WEST COUNTY HEALTH CENTERS

ROOTS IN PERSON SESSION #2

DISCOVERY KIT

WHO ARE WE

ROOTS PROJECT TEAM

We are multidisciplinary team that uses leadership, data analytics and innovation to help empower our community to create transformative approaches to care

OUR ROOTS PROJECT

West County Health Centers recognizes that health happens outside of our clinic and is committed to developing and approaching care in western Sonoma County in a new and transformative way.

Currently, West County Health Centers is creating a collaborative delivery model that unites traditional and non-traditional health partners by using data as an exploration tool for community partners to identify barriers and using human centered design to co-create action plans to transform our community.

OUR ROOTS PROJECT

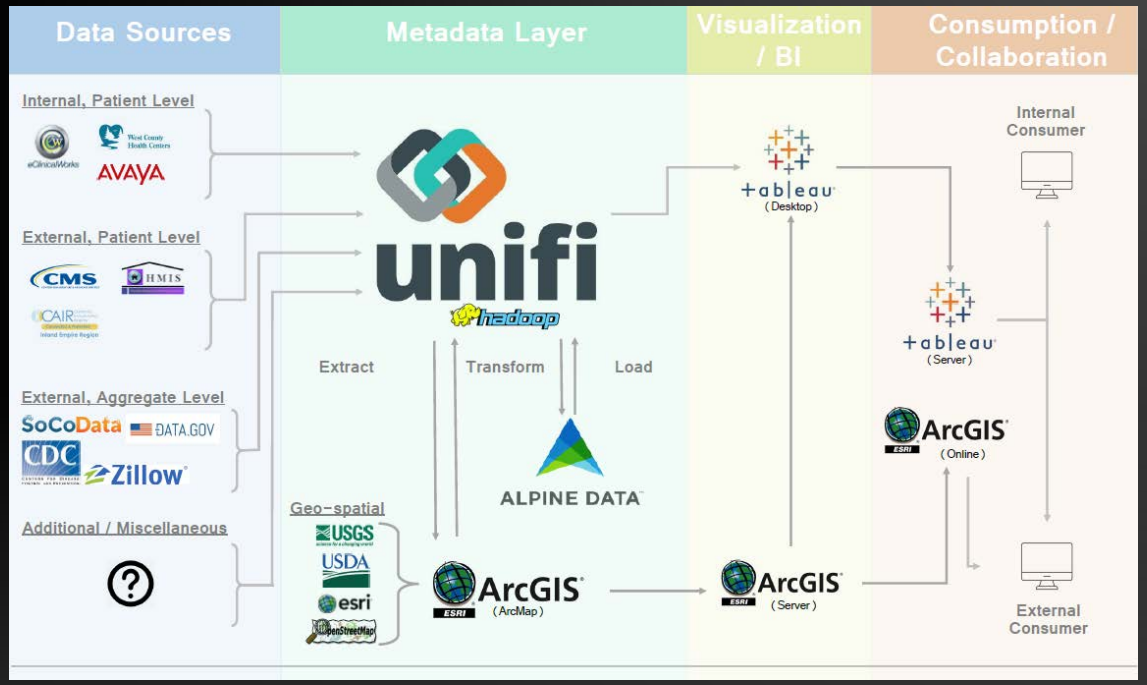
OUR PARTNERS

GUERNEVILLE
SCHOOL DISTRICT

sonomacounty
DEPARTMENT OF HEALTH SERVICES

OUR APPROACH

DATA



HUMAN CENTERED DESIGN (HCD)

