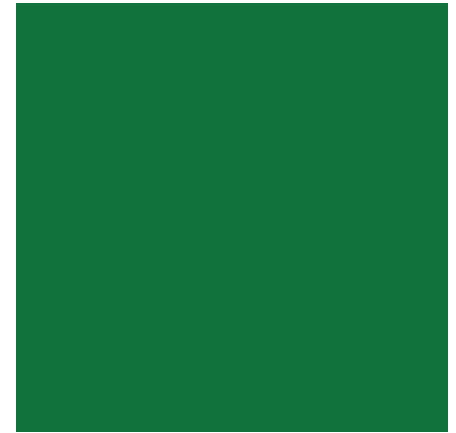




Caitlin Hill, CLHO
Jill Hutson, The Rede Group
Dawn Emerick, Clackamas County

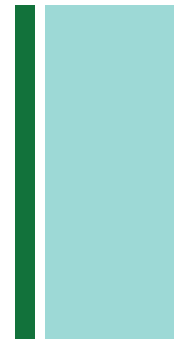
Acknowledgements:
Monica Nunes and Alex Muvua
The Rede Group



Change Management for
Public Health Modernization



Introduction



COALITION OF LOCAL HEALTH OFFICIALS



+ Learning Objectives

- Participants will be able to list three reasons for engaging in good change management practice
- Participants will be able to identify 1 to 3 actions items to get started on good change management practice (if they
- Participants will be able to identify ways to use change management tools available on CLHO AIMHI Roadmap website

Steps to Local Public Health Modernization



1

Step 1: Prepare for change & plan for success

Critical Strategies:

1. Understand public health modernization
2. Change management
3. Plan communications
4. Local & state decision maker engagement
5. Partner & community engagement

2

Step 2: Know where you are going

Critical Strategies:

1. Review local assessments
2. Conduct a SWOC with partners
3. Connect with regional partners & other sectors
4. Review system-wide priorities
5. Establish priorities
6. Establish outcome metrics
7. Communicate priorities to partners & other staff

3

Step 3: Implement select foundational programs/capabilities

Critical Strategies:

1. Form an implementation leadership group
2. Understand & consider different service delivery methods
3. Engage partners in service delivery, if appropriate
4. Create program & capability specific plans; what, specifically, will change, by when, who will execute changes
5. Communicate plan with staff & partners
6. Execute changes

4

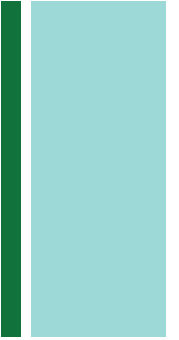
Step 4: Evaluate process & progress and make necessary adjustments

Critical Strategies:

1. Assess implementation status, identify challenges & successes
2. Make mid-course adjustments
3. Track progress toward metrics & report outcomes



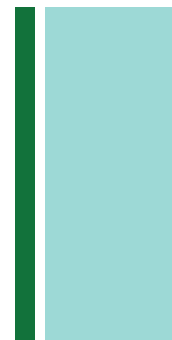
What is Change Management?



