



**BUILDING
BETTER
HEALTH**

#coverCO

2016

RESOURCES
INSPIRATION
SUPPORT

Community Centered Design

Community Centered Design: Outreach and Enrollment Lessons from Ten Communities

- 1. Envisioning a ‘No Wrong Door’ World** – Kyle Sargent, MPP, The Colorado Health Foundation
- 2. Building a Community** – Jessica Rosenthal, Colorado Covering Kids and Families
- 3. Learning Along the Way** – Anna Cruz, MA, Harder+Company Community Research
- 4. Questions**





The Colorado Health Foundation™

Together

Envisioning A 'No Wrong Door' World

Community Centered Design: Outreach and Enrollment Lessons, Tools, and Resources from Ten Communities

Presented at Building Better Health, October 2016



Where We Started

December 2013

- 5+ years of
- “Strategy R
and measur





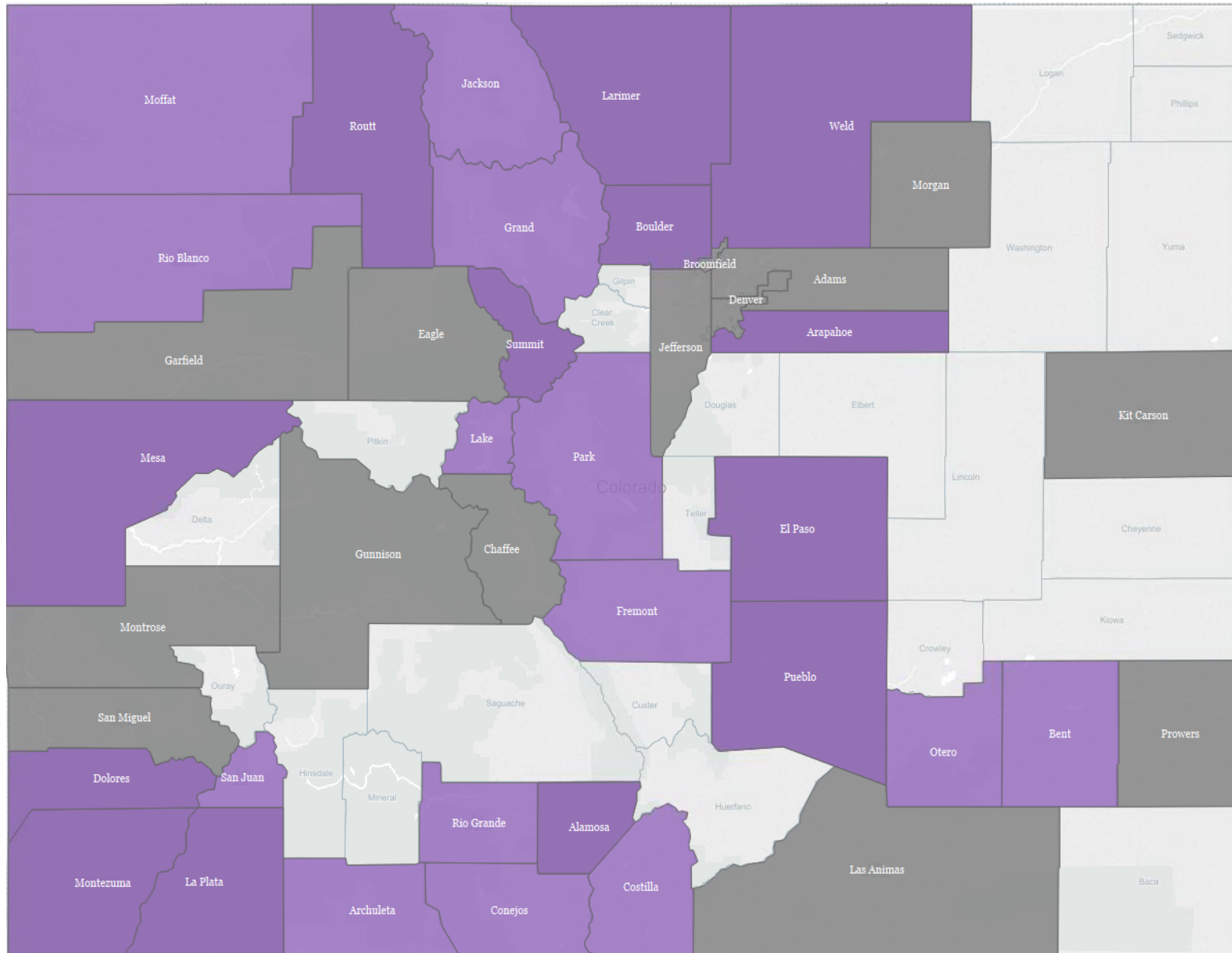
What We (Thought) We Knew

- Many organizations involved with outreach and enrollment/eligibility
- Many years of experience and lessons learned, but...
- Varied success in gathering, sharing what worked, and...
- Limited data collection or analysis
- No coordinated, statewide vision to create strategy, measure effectiveness, guide efforts