HCD FRAMEWORK

VALUE METHOD

Co-Design

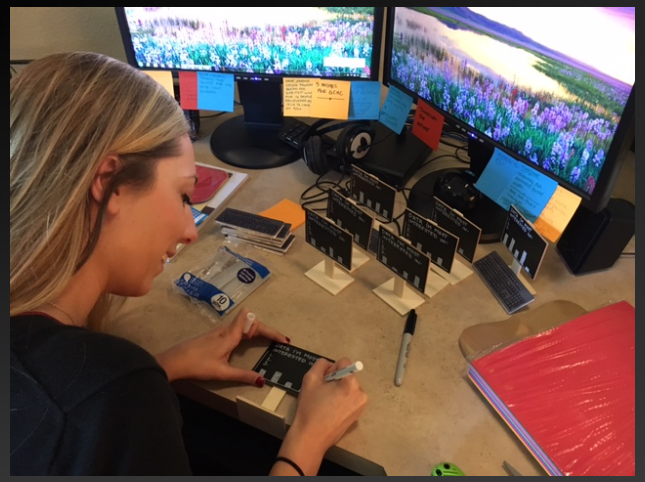
	Discovery	Ideation	Try & Test	Impact
Value	• Understand experience • Define problems/gaps • Frame opportunities	• Generate concepts • Design ideal experience • Define / Prioritize Solutions	• Develop ideas • Test Ideas / Solutions • Narrow & Shape Solutions	• Pilot 'Super Users' • Early adopters when operationalized
Methods	• Observations • Discovery Kit • Interviews • Empathy Mapping • Journey Mapping	• Brainstorming / Affinity Clustering • Storyboarding • Enactments	• Prototype • Rapid Experiments • PDSAs • Simulations	• Pilot solution • Measurement

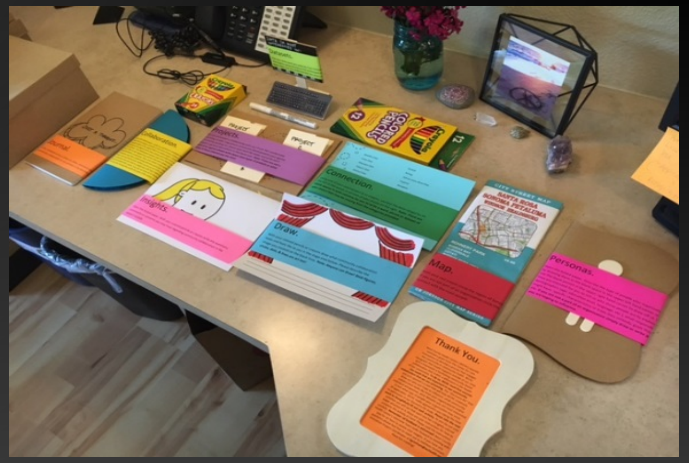
Source: https://cci-catalyst.s3-us-west-1.amazonaws.com/uploads/a149d9d8-170f-4d84-bda0-4bad56c516ee/Training%201%20Slides%20(abridged).pdf

SEE & EXPERIENCE

DISCOVERY KIT

To help us uncover and understand the underlying needs of our community partners WCHC has developed the Discovery Kit