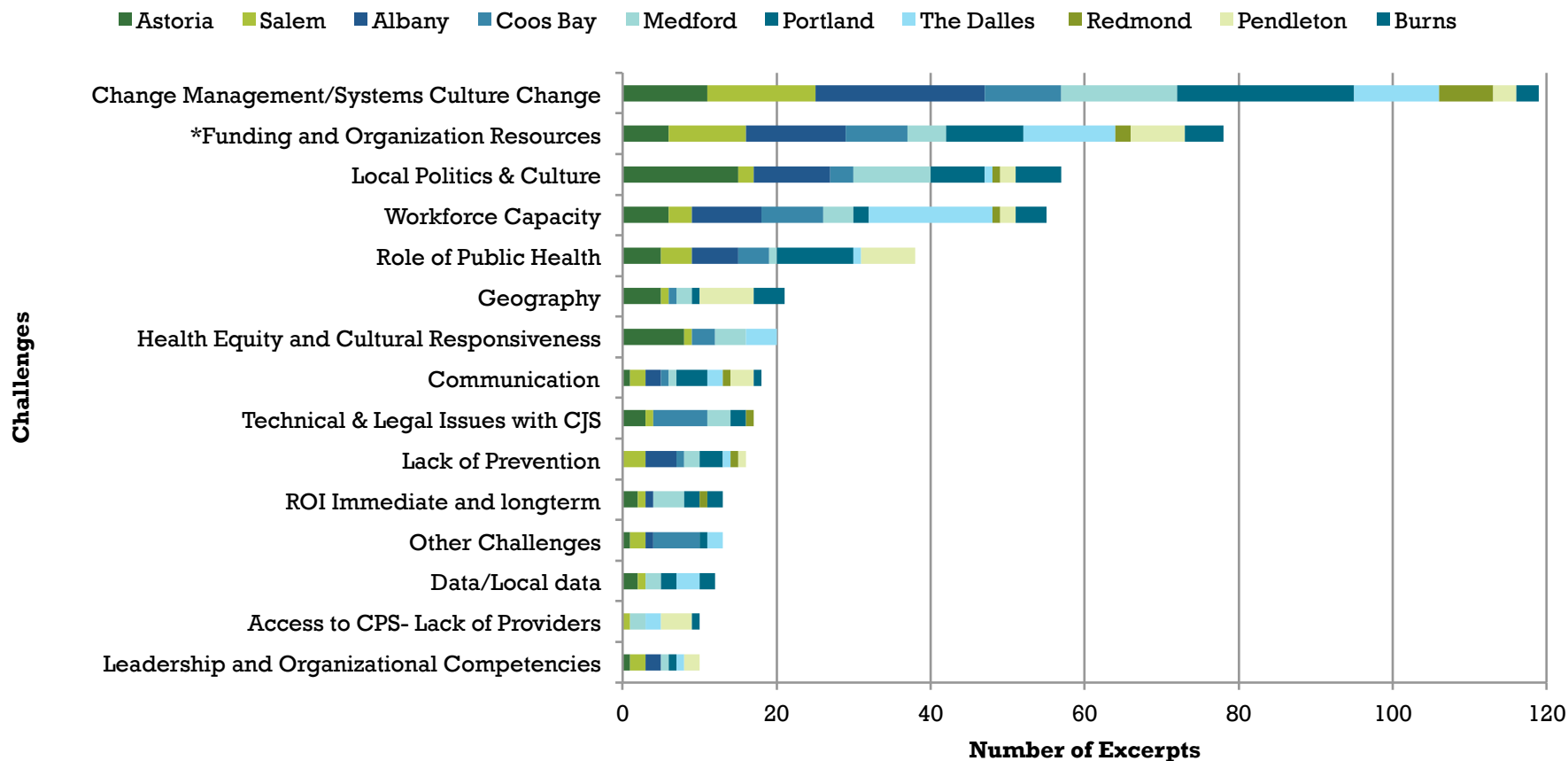
“Change management is the discipline that guides how we prepare, equip and support individuals to successfully adopt change in order to drive organizational success and outcomes.”



Change Management & Public Health Modernization

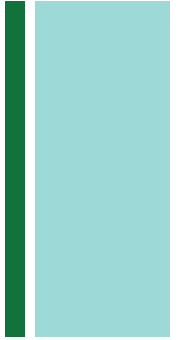


Challenges to Advancing Modernization





Change Management & Public Health Modernization

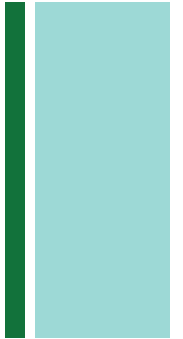


- Change is constant, embracing it is essential
 - How can good change management practice solve or avert problems?
 - How can good change management practice provide opportunities?
 - How can good change management practice lead to professional or personal growth?



AIMHI

Change Management Primer



Steps to Managing an Organizational Change

Phase 1: Preparing for Change



Phase 2: Managing Change



Phase 3: Reinforcing Change

Steps:

1. Define your change management strategy
2. Prepare your change management team
3. Develop your sponsorship model

Steps:

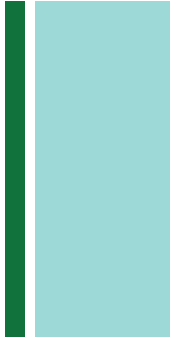
4. Develop change management plans
5. Take action and implement plans

Steps:

