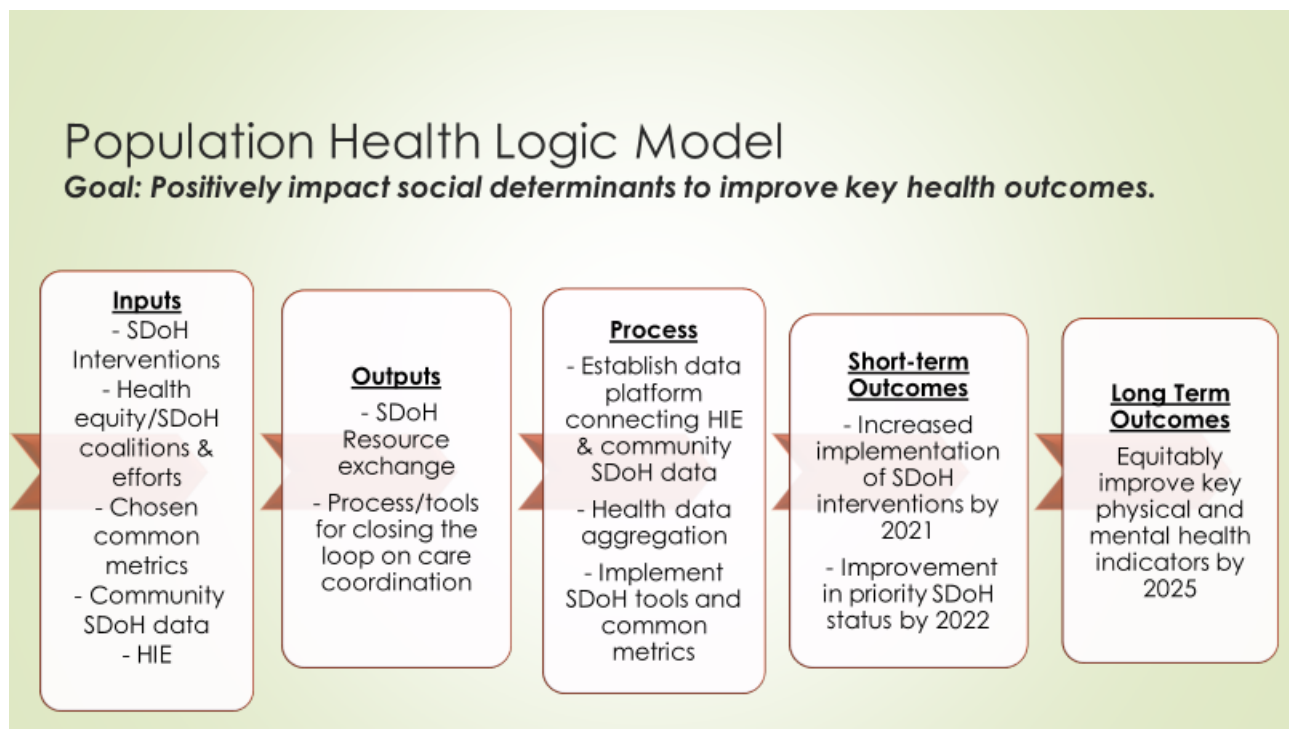
Establish an impactful, collective, sustainable, data-driven system to promote health equity

