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# HEALTH ACTION PLAN STRATEGY PRIORITIZATION EXERCISE

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#### **ENTERPRISE PROJECT TEAM**

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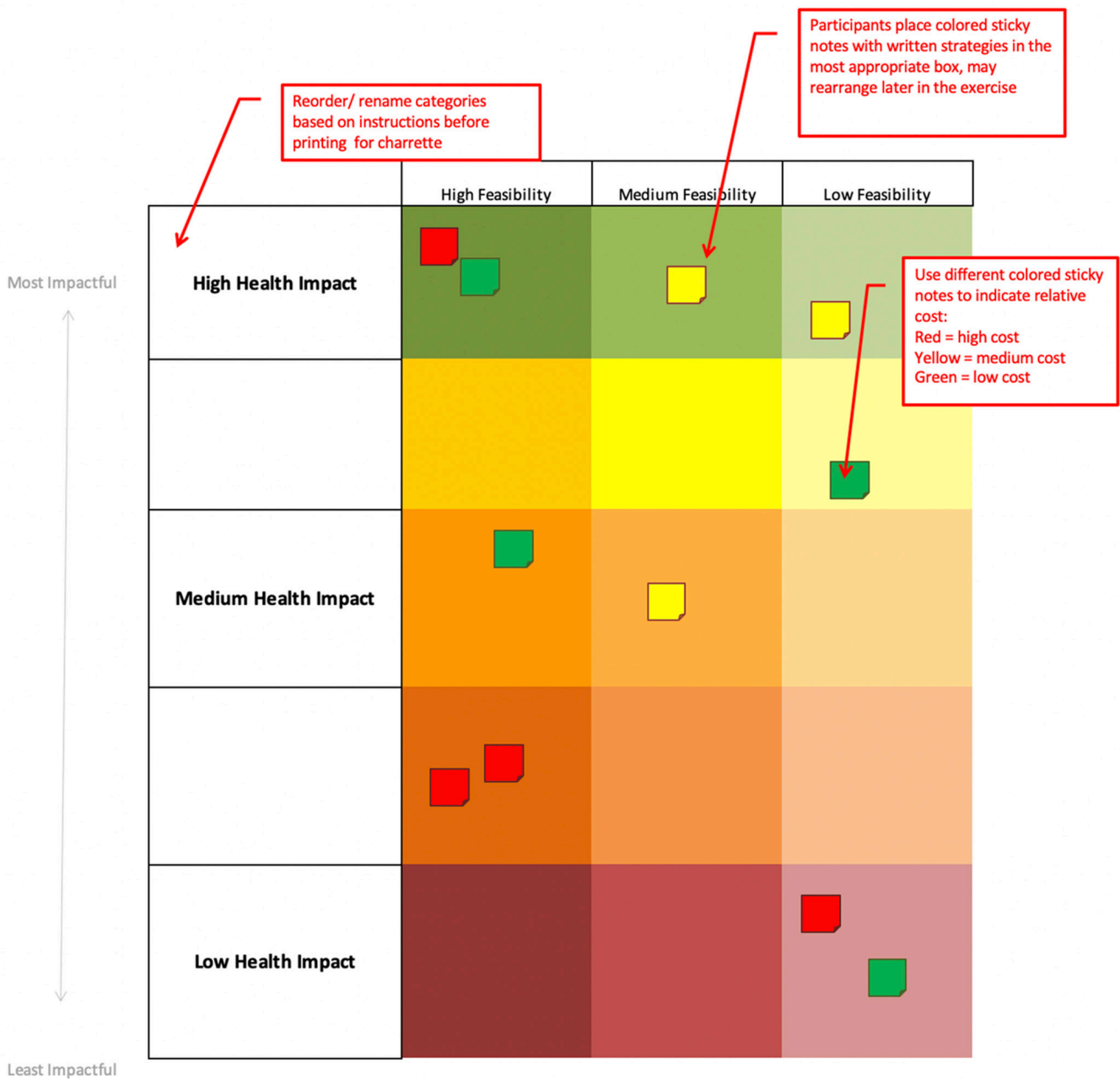
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## HEALTH ACTION PLAN STRATEGY PRIORITIZATION EXERCISE

The HAP Strategy Prioritization Exercise is designed to occur during Step 6, creating an implementation plan, of the Health Action Plan. This exercise is a facilitation tool for the public health professional to use with the project team to prioritize the strategies identified through the Health Action Plan and allow considerations from both the public health professional and developer team around health impact, feasibility of implementation, and cost to be discussed in tandem. The end result will be a visual prioritization matrix for the development team to use in final decision making and will support documentation for why certain strategies were selected and others were not.