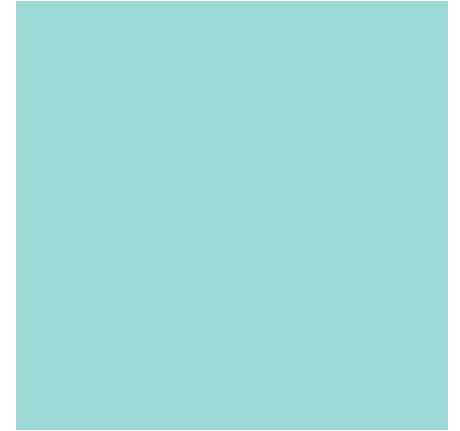
6. Collect and analyze feedback
7. Diagnose gaps and manage resistance
8. Implement corrective actions



Change Management Elements

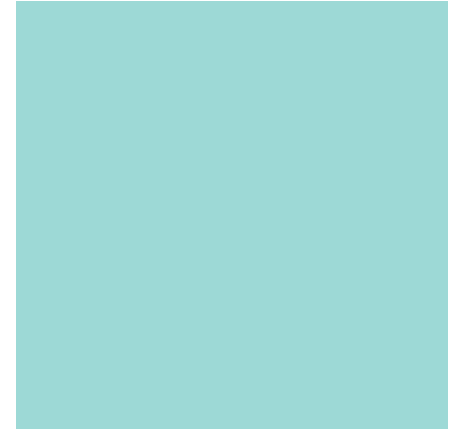
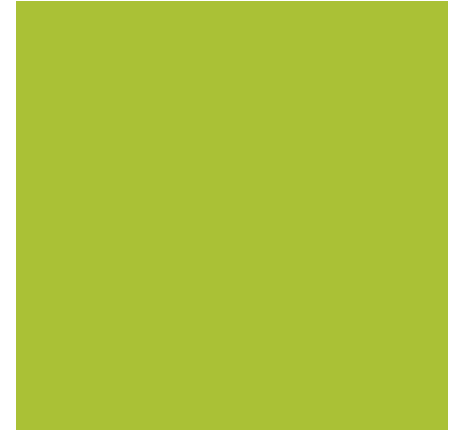


1. Readiness assessments
2. Communication & communication planning
3. Champion activities & roadmaps
4. Coaching & manager training for change management
5. Training development & delivery
6. Resistance management
7. Stakeholder feedback & consensus-building action
8. Celebrating & recognizing success
9. After-project review



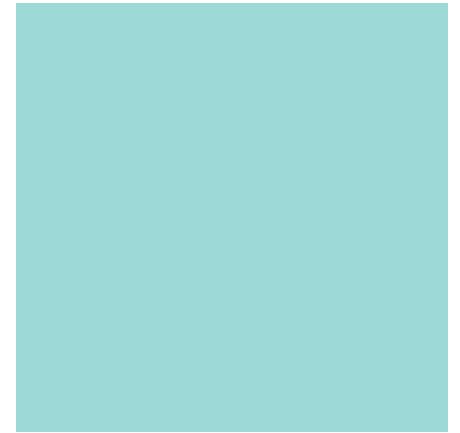
+ Phase 1: Preparing for Change

- Define change management strategy
- Prepare your change management team
- Develop your sponsorship model



+ Phase 2: Manage Change

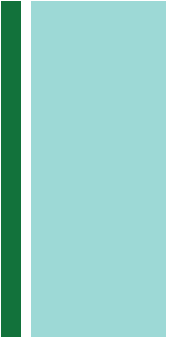
- Develop change management plans
- Take action and implement plans



+ Phase 3: Reinforce Change

- Collect and analyze feedback
- Diagnose gaps and manage resistance
- Implement corrective actions

+ Audience Question



What change management tools or resources have you used?



A simple policy story.....

About.....

2 Boys

1 Man

1

Woman

1

Bathroom



Managing Change in public health modernization and a leadership change



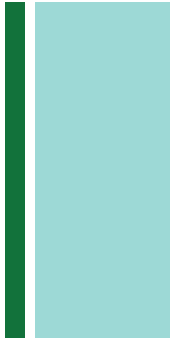


Define Change Management Strategy

- Real world examples:
 - Everyday life
 - Public health department
 - Tools - AIMHI Tool: Change Management Primer



