



2020-2022 State Health Improvement Plan implementation

SHIP Toolkit

Strategies

Purpose and overview

The purpose of this section is to help you find and prioritize effective policies, programs and services that are a good fit for your community. This section includes:

- Key terms used in this section
- Inside the SHIP: Where to find strategies in the SHIP document
- How to use strategy menus in the SHIP
- Considerations for selecting strategies
- Strategy selection worksheet
- Selecting strategies to promote equity
- Relevant resources



Key terms used in this section

- **Co-benefit:** A strategy that impacts more than one SHIP priority. For example, increasing, renovating or expanding green spaces and parks is a strategy that impacts both physical activity and depression.
- **Disparities:** Avoidable differences in health outcomes that exist across communities. For example, gaps in hypertension, infant mortality and life expectancy by race and ethnicity.
- **Equity:** Health equity is achieved when all people in a community have access to affordable, inclusive and quality infrastructure and services that, despite historical and contemporary injustices, allows them to reach their full health potential.
- **Evidence-informed strategy:** There is either rigorous research evidence showing that the strategy has achieved positive outcomes relevant to SHIP priorities, or there is credible information provided by subject matter experts that the approach is promising.
- **Featured strategy:** Strategies in the SHIP that are highly rated by an evidence registry, indicating credible evidence of effectiveness, and demonstrate outcomes that directly match the relevant SHIP indicator.
- **Inequities:** Differences in access to resources. For example, gaps in access to health care; healthy foods; a job that pays a self-sufficient income; adequate, stable housing; and quality education.
- **Policy:** Public policy refers to legislative (laws, ballot measures), legal (court decisions), fiscal (government budgets) and regulatory actions (including administrative rules and executive orders) designed to guide or influence behavior.
- **Strategy:** A policy, program or service.

How to use strategy menus in SHIP

The list of strategies in the SHIP is a menu of options. Follow these steps to review and select strategies from the menu:

- Identify your priority factors and priority health outcomes (see the Priorities and Objectives section of this toolkit).
- For each priority factor and/or priority outcome you have selected, identify a specific topic and indicator (see the Priorities and Objectives section of this toolkit).
 - Example: Identify health behaviors as a priority factor, and then identify physical activity as a topic and child physical activity (HB 5) as an indicator.
- Review the menu of strategies in the SHIP for your identified topics (see “Inside the SHIP table” above).
 - Example: Review the physical activity strategies listed on page 39.
- Click the links to learn more about the strategies.
 - Example: Click on “active recess” strategy to see a description of active recess and a brief summary of the evidence of effectiveness, impact on disparities, implementation examples and other information.
- Work with others in your organization and community to prioritize which strategy or strategies are the best fit.
 - Example: A local health department uses the strategy prioritization criteria listed below to facilitate a community coalition discussion about which strategies will be most effective to increase child physical activity in a suburban area.



Inside the SHIP

There are many strategies to choose from in the SHIP. The strategies are organized by priority factors and priority health outcomes:


Priority factors	
Community conditions	
Topic	Strategy page number(s)
Housing affordability and quality	20
Poverty	22-23
K-12 student success	25 and 27
Adverse childhood experiences	29-30
Health behaviors	
Topic	Strategy page number(s)
Tobacco/nicotine use	35
Nutrition	37-38
Physical activity	40
Access to care	
Topic	Strategy page number(s)
Health insurance coverage	45
Local access to healthcare services	47
Unmet need for mental health care	49

Priority health outcomes	
Mental health and addiction	
Topic	Strategy page number(s)
Depression	53-54
Suicide deaths	56
Youth drug use	59
Drug overdose deaths	62-63
Chronic disease	
Topic	Strategy page number(s)
Heart disease	69
Diabetes	69
Childhood conditions (asthma, lead)	72 and 74
Maternal and infant health	
Topic	Strategy page number(s)
Preterm births	80
Infant mortality	80
Maternal morbidity	83-84

Considerations for selecting strategies

Many factors are important to consider when selecting strategies, including:

- **Impact:** Is there strong evidence that the strategy is effective? Is the strategy likely to improve outcomes for our priorities, including co-benefits for multiple priorities? Is the strategy likely to decrease disparities? Is the strategy directed toward the age group we aim to impact?
- **Community fit:** Will this strategy work in our community? Is the strategy culturally appropriate and is it supported by the priority population(s)? Is our community ready to implement this strategy? Does the strategy align with other initiatives in our community or has some groundwork already been laid? Are the right stakeholders at the table to coordinate effective implementation?
- **Feasibility:** Is adequate funding available to implement this strategy, including specific allocation of resources for priority populations? Is it politically feasible? How many people can be reached?

