



Washington County CHC Principles Rubric Review

May 18, 2023
Q2 Coalition Meeting



Rubric Process

- **The focus of this rubric was Active Transportation Implementation Beverly-Waterford Recreation Economy Rural Communities.**
- Three participants filled out the rubric. Sherry, the coordinator, and two members working on Active Transportation Implementation in Beverly.

This rubric was designed to:

- Measure how much the CHC program is following the principles in its work.
- Document progress and the changes that occur in the community as a result.
- Help communities to identify strengths and opportunities for improvement.

There were two parts to the rubric:

- For each principle, participants gave a rating for Level, which described the extent to which the principle is reflected in practices, communications, and strategies; described why they chose that level; and reflected on what was going well and areas for improvement.
- Participants identified up to three actions the local CHC program could continue, start, and stop to make progress toward following the principles.



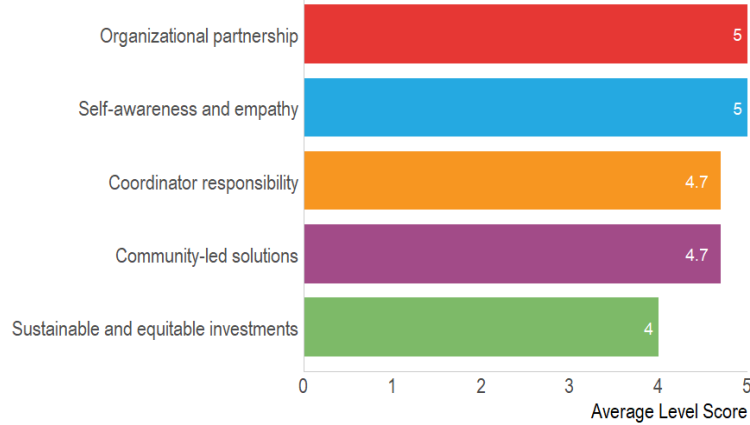
CHC Principles

- A. Self-awareness and empathy:** Everyone involved in CHC prepares to engage in the work by strengthening self-awareness and empathy.
- B. Community-led solutions:** Community members experiencing health inequities or social marginalization partner with CHC to amplify their collective power and lead solutions for their community.
- C. Organizational partnership:** Organizations partner with CHC to align with and direct resources toward community members' vision and priorities.
- D. Coordinator responsibility:** CHC Coordinators approach their relationships and the work with humility, transparency, dependability, and respect for others.
- E. Sustainable and equitable investments:** CHC invests in policies, projects, places, and people to create and sustain equitable, inclusive opportunities for healthy eating and active living.



Results - Level for each Principle

Note: a lower score does not indicate a “bad” score, but just that CHC work is at an earlier stage of incorporating the principles.



What does each level mean?

Level	Definition
1	We are doing pre-work and capacity building: getting our heads around key concepts, assembling resources, and planning how to live this principle.
2	We are taking our first steps toward living this principle and making small changes in the way we do things.
3	We are building momentum and making larger changes toward living this principle.
4	We are consistently living parts of this principle; there are specific changes we still need to make in the way we do things.
5	We've made it. Working like this is now “business as usual,” though there will always be room for more growth.



CHC Principle A. Self-awareness and empathy

Everyone involved in CHC prepares to engage in the work by strengthening self-awareness and empathy.



Rating of Self-awareness and empathy

Criteria for implementing this principle fully:

- CHC Coordinators and residents build relationships and understand how their life circumstances are similar and different
- Inclusive language is used
- There is awareness and acknowledgement of differences in power and privilege
- Lived experience and professional/educational experience are valued equally

Avg.

5



1

2

3

4

5

Level Score



Descriptions of Self-awareness and empathy

- Community groups started to continue the work of the Active Transportation Plan, such as, the RERC Steering Committee and B&W Growth Revitalization Organization.
- Mayor who listens, Council involved in the community, Active Chamber of Commerce, RERC workshop.
- Everyone is welcome and listened to. True compassion, for example, land owners were worried about imminent domain in a trail and the Mayor assured them no such thing would happen.
- This entire strategy revolved around a listening session by CHC. It was the community who wanted more Active Living opportunities such as the trail. - Our CHC coordinator, Sherry Ellem, is mindful of the socioeconomic diversity in our area. Meeting and networking events are provided both virtually and in person. She has picked up partners who are unable to find accessible transportation to CHC quarterly meetings. When we create flyers or mailings for our local farmers market, we are mindful of the language and readability of the materials.
- In community discussions, members often include statements about how the needs of all members will be met. This is reflected in the plans that have been put down on paper.