+ Leaders of Influence

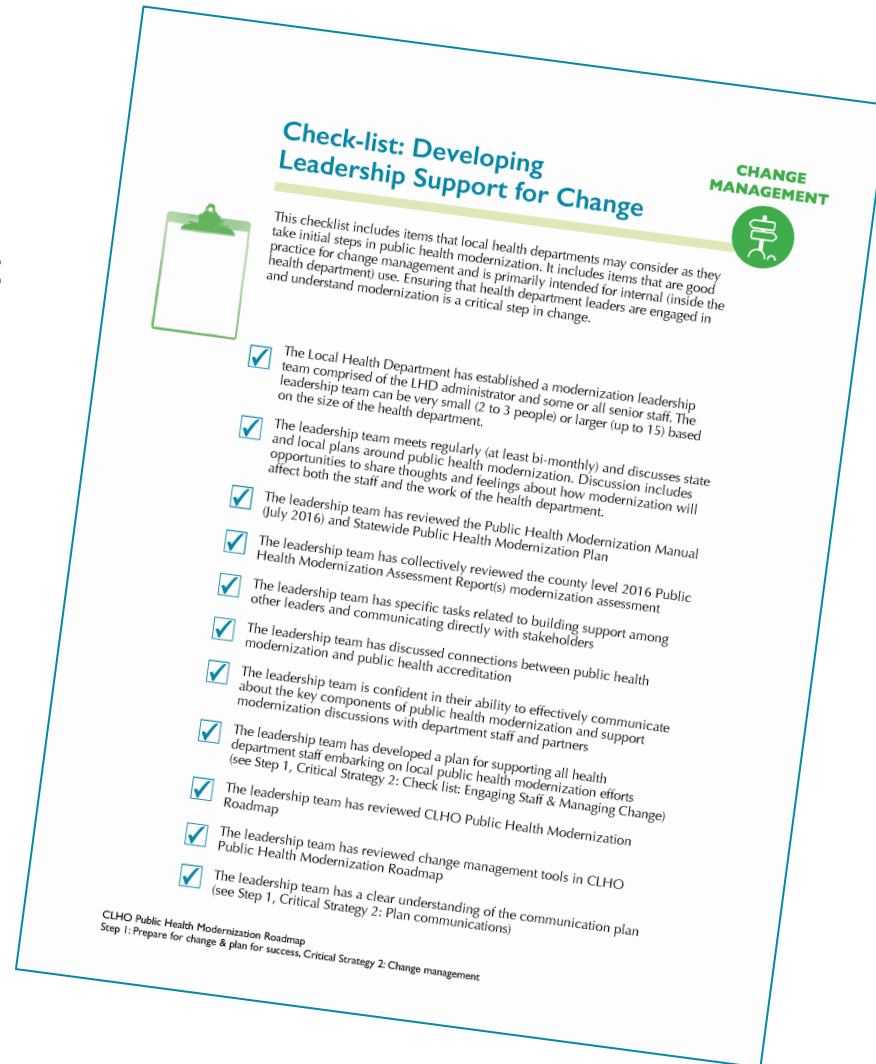


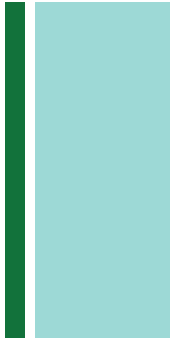
- Watkins: The First 90 Days: Proven Strategies for Getting Up to Speed Faster and Smarter
- Kotter: The 8-Step Process to Accelerate Change.
- Sinek: Find Your Why: A Practical Guide for Discovering Purpose for You and Your Team
- Emerick: ValueMapping TM
- Rogers: Diffusion of Innovations



Prepare Your Change Management Team

- Real world examples:
 - Everyday life
 - Public health department
 - Tool: AIMHI: Leadership Checklist)