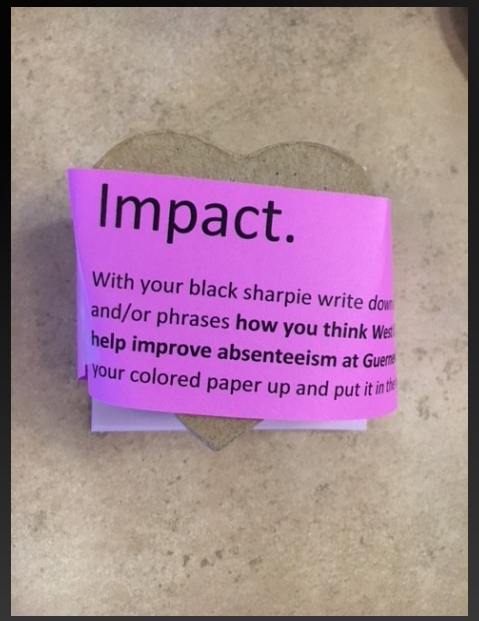


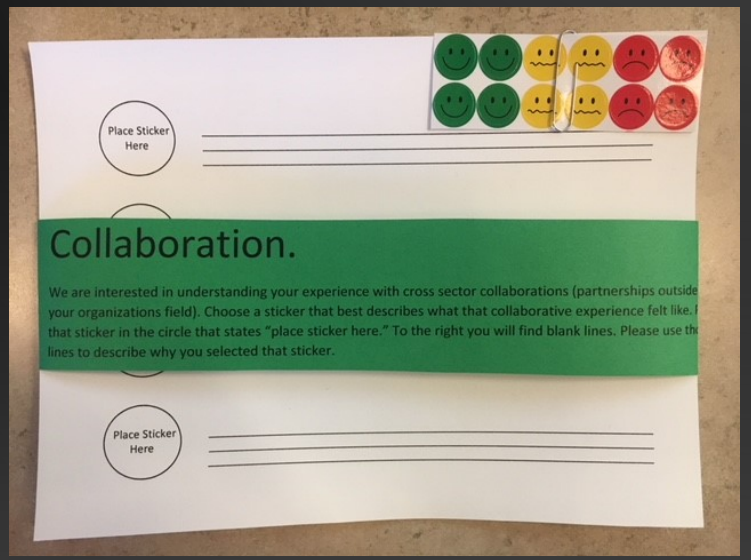


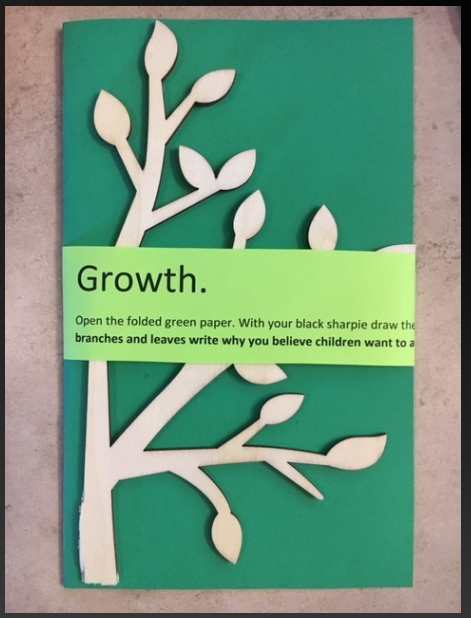
SEE & EXPERIENCE

DISCOVERY KIT
CONTINUED

For purpose of this pilot WCHC created 9 activities with the intention of gathering qualitative data about our partners level of interest in collaborating with their local health center while giving them an opportunity to creatively uncover their thoughts about absenteeism at Guerneville School prior to the data merge.







SEE & EXPERIENCE

DISCOVERY KIT