Reflection of Self-awareness and empathy

What has gone well?

- Committees formed with people who live, work, play in the community. RERC Steering Committee and B&W GRO
- The extensive networking and partnerships that has been formed to build relationships between community members.
- The fact that the needs of people with disabilities or people with different needs is talked about in planning.

What could be improved?

- Additional technical assistance. Everyone in the community is a volunteer working as hard as they can.
- Continuing to find ways that allow community members with financial and transportation barriers to participate in events.
- Be consistent with including accommodations for those who are differently abled.



CHC Principle B. Community-led solutions

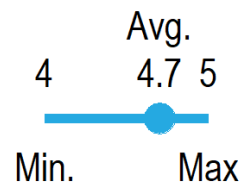
Community members experiencing health inequities or social marginalization partner with CHC to amplify their collective power and lead solutions for their community.



Rating of Community-led solutions

Criteria for implementing this principle fully:

- Community engagement is deep, authentic, and on-going (reflects the highest level of the Community Engagement Spectrum)
- People engaged in the work are representative of all lived experiences in the community and include more community members than organizations
- Projects reflect community members' vision and priorities
- Community champions lead projects



1 2 3 4 5
Level Score



Descriptions of Community-led solutions

- All lived experiences are at the table. People with fewer resources may have less time to dedicate to the process because they are working or have other obligations. Community champions lead - please take a look at the previous example about this strategy starting because of a listening session.
- CHC has been heavily involved in helping our community with active transportation projects. These projects are lead by community members including local government officials, local school staff and students, and others of varying backgrounds. Our CHC coordinator also joins the school district's wellness meetings to help support wellness-based projects at the school.
- I've been quite impressed with the number of community members who are willing to be involved. When meeting with those members, opportunities are provided to hear from them. Feedback has been positive from those members as they feel they are being listened to.



Reflection of Community-led solutions

What has gone well?

- CHC coordinator listens and supports community.
- Our CHC coordinator is providing support, rather than leading the community projects.
- We have a large number of community members who want to be involved.
- Volunteers working on the strategy are super passionate and dedicated.

What could be improved?

- Find more support for the community; especially funding.
- Coordination and time management of projects can be difficult when several community members are involved.
- Inviting more members of the community who are not represented, such as those with disabilities.



CHC Principle C. Organizational partnership

Organizations partner with CHC to align with and direct resources toward community members' vision and priorities.



Rating of Organizational partnership

Criteria for implementing this principle fully:

- One common agenda is shared without competition
- Organizations act in a supportive role, not a leadership role
- Organizations direct resources toward community members' priorities
- Organizations amplify community capacity to achieve change

Avg.

5



1

2

3

4

5

Level Score



Descriptions of Organizational partnership

- Organizations and businesses are supporting the initiative, such as, Village of Beverly, Fort Frye Local Schools, B-W Muskingum Valley Chamber. RERC offered support from the federal and state level.
- CHC partners with several community organizations in the county including local school districts, the county extension office, food insecurity initiatives, local government, and projects within the health department. The quarterly coalition meetings are well attended and provide the opportunity for networking and collaboration between organizations. These collaborations allow for more effective community outreach and distribution of resources.
- Our CHC representative, Sherry, attends meetings that are held and is supportive of the work being done. She provides information before it's asked for. Sherry is more than willing to get whatever we need as far as resources go and she is willing to be present. For example, working a station at a bike rodeo or helping out at the Farmer's Market.



Reflection of Organizational partnership

What has gone well?

- Appalachian Community Grant Program - I hope the planners will serve the community well!
- They provided quarterly meetings with a variety of community organizations.
- Our CHC representative is very supportive.
- RERC Federal Support.
- Community works well together with a few outliers. Community works towards including the outliers, too.

What could be improved?

- Most non-profits are based out of the county seat, leaving little for the rural communities.
- Coordination of schedules so that more people can attend meetings.
- An increase in monetary support.



CHC Principle D. Coordinator responsibility

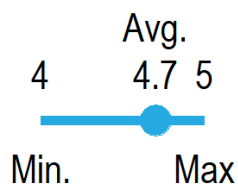
CHC Coordinators approach their relationships and the work with humility, transparency, dependability, and respect for others.