PRIORITY POPULATION HEALTH INDICATOR FOR SUCCESS

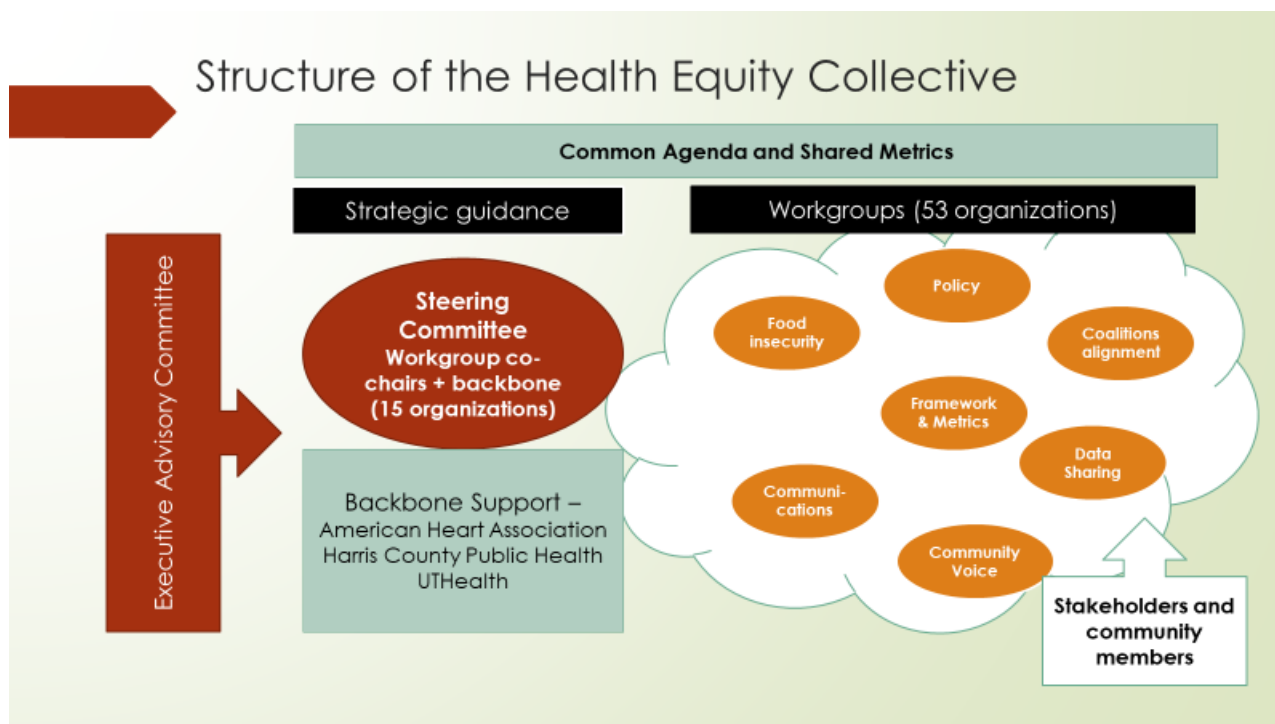
The Health Equity Collective will **reduce food insecurity** across the Greater Houston region by 5% by **2025**, improving health outcomes including **diabetes, obesity, mental health, and COVID-19**.

HEALTH EQUITY COLLECTIVE – INTRODUCTION TO THE JOURNEY

If you are new to the Health Equity Collective or re-engaging, we invite you to check out our Collective’s history and milestones, [here](#).



COLLECTIVE'S STRUCTURE AND ROLES



Structure & Roles Overview

- Backbone Support Role:
 - Following the [FSG guidance for backbone role](#), the three organization backbone support is focused on the 6 functions of backbone support: guiding vision and strategy, supporting aligned activities, establishing shared measurement practices, cultivating community engagement and ownership, advancing policy, and mobilizing resources.
- Steering Committee:
 - Developing collective strategy, goals and objectives for workgroups, and facilitating progress of the workgroups.
- Workgroups:
 - Representing the various dimensions of the Collective's SDOH work. Providing recommendations for the steering committee and collective at large based on the outcomes of the workgroup tasks.
- Community Voice:
 - Linking the voice of those who are the intended beneficiaries of the Collective's efforts to the design and the development of the work.
- Executive Advisory Committee:
 - Contributing their respective expertise to the Collective's mission and the development of ecosystem enhancements that improve health equity across the Greater Houston region.
- Members at Large
 - Leaning in to align their respective organizational efforts with the broader collective as well as other efforts focused on similar work or neighborhoods.

COLLECTIVE PROGRESS 2019-2021

2021 – Collective Progress Highlights to Date (1/1/2021 – 04/30/2021)

- Co-backbone organizations signed MOU, with Harris County Commissioners Court approval.
- First full time staff member and backbone co-lead Heidi McPherson housed at UTHealth
- First collective, scientific article submitted for publication by Dr. Jemima John, post-doctoral research fellow at UTHealth, & the Steering Committee
- New AHA representative, Emily Paul
- New name selected and rebranding underway
- BCBS funding for the CIE secured
- Rockefeller Grant to support this collective work
- Executive Advisory Committee development and Exec Advisor role defined
- Comprehensive mapping of related coalitions across the region.
- Established an SDOH Framework to guide alignment of health equity efforts across the region.
- Community Voice effort launched.
- Data-sharing ecosystem blueprint going to RFP.
- SDOH Policy Food Insecurity policy/legislative scan & plan of action.
- Food Security Screening Focus Groups designed and IRB approval to proceed.
- Collective members voted overwhelming in favor of adding COVID to our priority metrics of success.
- With >30 new members since our last quarterly meeting, we are >350 individuals strong, with [>125 member organizations](#).
- Secured funding from:
 - Humana
 - Blue Cross Blue Shield of Texas