WHO RECEIVED A KIT?

- (2) Guerneville School Board Members
- Guerneville School Superintendent
- Guerneville School Secretary
- Guerneville School 5th Grade Teacher
- Attendance Case Manager

SEE & EXPERIENCE

NEXT STEPS
INTERVIEWS

A one hour follow up interview is scheduled in the environment that is comfortable and familiar to the stakeholder.

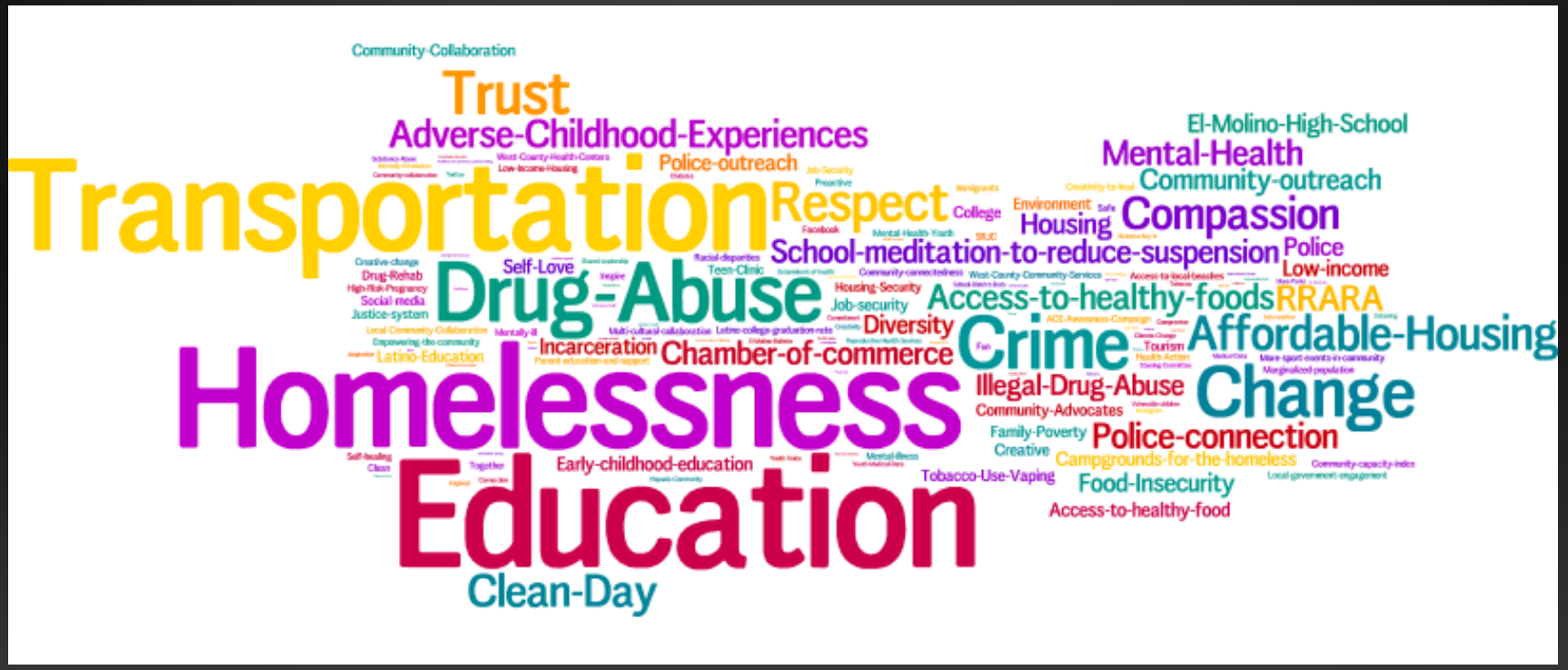
During this interview a team of three (An Interviewer, A Video Recorder & Scribe) help ensured the intended data was properly captured.