Rating of Coordinator responsibility

Criteria for implementing this principle fully:

- All feel welcome to participate in CHC and know their participation makes an impact
- Coordinators admit when they are wrong or do not know something
- Coordinators share important information in a timely way
- Coordinators follow through on their commitments
- Coordinators are respectful of different norms, values, and preferences



1 2 3 4 5
Level Score



Descriptions of Coordinator responsibility

- I do my best, but living in a different community makes this difficult. CHC coordinator participates in many local meetings such as school wellness program, committee meetings and community events.
- Sherry Ellem is our CHC Coordinator. She has been integral in our community's wellness development. She has helped our school district by providing funding for playground equipment and restoration, water bottle refill stations, and kitchen equipment for school meal preparation. Sherry has also helped develop partnerships between the school district and the vaping cessation program at the county's health department. She has also helped get a brand new farmers market up and running by providing marketing/advertising support.
- The work that Sherry does is truly impressive. She is very knowledgeable about what she does and is willing to share that knowledge. The people who are a part of the groups in which Sherry is involved know her well and know that she is willing to contribute whatever it takes to achieve success. She is supportive of people working in groups both in what she can provide and with her words.



Reflection of Coordinator responsibility

What has gone well?

- CHC Coordinator often gives gratitude to community volunteers and staff working on strategy.
- Sherry is responsive and accessible for questions and support.
- I'm most impressed with Sherry's ability to make people feel comfortable and competent.
- Coalition values people and it is evident by its actions.
- Sherry has a positive mindset and is always looking for solutions.

What could be improved?

- CHC Coordinator could spend more time in the community.
- I would like to see more support for Sherry, because she is doing so much. I do not want her to burn out. We LOVE her!
- The only thing that could be improved is to have a second coordinator who is every bit as good as our current coordinator!



CHC Principle E. Sustainable and equitable investments

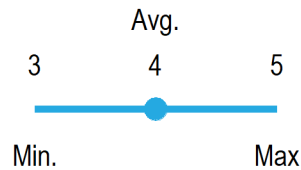
CHC invests in policies, projects, places, and people to create and sustain equitable, inclusive opportunities for healthy eating and active living.



Rating of Sustainable and equitable investments

Criteria for implementing this principle fully:

- Policy, systems, and environmental (PSE) changes are implemented
- Plans exist for maintaining PSE changes after CHC involvement ends
- PSE changes are accessible to all
- PSE changes increase access to health food and opportunities for active living for people who did not previously have them
- Coordinators are respectful of different norms, values, and preferences



1 2 3 4 5
Level Score



Descriptions of Sustainable and Equitable Investments

- This is a new priority community for our long-standing CHC program. It's a joy to work with community members. CHC started by attending a school wellness meeting, which led to a how we roll ride led by CHC Coordinator, then a community listening session, Active Transportation planning, and forming the Walk.Bike.Move Committee and AT Plan completed, started the B&W GRO (Beverly-Waterford Growth and Revitalization Organization) to implement the AT Plan, applied for Recreational Economies for Rural Communities (RERC), awarded and now writing the action plan. This is all led by community members!
- CHC has helped create several opportunities for healthy living in our community. CHC has funded permanent structures for the school district, such as outdoor benches, water bottle stations, and resurfacing of playground areas. The school district will also continue to implement their wellness plan, once CHC discontinues. The CHC coordinator and myself are currently working on developing a plan that will sustain the community's farmers market after CHC is no longer involved. This is why I picked a 4 rating.
- All of the CHC activities I've been involved with have resulted in changes that were actually made, not just plans on paper. Two examples: a Farmers' Market was brought to town, and a program to use locally grown food in our local school lunch program has been implemented. Both of these programs can continue without CHC support.



Reflection of Sustainable and equitable investments

What has gone well?

- Community led. RERC Technical Assistance said out of any project she has ever worked on, we had the most community member-led.
- CHC has created several opportunities for healthy living in our community.
- Changes made in the environment that encourage healthy lifestyles, both in movement and diet.
- Everyone is invited and at the table.
- CHC is supporting the efforts.

What could be improved?

- There are many moving pieces, and keeping people interested through a long improvement process could prove challenging.
- CHC is working with community members to create sustainable change when funding is not as accessible.
- More money to support more activities.



Adaptation - Things to Continue Doing

- Continue to support community through Fort Frye Local School, B&W GRO, and Village of Beverly.
- Providing support for healthier living in our community.
- Providing a director who is involved and is willing to get out into the community.
- Continue to bring financial and technical assistance to the community.
- Continue to let the community lead the process.



Adaptation - Things to Start Doing

- Help hone ideas and prioritize with community.
- Make sure their coordinator is well supported to avoid burnout.
- Provide more directors in the county.
- Add more items to the website for reference.
- Work with media more.

Adaptation - Things to Stop Doing

- I am satisfied with all elements of the CHC program.
- I can't think of anything that should be stopped.