2020 – Collective Progress Highlights

- Generated first draft of the Collective’s charter.
- Launched Collective’s structure, including backbone organizations, steering committee, and 7 workgroups.
- Established a comprehensive SDOH Framework established to guide the Collective’s efforts and assist in aligning partners organizational efforts.
- Prioritized the next step in the data-sharing ecosystem landscape, collectively, as developing a community information exchange (CIE), which would connect to the clinical data in the health information exchange (HIE) in the future. [Report here](#).
- Developed data-sharing ecosystem landscape, priority next steps, and [blueprint for the community information exchange \(CIE\) network](#) that is vendor agnostic.
- Provided [interoperability RFP/contract language guidance](#) developed and shared for use across Collective member organizations.
- Secured funding from:
 - Episcopal Health Foundation
 - MD Anderson
 - HEB
 - Community Health Choice
 - Humana
 - UTHealth

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- Conducted a landscape scan of food security screening and referral efforts across the Collective’s member organizations.
- Drafted engagement strategies for community voice to inform the Collective’s SDOH efforts.
- Hired a branding firm to build brand and website, Versa Creative.
- Selected as member coalition for the Texas Health Institute’s Cross Sector Alignment effort, a statewide coalitions’ evaluation process funded by the Robert Wood Johnson Foundation.

2019 – Collective Progress Highlights

- Conducted a listening tour of Collective members and community stakeholders. The co-leads conducted 100+ one-on-one meetings with leadership from across the Collective member organizations in the Greater Houston Area.
- Connected and met one-on-one with Texas (e.g. Texas Health Institute, It’s Time Texas, etc.) and national (e.g. Humana, Open Referral, Public Health Institute) stakeholders also engaged in addressing SDOH.
- Engaged local and national philanthropic entities in the conversation of the Collective as strategic partners and with the intent of procuring funding.
- Actively engaged leadership across the non-profit, for-profit, healthcare, government, philanthropic, and academic sectors to advance the mission of the Collective.
- Convened a visioning session of Collective members and leadership (85 attendees across >50 organizations) to establish a common vision, mission, agenda, and Collective structure.

GOALS AND ACCOMPLISHMENTS

Backbone Goals – 2021:

Members

- Emily Paul, MPH - American Heart Association
 - Emily.Paul@heart.org
- Tanweer Kaleemullah, JD, LLM, MHA/MBA - Harris County Public Health
 - Tanweer.Kaleemullah@phs.hctx.net
- Heidi McPherson, MPH - UTHealth
 - Heidi.McPherson@uth.tmc.edu
- Shreela Sharma, PhD, RD, LD - UTHealth
 - Shreela.V.Sharma@uth.tmc.edu

Goals

- Goal 1 - Establish full time staffing
- Goal 2 - Implement MOU on shared backbone role
- Goal 3 - Develop sustainability plans
- Goal 4 - Facilitate development of a formal Collective governance structure

Accomplishments

- Establish a full-time dedicated staff role.
- Executive an MOU between the 3 backbone organizations
- Secure funding for CIE, data governance, and next steps of the Collective work
- Establish framework for the Collective
- Conduct a deep-dive into food insecurity screenings and response among Collective members.
- Initiate and establish Collective naming, branding and communications efforts.

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Steering Committee Goals – 2021:

Members

- Emily Paul, MPH - American Heart Association
- Tanweer Kaleemullah, JD, LLM, MHA/MBA - Harris County Public Health
- Heidi McPherson, MPH - UTHealth
- Shreela Sharma, PhD, RDN, LD - UTHealth
- Michael Walsh, MD Anderson
- Nadia Siddiqui, Texas Health Institute
- Mon-Ju Wu, Welnity
- Dr. Anwar Mohammad Sirajuddin, Harris Health
- Dr. Ping Lie, Harris County Public Health
- Nikki Browning, Houston Food Bank
- Hope Galvan, Harris Health
- Nancy Correa, Texas Children’s Hospital
- Ruth Rechis, MD Anderson Cancer Center
- Staci Lofton, Harris County Public Health
- Tim Schauer, Cornerstone
- Melisa Danho, UTHealth
- Alicia Johnston, Humana
- Dr. Sean Haley, CCPPI
- Veronica Reyes, Blue Cross Blue Shield of Texas
- Dr. Bob Morrow, UTHealth
- Deborah Ganelin, Memorial Hermann
- Deborah Banerjee, City of Houston Health Department

