

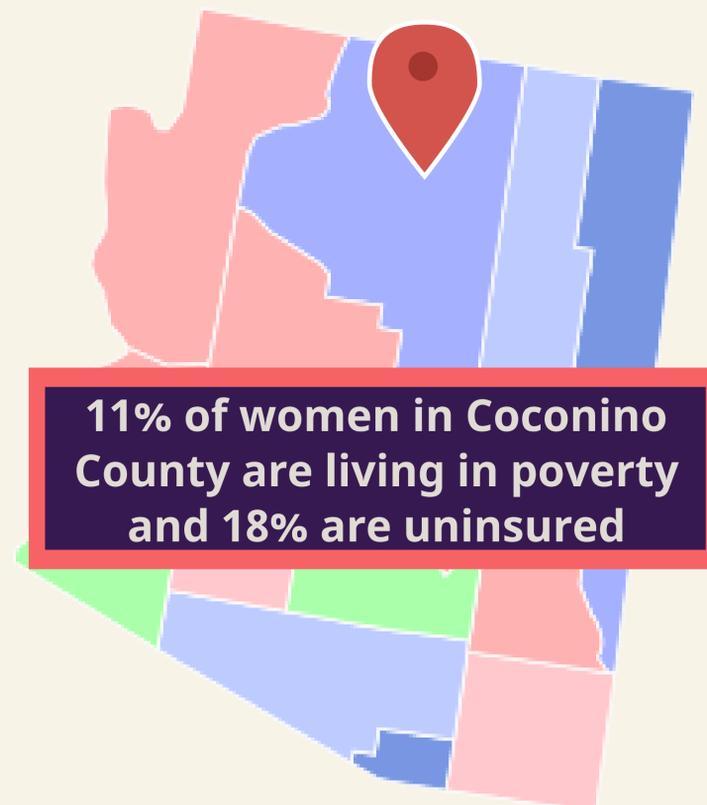
# CityMatCH Well Women, Well Communities 2020 Initiative Coconino County



## Introduction

The Well Women, Well Communities 2020 project is a collaborative interagency initiative 'to increase the local health department's capacity to identify and address system's level barriers and gaps in services that affect a woman's ability to be well and seek well-woman care at a community level.' Preventative care significantly decreases an individual's risk of morbidity and mortality. Coconino County is geographically large and diverse with limited resources for those who are most at risk of otherwise preventable health outcomes (low-income and uninsured).

In April of 2018, Coconino County submitted an application to CityMatCH to participate in this cohort and was one of four teams selected nationwide. The collaborative partners in the application included healthcare, transportation, and non-profit agencies in the area.



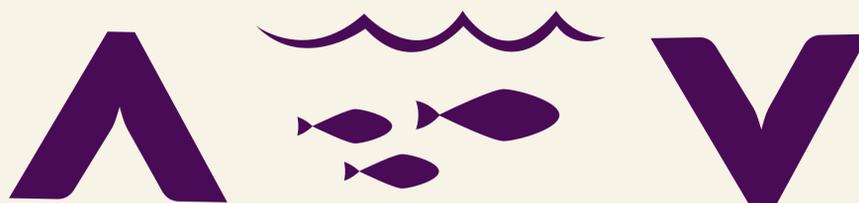
## Methodology

The agency team submitted a call for applicants to participate in a Community Advisory Board (CAB) to identify and discuss barriers to preventative care in Coconino County. Requests for participants were issued in fall 2018; 15 applications were received. Participant request forms gathered various demographic data, including race/ethnicity, income, gender identity, sexual orientation, and age, in order to strategically identify a diverse, inclusive advisory board representative of Coconino County.

All 15 applicants were offered to participate in the CAB. The goal of the CAB was to identify:

### One Upstream Initiative

Strategy aimed at addressing a system-level barrier to care



### One Downstream Initiative

Strategy aimed at improving access and utilization of women's preventative health care services



# Results

The CAB met monthly from January to June of 2019. Meetings were facilitated by two designated agency team representatives and sponsored by rotating team members. Of the 15 initial applicants, 12 individuals ultimately attended at least one meeting. Three members attended all six meetings.

Epidemiologic data was presented on the current state of women's health in Coconino County. Discussion facilitation techniques focused on brainstorming sessions with numbering and ranking techniques for feasibility, importance, and impact to systematically identify the top two barriers to care, and the corresponding proposed initiatives.

## Findings

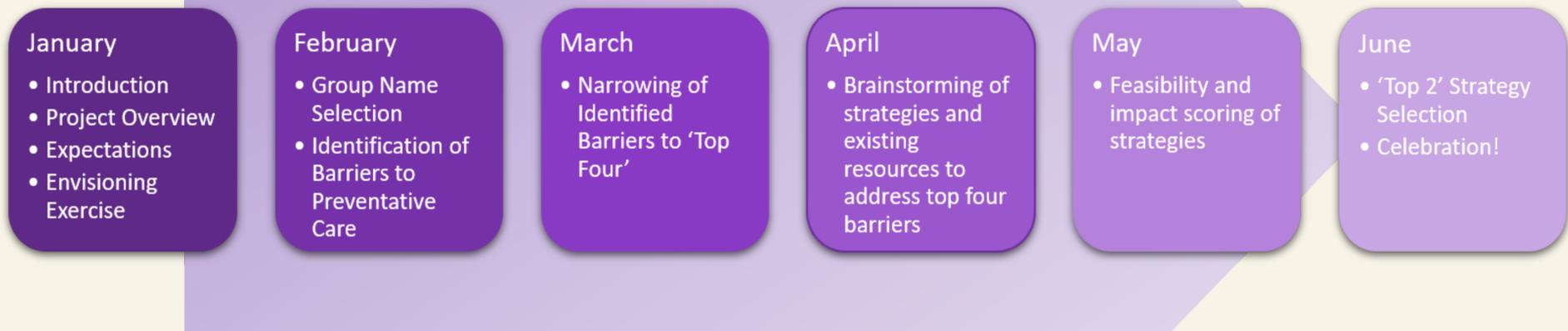
### **Upstream** ▲

**Implement extended hours for medical, dental and healthcare facilities**

### ▼ **Downstream**

**Increase awareness of insurance plan benefits and local community resources among the general population**

## Community Advisory Board Meeting 2019 Timeline



## Next Steps



Implementation of the selected strategies will require broad community participation and engagement. Leveraging existing resources and partnerships is the most practical and sustainable model for implementation. Team representatives will begin meeting with stakeholders in August of 2019 to disseminate findings and garner support for next steps and actions.

Additionally, findings will be promoted on social media and presented to existing community work groups. The Community Advisory Board will remain engaged in the implementation process, offering ongoing feedback as steps are undertaken.



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