SEE & EXPERIENCE

NEXT STEPS

WORD CLOUD

An image composed of all of the interviewees words highlighted important textual data points that visually conveyed information that was valuable to all of the interviewees.

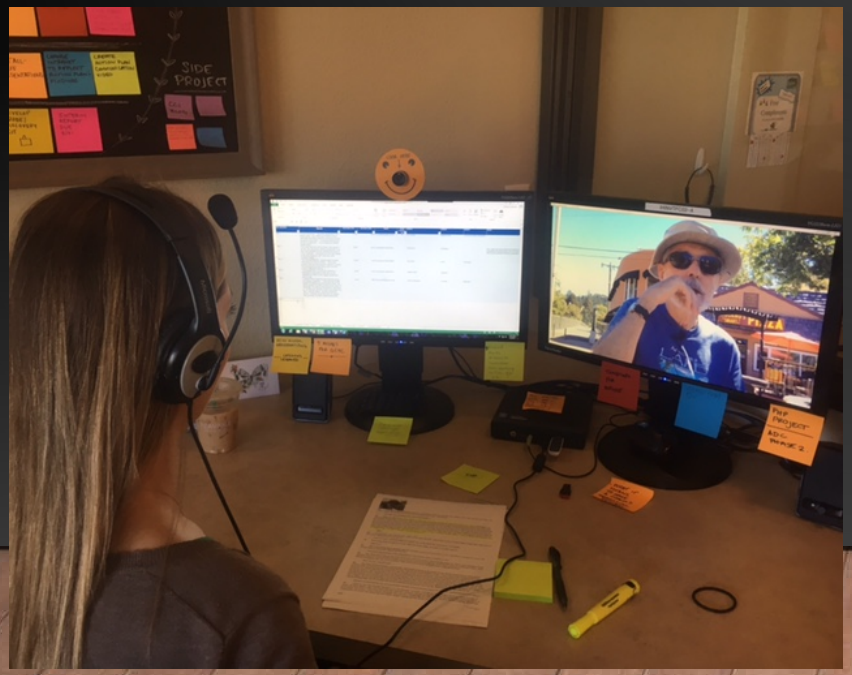


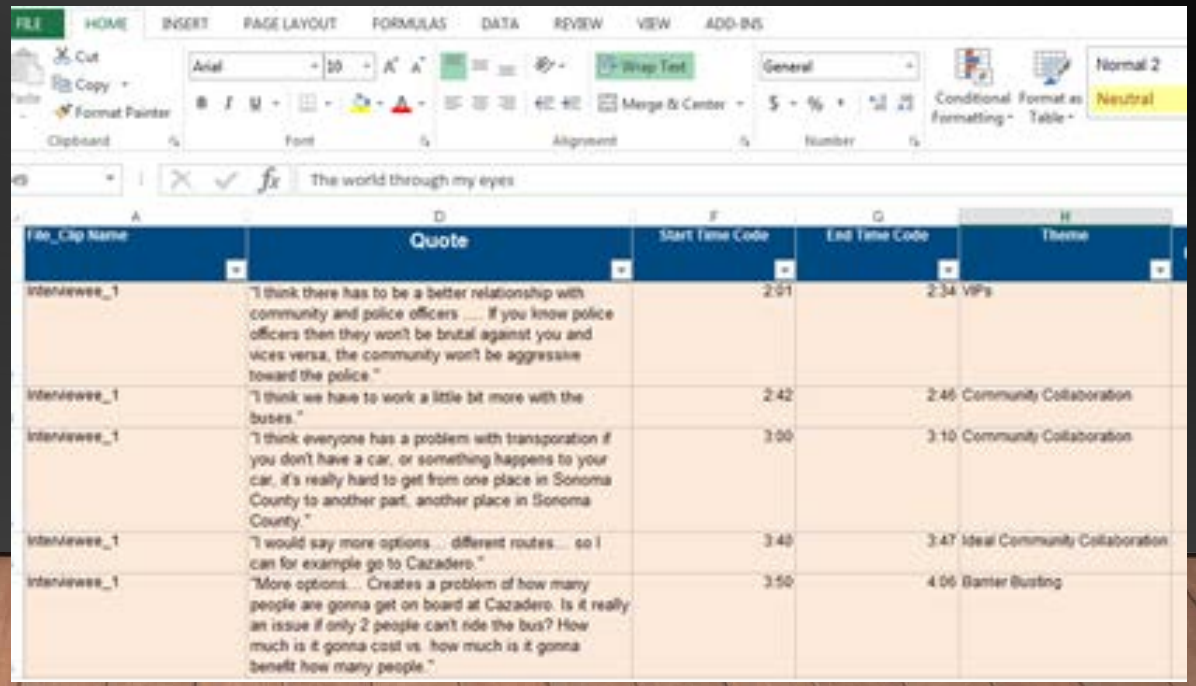
SEE & EXPERIENCE

NEXT STEPS
CODING

Digging Deeper

- Uncover the storyline that the interviewees shared
  - To help this narrative we decided to Code the Qualitative Data
    - Coding each interview allowed us to organize, synthesize and interpret what is happening in the data



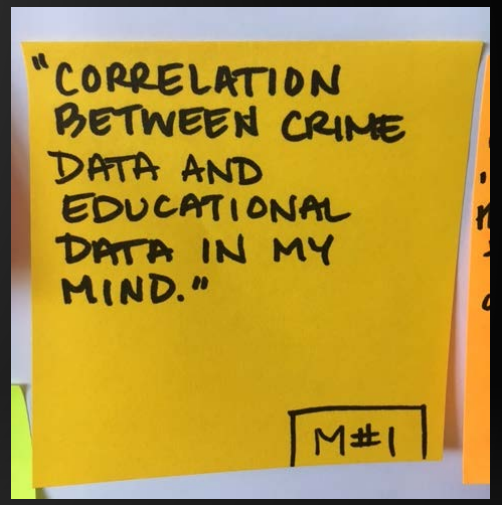


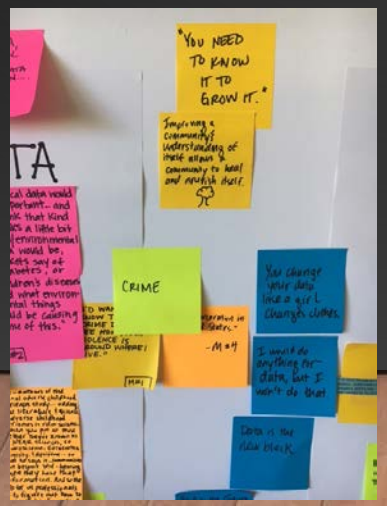
File_Clip Name	Quote	Start Time Code	End Time Code	Theme
Interviewee_1	"I think there has to be a better relationship with community and police officers ..... If you know police officers then they won't be brutal against you and vices versa, the community won't be aggressive toward the police."	2:01	2:34	VIPs
Interviewee_1	"I think we have to work a little bit more with the buses."	2:42	2:46	Community Collaboration
Interviewee_1	"I think everyone has a problem with transporation if you don't have a car, or something happens to your car, it's really hard to get from one place in Sonoma County to another part, another place in Sonoma County."	3:00	3:10	Community Collaboration
Interviewee_1	"I would say more options ... different routes... so I can for example go to Cazadero."	3:40	3:47	Ideal Community Collaboration
Interviewee_1	"More options... Creates a problem of how many people are gonna get on board at Cazadero. Is it really an issue if only 2 people can't ride the bus? How much is it gonna cost vs. how much is it gonna benefit how many people."	3:50	4:06	Barrier Busting