Goals

- Goal 1 - Establish strategies to drive towards 2021-2025 workgroup goals
- Goal 2 - Celebrate both all wins
- Goal 3 - Establish formal position descriptions
- Goal 4 - Develop staggered co-chair terms

Accomplishments

- Established formal position descriptions.
- Launched 7 workgroups virtually through the pandemic.
- Lead the workgroups to successful progress and accomplishment of 2020 goals.

Workgroups Goals - 2021:

SDOH Framework & Common Metrics

Co-Chairs: Michael Walsh, MD Anderson & Nadia Siddiqui, Texas Health Institute

The focus of this workgroup is on reviewing existing SDOH frameworks to select, establish a framework that will be used to benchmark the broad efforts of this collective impact effort across the Greater Houston region. This will include establishing common measures to be used across Collective organizations in measuring SDOH efforts and compiling SDOH data.

Goals

- Goal 1 - Graphic design and development of interactive Collective Framework to guide, ground, and monitor progress of the Collective’s efforts
- Goal 2 - Development of a Collective Framework White Paper
- Goal 3 - Development of Evidence-Informed, Consensus-Based Common Metrics for the

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<p>Collective</p> <ul style="list-style-type: none">○ Systematic review of population health metrics○ Discovery of internal Collective-based metrics○ Consensus-based process for selection <p>Accomplishments</p> <ul style="list-style-type: none">▪ Identified and modified a framework to utilize in developing broader SDOH approach for the Collective’s work.
<p>Data Sharing Ecosystem</p> <p>Co-Chairs: Mon-Ju Wu, Welnity; Dr. Anwar Mohammad Sirajuddin, Harris Health; Dr. Ping Lie, Harris County Public Health</p> <p><i>This workgroup will focus on establishing data ecosystem, network for data-sharing, and technical capacity for population level data analysis. Will incorporate processes for proving health impact and outcomes (ie. RCT).</i></p>
<p>Goals</p> <p>OVERALL: Provide support and guidance for establishing Phase 1 CIE in 2021</p> <ul style="list-style-type: none">▪ Goal 1 - Build case to incentivize organizations, by sectors, to be a part of the Data Sharing Ecosystem, as mapped by the Blueprinting Subgroup.▪ Goal 2 – Cultivate intentional multi-sector engagement in the Data-Sharing Ecosystem Development.▪ Goal 3 – Align Data-Sharing Ecosystem Workgroup efforts with intersecting work of the Collective’s other workgroups. <p>Accomplishments</p> <ul style="list-style-type: none">▪ Identified Collective priority for improving the data sharing ecosystem as the CIE.▪ Developed federated model blueprint for the CIE.▪ Obtained funding to establish data governance structure for the CIE
<p>Food Security</p> <p>Co-Chairs: Nikki Browning, Houston Food Bank & Hope Galvan, Harris Health</p> <p><i>The focus of this workgroup is to develop a shared set of evidenced-based interventions to improve food security and healthy food intake across the greater Houston region. This will build on and with existing food security efforts.</i></p>
<p>Goals</p> <ul style="list-style-type: none">▪ Goal 1 - Landscape Scan: Complete qualitative focus groups and combine with quantitative data to provide recommendations for food insecurity screening and response.▪ Goal 2 - Publish report and recommendations to the community <p>Accomplishments</p> <ul style="list-style-type: none">▪ Linked efforts with the Houston Food Systems Collaborative.▪ Conducted a quantitative survey-based landscape scan of current food security screening and referral efforts.▪ Designed a qualitative focus group analysis to dig deeper into the food security screening processes in order to inform the development of a food security tool box.