What We Intended

- Continue to support outreach and enrollment
- Support communities to design and/or enhance local partnerships and networks
- Collect and analyze data, and implement changes
- Share what is being learned
- Impact at local, regional, and state levels





What We're Thinking Comes Next

- 'Next Phase' of Outreach and Enrollment, likely 2017
- Support communities and collaboration
- Sustainability
- Implement what's been learned
- Integration, statewide impact



Kyle Sargent
Program Officer, Health Care and Coverage
ksargent@ColoradoHealth.org
303.953.3594

Building a Community

Learning Platforms and Advisory Committees

Jessica Rosenthal

Outreach and Enrollment Learning

Collaborative Project Lead

Colorado Covering Kids and Families



Colorado Covering Kids and Families



Colorado Covering Kids and Families

One of the most important things you can do on this earth is to let people know they are not alone.

— Shannon L. Alder



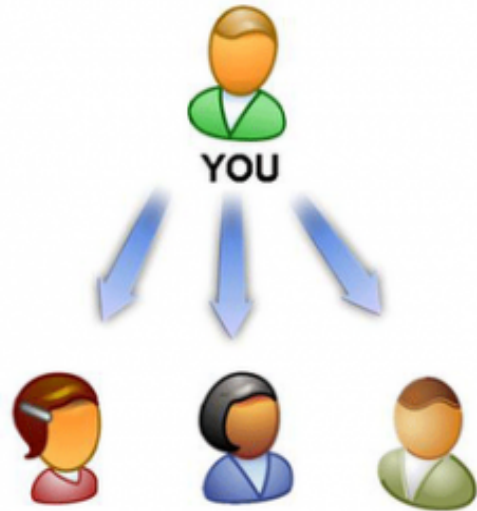
Colorado Covering Kids and Families



Basecamp



Colorado Covering Kids and Families





Colorado Covering Kids and Families





Colorado Covering Kids and Families



Colorado Covering Kids and Families



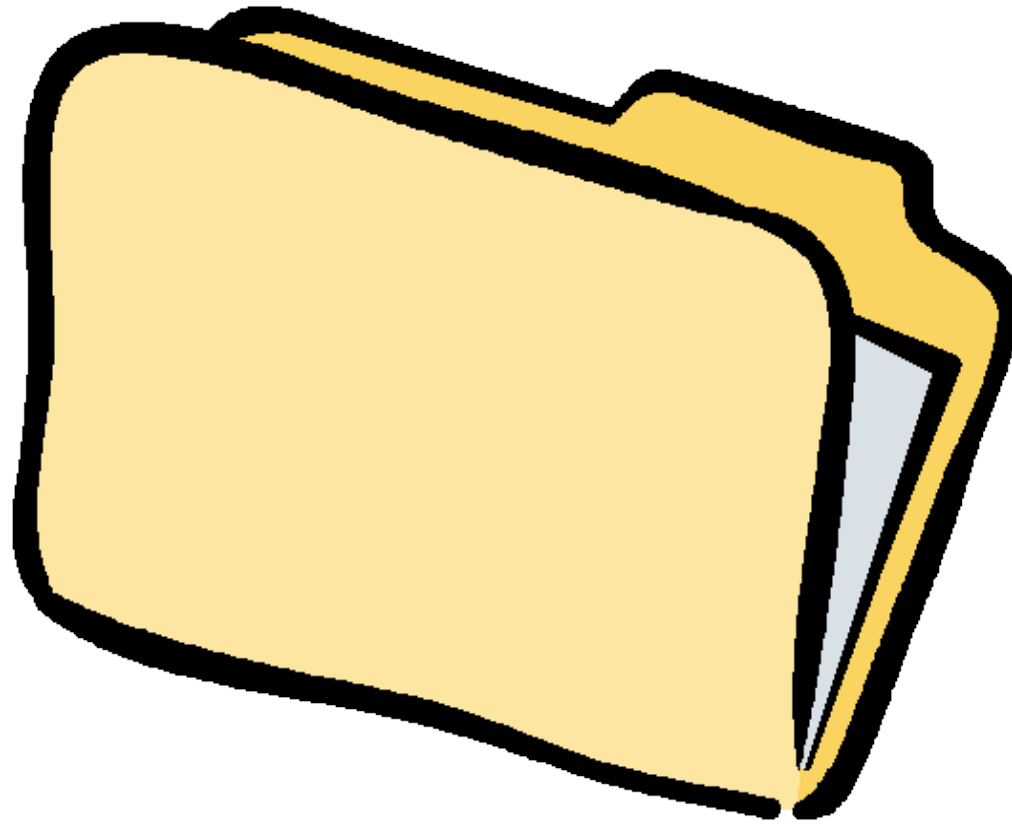


Colorado Covering Kids and Families





Colorado Covering Kids and Families





Colorado Covering Kids and Families





Colorado Covering Kids and Families





Colorado Covering Kids and Families





Colorado Covering Kids and Families





Colorado Covering Kids and Families

Thanks for your time!





Colorado Covering Kids and Families

Jessica Rosenthal

Colorado Covering Kids and Families

Outreach and Enrollment Learning Collaborative

Project Lead

jrosenthal@cchn.org

303-867-9555

October 2016



Learning Along the Way

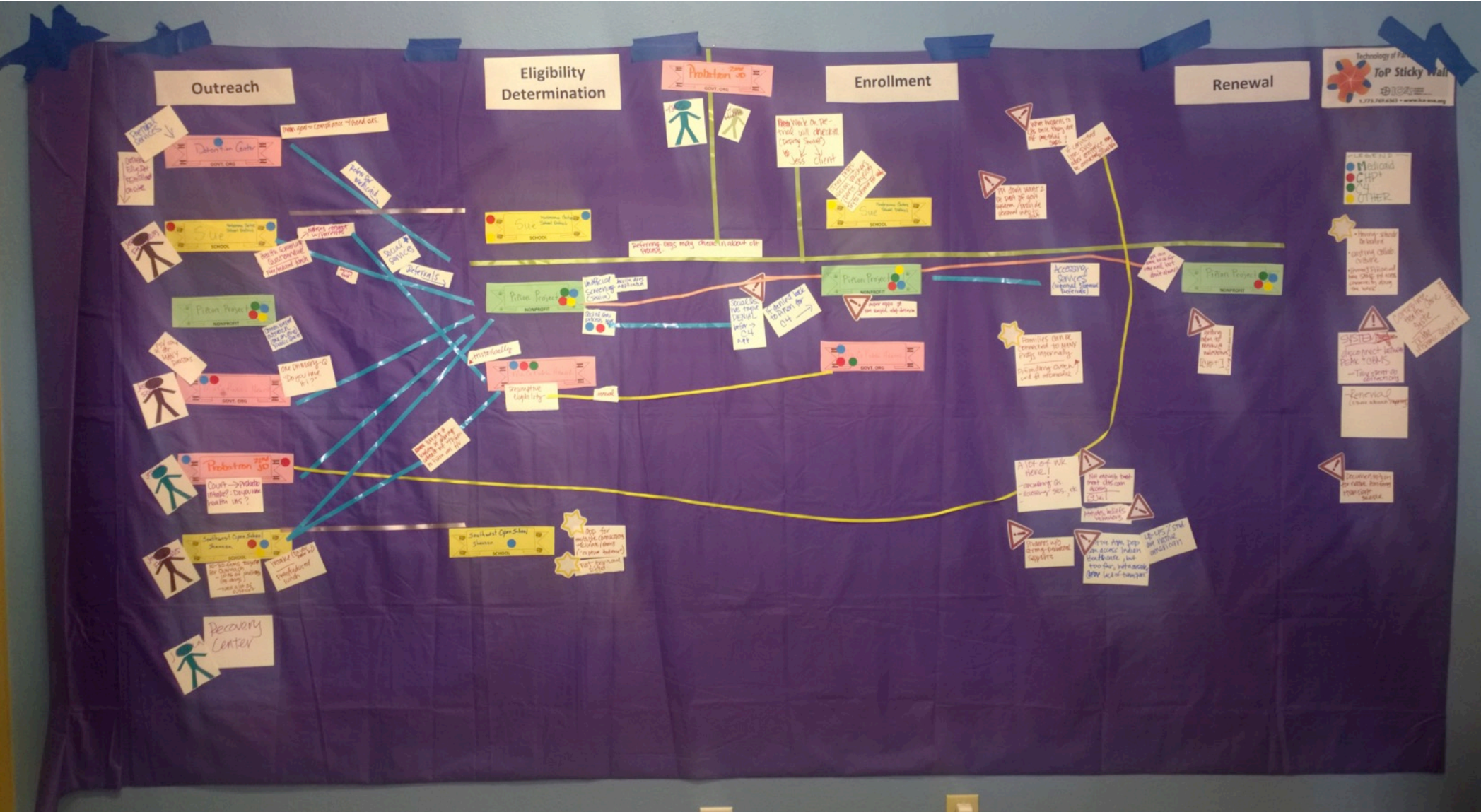
Evaluation's role in informing change in complex policy environments

The best thing that happened....

