

# Healthy Kids Healthy Communities – Affecting H.E.A.L. opportunities for lower-income Portland families

## Priority Tool

	Easy	Hard
High Mission		
Low Mission		

HKHC Mission – Our mission is to increase healthy eating and/or active living opportunities among families who are at a disproportionate risk for developing poor health outcome. Our policy and environmental change work strives to help make the healthy choice, the easy choice, particularly in communities where there has been a historic absence of healthy options.

Achievement level – Scale of community and political interest or commitment, resources to implement (i.e. attracting a full service grocery store to SE 122<sup>nd</sup> and Foster vs. Joint Use Agreement between David Douglas School District and Parks for play/garden) steering committee skill sets and expertise.

Opportunity: *(Please describe the opportunity you have selected here. If you are selecting more than one please fill out a separate sheet.)*

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Theme: (circle which theme(s) this opportunity covers)

Transportation      Foodscape      Parks & Recreation      Mixed Income & Complete Communities

Deal Breakers: *If the opportunity that you choose does not pass through these three questions, please choose an alternative opportunity.*

1. Does this opportunity align with our values and HKHC objectives?

Yes                          No   

Please explain if you would like.

2. Is there local interest and support for this opportunity?

Yes  No

Please explain if you would like.

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3. Is there research/evidence and/or logic that supports this opportunity?

Yes  No

Please explain if you like.

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Considerations for Healthy Equity, Community Impact, and Feasibility.

*In the following sections, questions are designed to give you an idea of how well the opportunity meets criteria for addressing healthy inequities, maximizing benefit to a community in need, and what the likelihood is that HKHC can implement a successful strategy based on the opportunity under question. There is space to explain your answers if you feel it would help you think through how the opportunity you have selected addresses these three criteria.*

**Health Equity:**

*The concept of health equity is about providing all people and social groups with fair opportunity to achieve their full health potential regardless of their income, age, race/ethnicity, or physical ability. It focuses on closing the gap in both social and environmental determinants of health; and it implies giving priority to less advantaged social groups in order to eliminate systematic health disparities.*

1. Does this opportunity reduce health disparities? Does it have a positive impact on lower-income families and families in affordable housing neighborhoods?

Yes, high impact

Yes, but impact is not as great as other opportunities

No, it does not help close the gap

Please explain.

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## Community Impact:

*Community impact focuses on identifying opportunities with the greatest likelihood of producing policy and systems changes that will positively impact the greatest number of people. If this opportunity is pursued how will it be determined to be effective? If this opportunity is achieved, it may need to be monitored and/or maintained to have the greatest impact on the community of need.*

2. Which segments of the population will benefit from this opportunity?

Children  Teens  Adults  Seniors  Multigenerational

Please explain.

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3. Are there local assets such as strong leaders and policy allies to build on?

*– A champion and supporting leadership are engaged for this strategy who have the necessary skills and capacity to succeed.*

Yes, many

Yes, but few

No, no local assets exist that I know of

Please explain.

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4. How will we know if we have succeeded?

Please explain.

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## Feasibility:

*Considering feasibility takes into account the depth and skill sets of the partnership, readiness of the target audience (both political and community), and the capacity of the partners to ensure goals are accomplished (based on the opportunity considered). It also considers the influence the partnership has on decision makers, and what political or resource-related barriers may exist to accomplish this goal.*

5. Is pursuing this opportunity politically feasible?

– *The steering committee can effectively influence key decision makers and implementers.*

Yes, strong political will exists

Yes, some

No political support exists currently

Please explain.

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6. Are there local barriers? Yes

No

7. If so, what are they?

Please explain.

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8. Do we have the capacity (or can we get it quickly)?

– *Capacity, includes, commitments, skills, and resources for long-term success. Does it align with skill sets or interest of SC members? If so, which SC members? Is there other representation we should be pursuing for this opportunity?*

Please explain.

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9. What will happen if HKHC resources **are not** dedicated to this opportunity?

Please explain.

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10. What is the timeframe for this opportunity?

Short-term (1 year or less)  Intermediate (1-2 years)  long term (3 -4 years)

Will efforts need to be sustained after the HKHC period?

Yes

No

Please explain.

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11. What resources will be needed to implement activities related to this opportunity?

- *Resources, for example, could be used to mobilize, investigate best practices and evidence from the field, build relationships, etc...*

Please explain.

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