See directions and example below for the HAP Strategy Prioritization Exercise. See page 6 for an optional scoring exercise and the template, linked to on page 7, to a printable version of the chart and a virtual version of the chart.



## Preparing for the Exercise

### ► DECIDING ON THE FORUM FOR THE EXERCISE

Decide if you plan to perform this exercise through an in-person meeting or through a virtual session. If performing in person, you will need the ability to print the chart on an oversized piece of paper or recreate it in the room. If performing virtually, the exercise is designed to take place through a shared screen or shared document and you will need the technological capabilities to do so.

### ► DEVELOPING CATEGORIES

Before printing or sharing the prioritization chart, the public health professional should fill out the categories along the left side. These categories should be based on the steps taken in the Health Action Plan up to this point and be reflective of the health needs identified through data collection and built on and prioritized through community engagement. Below are two recommendations on categorization:

1. Choose categories that are reflective of the health needs in a ranked order (e.g. mental health, respiratory illness, etc...). This categorization should be based on a prioritized list of health needs developed through data collection and resident engagement steps. List the highest priority categories at the top of the chart and lowest priority at the bottom of the chart.
2. Choose more generic categories, and, list the highest priority categories at the top of the chart and lowest priority at the bottom of the chart. For example, the public health professional could choose to define health impact based on 1) community priority for health need, 2) community priority for strategy 3) magnitude of impact based on the evidence-base or people reached, 4) how it addresses equity, and 5) length of time to achieve impact. This reasoning can then be explained to the larger group and used when deciding where to place each strategy on the chart.

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### ► PREPARING FOR THE EXERCISE

#### Virtual Facilitation

- 1) When setting up the meeting invitation, ensure that you are using a platform that allows for video, screenshare, and, if possible, multi-user document editing.
- 2) In the calendar invitation, set expectations around what type of virtual participation will be expected to ensure that all participants are available to participate fully in the exercise.

#### In-Person Facilitation

- 1) Print or recreate the chart at a large scale (4x6 feet or larger recommended). Each box will need enough room for multiple large sticky notes.
- 2) Gather supplies for this exercise: large sticky notes (2x2 or 3x3 inch) in red, yellow and green, pens or markers, prioritization chart, pad of paper - to be used for notes and final list of priorities. Each participant should have a set of red, yellow and green sticky notes and a pen.
- 3) Prepare the room by hanging the prioritization chart on the wall (or lay out on a large table) and distributing pens and sticky notes to participants

Before the exercise begins, the public health professional should provide the complete list of strategies for discussion and priority health needs with the project team to review and have with them during the exercise.

## ➤ STARTING THE EXERCISE

1. The public health professional should present the findings from the Health Action Plan and how those led to the priorities named along the left side of the chart and the recommended list of strategies. This initial discussion should be broad; there will be opportunity to discuss each strategy specifically during the exercise.
  2. Review the strategy list and ask for any additions to the list that will be included in the prioritization exercise.
  3. The public health professional or meeting facilitator should present the exercise materials and the purpose and flow of the activity.
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## ➤ FACILITATING THE EXERCISE

### Virtual Facilitation

1) For virtual facilitation, each strategy should first be discussed in terms of where it fits on the matrix, with the public health professional sharing why they suggest certain placement along the health impact axis and the developer team judging feasibility. Each strategy should be listed in one of the cells within the matrix. Exclude cost in the initial discussion.

2) Once the full group is satisfied with the box each strategy is located in, the group can discuss costs in terms of high, medium, and low cost. Based on this discussion, the group should decide what color to change the cell to reflect this category. The result will not look like the example provided here, but will have multiple different colors within each box.

### In-Person Facilitation

1) For the in person discussion, the discussion will start with costs. The group should choose which colored sticky note to write each strategy on and collect those prior to placing them on the matrix. Feasibility and impact should be excluded from this initial cost discussion.