Impact was an important consideration as strategies were selected to include in the SHIP. All SHIP strategies are evidence-informed, meaning that there is some evidence that they are effective in addressing SHIP priorities. All “featured strategies” in the SHIP have strong evidence of effectiveness and strategies marked with  are likely to reduce disparities. The SHIP document is therefore a good source of information about impact.

Community fit and **feasibility** need to be determined by your community partners. Strengths, needs and conditions vary widely among rural, suburban and urban communities. You can use the Strategy Selection Worksheet below to facilitate a decision-

making process in your community that includes these considerations.

Be sure to include a wide range of partners in this process, such as key decision makers, potential funders, program implementers and representatives from priority populations and sectors beyond health. Buy-in for strategies will be stronger if a diverse range of stakeholders contribute to the strategy selection process.



Strategy selection worksheet


The purpose of this worksheet is to guide discussions among community partners about which strategies (1) will impact the chosen SHIP outcomes, (2) are a good fit for the community and (3) are feasible given available resources and other constraints. All selection criteria are important, but the weight of the criteria may vary depending on specific circumstances. If there is a particular factor that needs more consideration, you can modify this worksheet by adding weight to that criteria. For example, if political will and timing is the most essential factor, double the score in the rating rubric and adjust the total.



Selecting strategies to promote equity

To be added

Note: This section will include links to relevant resources that provide additional guidance to engage and improve health outcomes for all the priority populations identified in the SHIP. It will provide specific guidance on how to select evidence-informed strategies that dismantle all forms of discrimination (e.g., racism, ableism, ageism and other “isms”) and that eliminate disparities and inequities.

Strategy:					
Selection criteria					
Impact <i>Refer to the SHIP and the priorities and indicators selected in the Priorities and Objectives section of this toolkit</i>	Rating				
Featured strategy (strength of evidence and alignment with priorities). Is this a “featured” or “additional” strategy in the SHIP?	Featured 5		Additional or Not applicable 2		
Likely to decrease disparities. Is the strategy likely to decrease disparities  (based on review by WWFH and CG*)?	Likely to decrease 5		Unknown or no impact 2		
Co-benefits. Does this strategy address more than one of our priorities?	Yes 5		No 0		
Age group. Is the strategy directed toward the age group specified in our selected indicator? (For example, if the selected indicator is for adolescents, a school-based strategy would be a good fit.)	Yes 5		Possible 3	No 0	
Community fit <i>Stakeholder discussion</i>	Excellent	Good	Neutral/ Not sure	Fair	Poor
Community type. The strategy is a good fit for the urban, suburban or rural nature of our community or other unique strengths or challenges.	5	4	3	2	1
Cultural appropriateness. The strategy is culturally appropriate and supported by the priority population(s).	5	4	3	2	1
Readiness and coordination. Some groundwork has been laid and the right stakeholders at the table to coordinate effective implementation.	5	4	3	2	1
Alignment and continuity. Aligns with other initiatives and/or maintains continuity with previous plan.	5	4	3	2	1
Feasibility <i>Stakeholder discussion</i>	Excellent	Good	Neutral/ Not sure	Fair	Poor
Funding. We can identify potential funding sources for implementation, including specific allocation of resources for priority populations, and/or the strategy requires minimal funding.	5	4	3	2	1
Political will and timing. The timing is right within the current political context to implement this strategy.	5	4	3	2	1
Reach. It is logistically feasible to reach enough people to move the needle on the selected indicator(s).	5	4	3	2	1

* Strategies rated by WWFH as likely to increase disparities are not included in the SHIP. Note that this rating is based on best-available evidence as reported by WWFH or CG as of August 2019. Strategies not rated likely to reduce disparities could still be effective in promoting equity if adapted to meet the needs of the relevant priority population, with adequate resource allocation.



Relevant resources

- County Health Rankings and Roadmaps Action Center, Step 3
- A Blueprint for Changemakers: Achieving Health Equity Through Law & Policy
- Countering the Production of Health Inequities through Systems and Sectors, December
- Communities in Action: Pathways to Health Equity



Department
of Health



View the 2020-2022 State Health Improvement Plan at

<https://odh.ohio.gov/wps/portal/gov/odh/about-us/sha-ship>