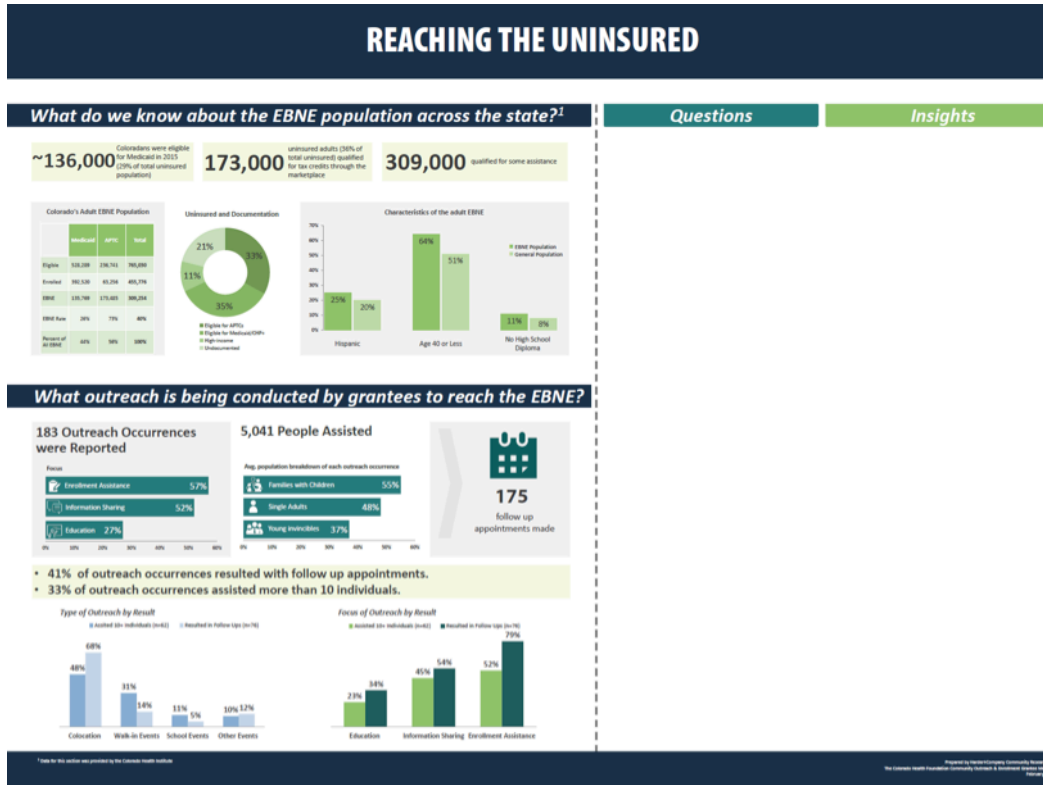
“What is
your
community
approach?”



