

## MAXIMIZING COMMUNITY INSIGHT WHILE MINIMIZING SURVEY BURNOUT

When it comes to serving diverse community needs, Sharp HealthCare in San Diego faces a broad and diverse landscape.



Its community in San Diego County transcends beaches, mountains, farmlands and deserts, and is home to:

- ▶ Refugee, immigrant and migrant community members
- ▶ Military members and veterans
- ▶ Refugees
- ▶ American Indians
- ▶ People experiencing homelessness
- ▶ Pacific Islander, Black, Latino and white city and suburban dwellers



**Understanding its populations became the top priority in Sharp's 2022 community health assessment:**



- ▶ Include as many community voices as possible.



- ▶ Avoid replicating efforts of other area health care organizations.

**Sharp also broke new ground by exploring underlying causes of health needs in its community by:**

Digging deeper into its population's needs through a key collaboration.



**HOSPITAL ASSOCIATION**  
of San Diego & Imperial Counties

- ▶ Offered aggregated CHA data for every private hospital, health system, health district and behavioral health hospital in the county.
- ▶ Diversified hospital partnerships with two coalitions:
  - Community health workers
  - Refugee, immigrant and migrant communities

**Sharp augmented its CHA outreach efforts by:**



Disseminating surveys translated into Arabic, Spanish and Tagalog.



Verifying survey results by comparing clinicians', partners' and community-based organizations' data.

**The CHA survey uncovered four barriers to meeting community health needs, which Sharp then verified through its consumer insights community.**

**Workforce Challenges**

**87%**

**Trauma**

**83%**

**Health Disparities**

**82%**

**Stigma**

**73%**

Agreed or strongly agreed that this health barrier had a major impact on the community.

**While conducting a CHA during the pandemic posed challenges, it also led to innovations, such as:**



Leveraging COVID-19 community contact tracing programs.



Conducting virtual focus groups.



Relying on electronic surveys.



Presenting surveys in community settings while adhering to COVID-19 rules.

**With the findings from its CHA, Sharp was ready to act on gaps:**



**Cardiovascular health became a priority of Sharp's strategic plan.**

On-site blood pressure screenings were initiated throughout community events.

**Educational programming about human trafficking was created for clinicians and CBOs.**

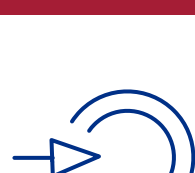
Sharp is developing continuing medical education on treating survivors.

**A nutrition program was implemented to improve community health.**

Partnerships with local food banks collect over 10,000 pounds of food annually.

**Since the quest to meet community needs doesn't end, Sharp and its partners are already planning for the future:**

- **A new partnership with county-led Live Well San Diego.**



Promotes better health and living, and maintains a single repository of the most recent community data.

- **Increased marketing of its CHA surveys.**



Expands distribution through Live Well and other community organizations, plus more in-person presence at health fairs.