QUESTION & REFRAME

NEXT STEPS
INSIGHTS & THEMES

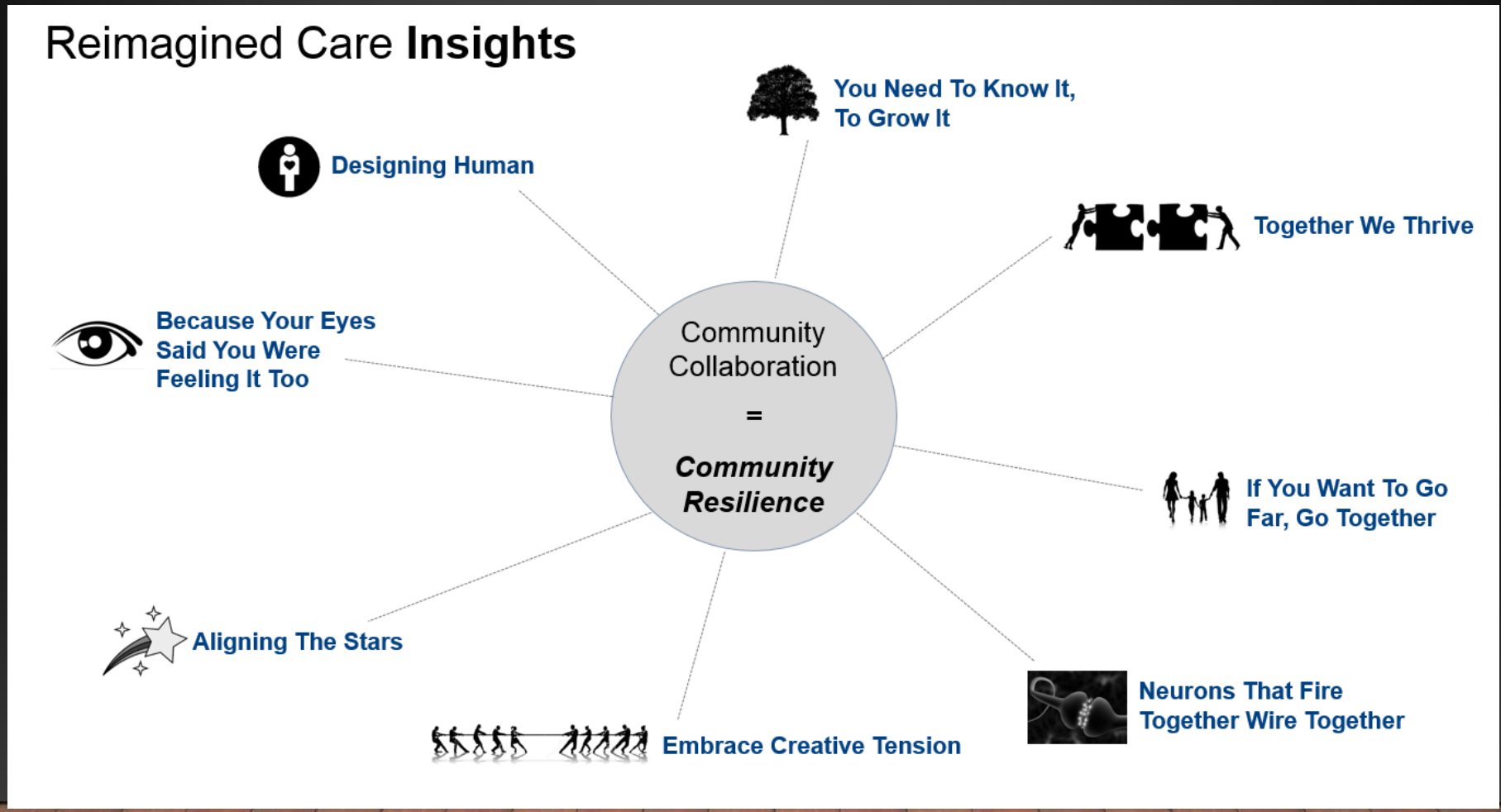
Using Human Center Design to translate coded quotes into insights.
Understanding what truly matters most to your end users.