Human Centered Design

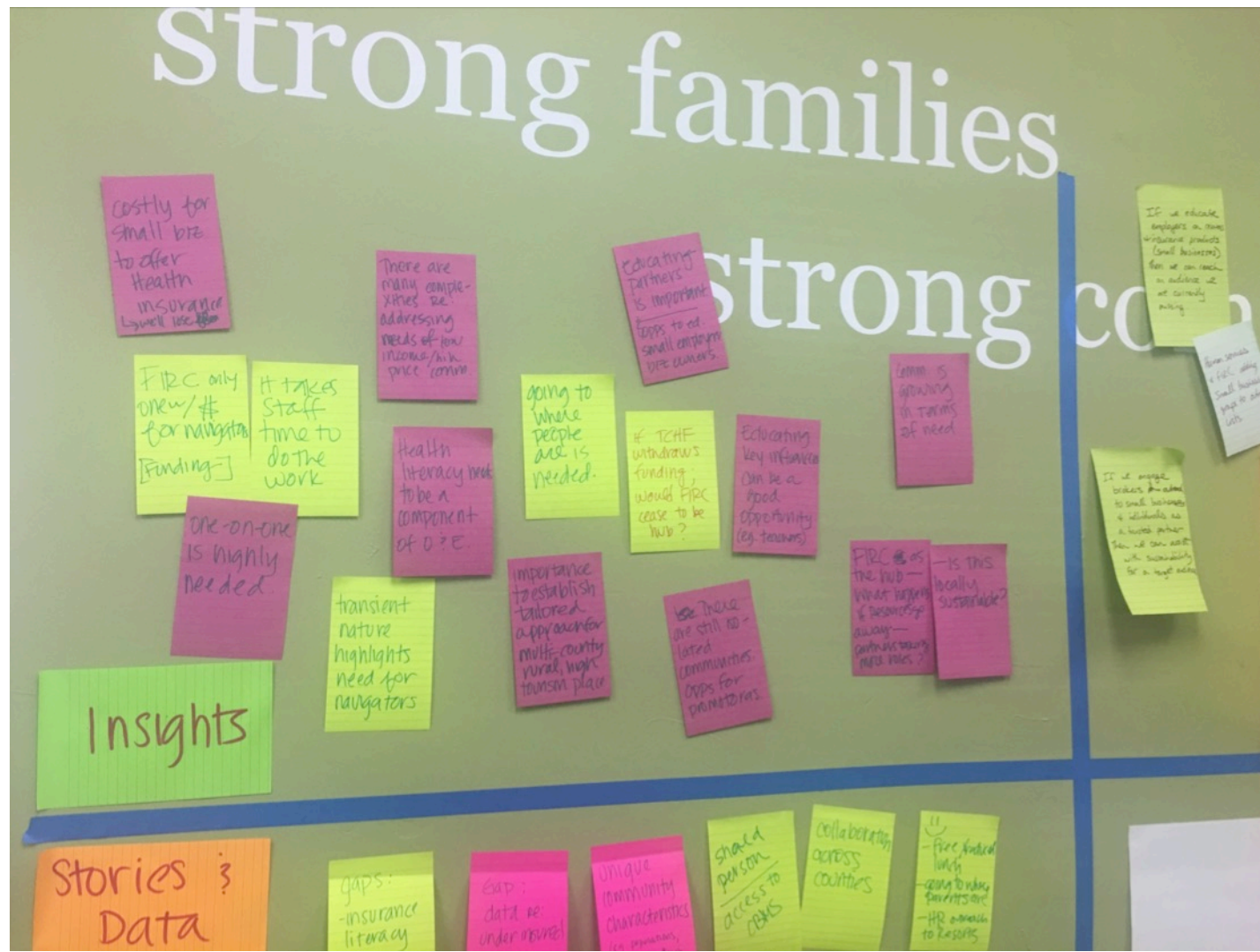


Interactive Sense Making

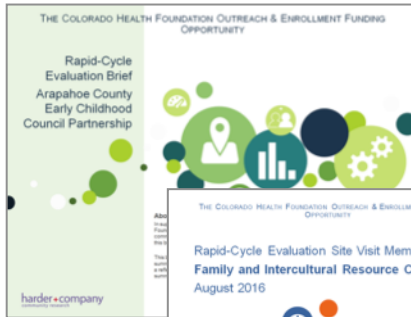


Emergent Learning Strategies

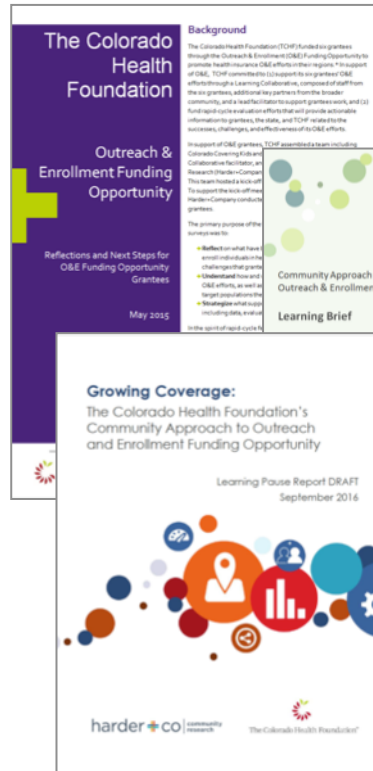
- Data and Stories
- Insights
- Opportunities
- Hypothesis



Rapid cycle communications




Site Specific reports



Learning Pause Reports and Breifs



Look Back Reports



The best thing that ever happened was....