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<p>SDOH Policy Co-Chairs: Staci Lofton, Harris County Public Health & Tim Schauer, Cornerstone</p> <p><i>This workgroup will connect the Collective’s SDOH efforts to existing policy platforms and SDOH policy efforts that could impact the Greater Houston area.</i></p>
<p>Goals</p> <ul style="list-style-type: none">▪ Goal 1 - Finalize food insecurity related policy recommendations for Collective efforts, in collaboration with the food security workgroup.▪ Goal 2 - Identify opportunities for the Collective to support health equity policy changes at the local, state, and federal levels. <p>Accomplishments</p> <ul style="list-style-type: none">▪ Linked efforts with the Houston Food Systems Collaborative.▪ Conducted thorough review of food security policy opportunities.▪ Provided slate of food security policy opportunities to help guide the Collective’s policy support efforts.
<p>Coalitions Alignment Co-Chairs: Ruth Rechis, MD Anderson & Nancy Correa, Texas Children’s Hospital</p> <p><i>This workgroup is developing strategies for increasing awareness of the Houston Equity Collective’s impact and promoting engagement in SDOH efforts across our region.</i></p>
<p>Goals</p> <ul style="list-style-type: none">▪ Goal 1 - Improve communication and awareness between coalitions▪ Goal 2 - Increase alignment, shared vision, and joint efforts between coalitions that align with the goals of the Health Equity Collective <p>Accomplishments</p> <ul style="list-style-type: none">▪ Identified coalitions in the greater Houston that are addressing social determinants of health▪ Collected information on the goals and activities of each coalition▪ Analyzed Collective’s goals and activities for potential▪ Created a roster of coalitions addressing SDOH▪ Incorporated coalitions engagement into the thematic networking sessions
<p>Communications Co-Chairs: Melisa Danho, UTHealth and Alicia Johnston, Humana</p> <p><i>This workgroup is developing strategies for increasing awareness of the Houston Equity Collective’s impact and promoting engagement in SDOH efforts across our region.</i></p>
<p>Goals</p> <ul style="list-style-type: none">▪ Goal 1 - Develop Naming, Brand & Digital Presence for the Collective<ul style="list-style-type: none">▪ Signed contract with Versa Creative Q4 2020▪ Announced our new name – Health Equity Collective, on March 9▪ Continue the monthly Virtual Networking Sessions▪ Goal 2 - Established & maintain Mighty Networks Resource Hub<ul style="list-style-type: none">▪ Establish initial marketing plan▪ Organized Workgroup Surveillance Team▪ Generated list of content for development for 2021

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Accomplishments

- Developed marketing concept needs for the Collective
- Conducted an RFP for the branding, marketing, and website development
- Hired Versa Creative to develop the Collective’s brand and digital presence
- Initiated branding and digital presence effort (naming of the Collective and associated tagline and logo complete)

Community Voice

Co-Chairs: Dr. Sean Haley, CCPPI and Veronica Reyes, Blue Cross Blue Shield of Texas

In order to be truly impactful in promoting health equity, our collective effort must be rooted in meeting the SDOH needs across our community – as informed by those who are impacted by inequities. This workgroup will develop strategies to leverage the work of the many Collective’s members working directly within communities and their established networks, to inform the Collective strategies to improve SDOH and health outcomes across the Greater Houston region.

Goals

- Goals 1: Conduct a landscape scan of grassroots community voice efforts across the Collective
 - 1.1 Learn and leverage who within the Collective is utilizing community voice
 - 1.2 Build a Community Voice Resource “Quick List”
 - 1.3 Identify Gaps and Collect Additional Information
- Goal 2: Agree on approach for informing GHC-SDOH efforts with community voice
 - 2.1 Develop model for engaging community voice
 - 2.2 Draft plan for including community voice at all levels of the GHC-SDOH
 - 2.3 Review **Collective** Workgroup Survey Responses & Collect Additional Community Voice

Accomplishments

- Conducted a landscape scan of community voice strategies.
- Selected Design Thinking approach with framing from Arnstein's Ladder of Citizen Participation.

Executive Advisory

Chair: Dr. Bob Morrow, UTHealth

As the strategies for the Health Equity Collective become established, this effort needs executive advisors and ambassadors to further engage community and business leaders in order to foster policy, systems, and environmental changes that will lead to improvements in health outcomes.

Goals

- Goal 1 - Align and connect collective’s strategies to key regional efforts related to health equity.
- Goal 2 - Advise and assist with sustainability plans.
- Goal 3 - Inform development of collective’s governance and future structure for the Collective.

Accomplishments

- Recruited members.