2) Once the full group is satisfied with the categorization of costs, the group should decide which box in the matrix to place each strategy on the sticky. At this point, the discussion should center on the public health professional sharing why they suggest certain placement along the health impact axis and the developer team judging which box it belongs in along the feasibility axis. Exclude cost from this discussion.

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## ➤ DISCUSSING INITIAL STRATEGY CATEGORIZATION

Once all strategies are categorized, the full group should read through and examine the full chart and suggest changes to categorization. It is appropriate to compare the categorization of strategies against each other. The full group can discuss synergies between strategies and trade-offs. Discussing the strategies from many points of view may impact how they are prioritized on the chart. As these discussions occur, make adjustments to the categorization of the strategies as needed

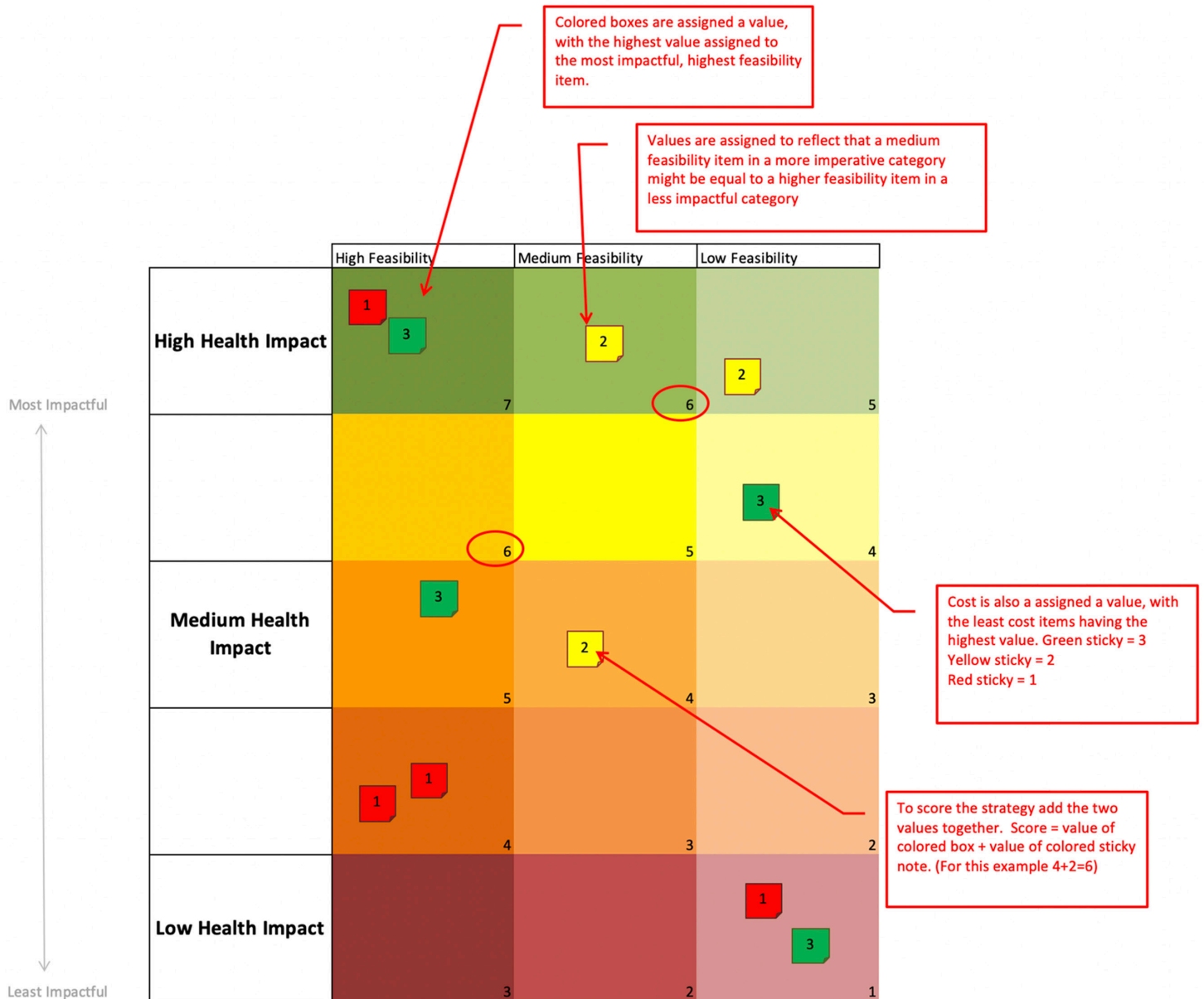
## ➤ CREATING A PRIORITIZED LIST

The final task is to develop a prioritized list of strategies. To do this, do not move the sticky notes during this part of the discussion as the cost and box will inform the priority level. The goal will be to create a list of strategies from the highest priority to the lowest. Create your priority list on the large pad of paper. Assign a participant to be the note taker and start item number 1 on the pad as the highest priority strategy. You will be using the boxes on the chart as a visual to help the team prioritize the strategies. Begin the discussion of the top priority strategy by focusing the attention of the group to the top left box of the chart, representing most impactful and high feasibility. Work your way from left to right and down the chart to prioritize strategies on the list. The