Develop Champions/ Change Agent

- Real world examples:
 - Everyday life
 - Public health department

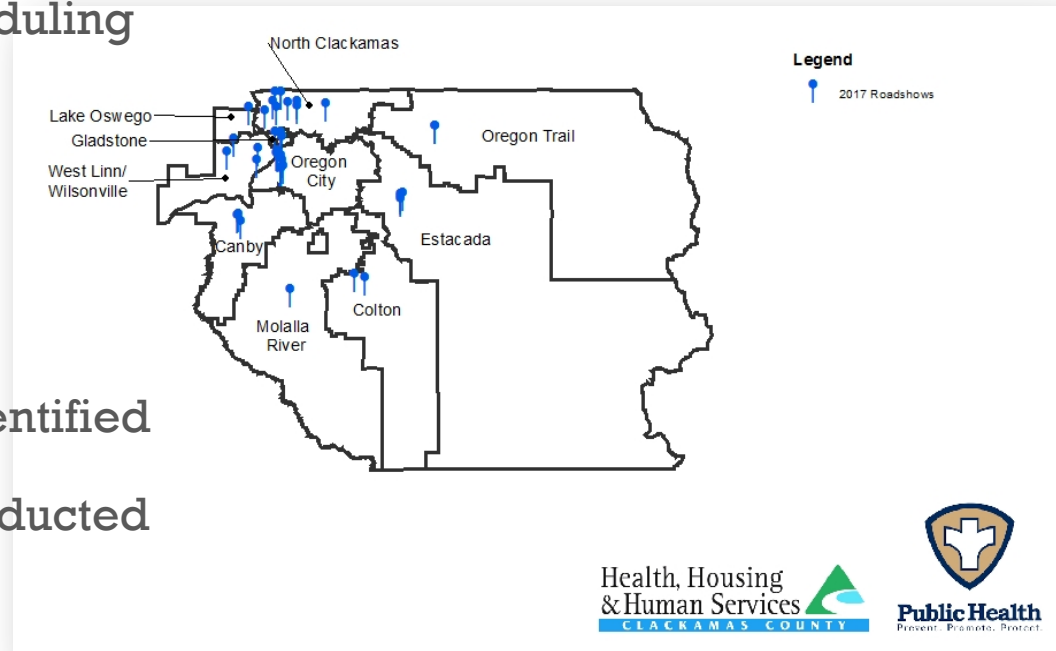
+ Example: Public Health Modernization Ambassadors

Outreach Ambassadors

- Road Show Coordinators / Scheduling
- Road Show Speakers
- Road Show Note Takers

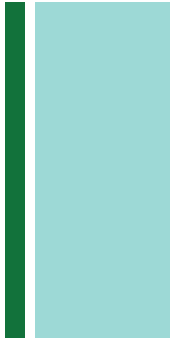
Roadshows

- 80 Clackamas Organizations Identified
- Just under 70 Presentations Conducted
- 500+ Total Participants
- Organizations were categorized by either Health Equity Zone or Clackamas County
- Roadshows analyzed by Health Equity Zones





Next Steps (Phase 2 & 3)

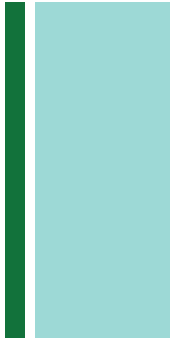


Steps to Managing an Organizational Change







Change Management & the AIMHI Roadmap



- Today's webinar focused on the first phase of change management
- The AIMHI Roadmap includes additional resources including a helpful resource called the ADKAR Assessment Tool

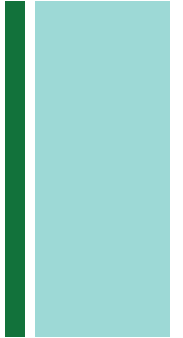


Describe the change that is occurring in detail. Who is the involved? What are the main elements of change occurring? When is this change happening?

 Awareness of the need for change	Score	Awareness
Notes:		List the reasons you believe the change is necessary. Review these reasons and rate the degree to which this person is aware of them, or the need to change. (1 is no awareness, 5 is total awareness)



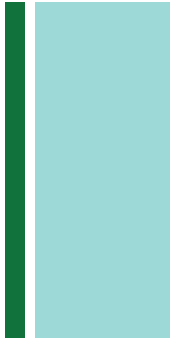
Getting Started on Good Change Management



- Review AIMHI Change Management materials
- Talk about Change Management with team members or supervisors.
- Map out a strategy that addresses change management steps and elements (hint: this does not have to be perfect on the first try)
- Develop Change Management champions/change agents within your circle of influence
- Start thinking about Change Management assessments, especially scope and readiness
- Reach out to Rede with questions, for more information, or to talk specifically about your Change Management ideas and needs



Closing



- Technical assistance Available from Rede Group
 - Change Management
 - Communication planning and design
 - Cross jurisdictional sharing arrangements
 - Cross-sector sharing arrangements
 - Local Modernization Plans

- Next Webinar- Navigating Modernization: Using the CLHO AIMHI Roadmap
December 20, 2:00 PM, details to follow