highest priority items should be the top left box and the lowest priority items should be in the lowest right box. Cost is now part of the discussion as you evaluate strategies in each colored box and rank them on the list. A green sticky or cell (lower cost) strategy in the top middle box might be prioritized higher than a red sticky in the top right box. This is not an exact science, discussion should inform how you choose to rank cost, feasibility, and health impact. If the group needs assistance there is an optional scoring exercise on the page 6 that may help balance between the cost overlay and relative importance the team has assigned.

**This prioritized list can be used as a guide when deciding which strategies to include in the project.**

## OPTIONAL WEIGHTING

This is an optional scoring exercise (if the team is having a tough time evaluating strategies against each other). The score may or may not reflect the true value to the project. This exercise should only be used as a tool to help compare relative value of strategies. Score each strategy and list them out in order of numerical value from highest to lowest.

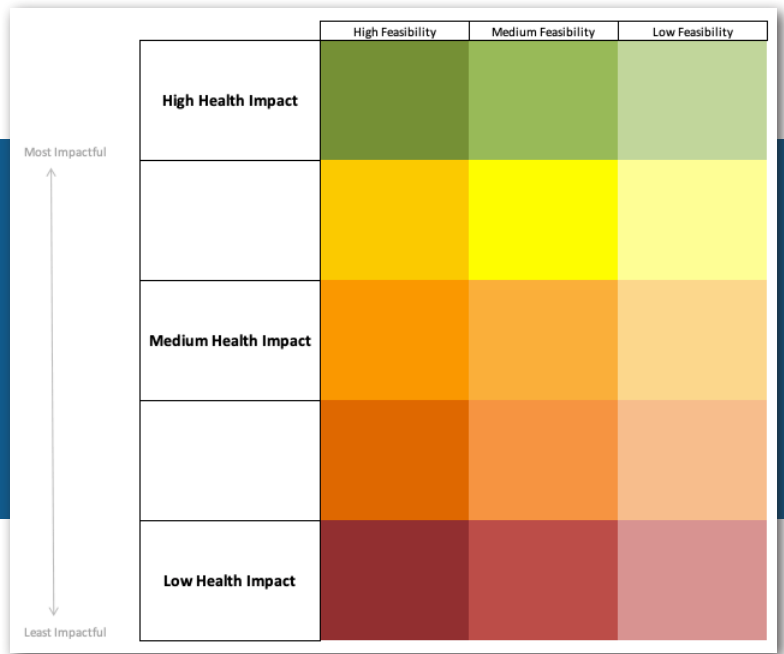


## PRINT OR RECREATE

Print or recreate this chart at a large scale (4x6 feet or larger recommended) for use during the prioritization exercise.

Download the Excel document:

<https://www.enterprisecommunity.org/resources/health-action-plan-strategy-prioritization-template-10638>



	High Feasibility	Medium Feasibility	Low Feasibility
High Health Impact			
Medium Health Impact			
Low Health Impact			

## VIRTUAL PRIORITIZATION EXERCISE

This template can be shared for use during the prioritization exercise virtually

Download the Excel document:

<https://www.enterprisecommunity.org/resources/health-action-plan-strategy-prioritization-template-10638>





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