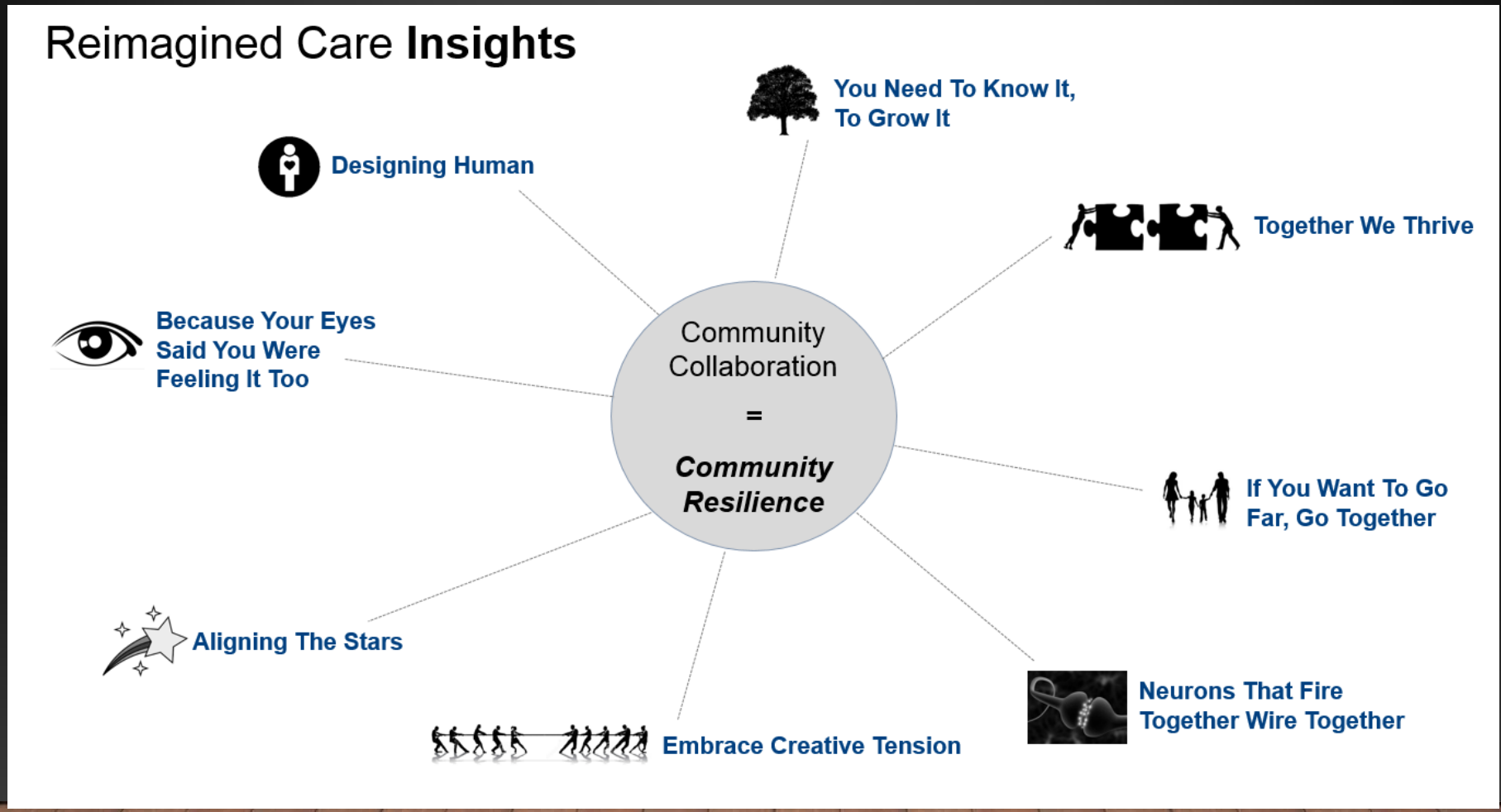
QUESTION & REFRAME

NEXT STEPS
INSIGHTS & THEMES



QUESTION & REFRAME

NEXT STEPS
INSIGHTS & THEMES



QUESTION & REFRAME

NEXT STEPS
INSIGHTS & THEMES

Reimagined Care **Insights**

"Research has shown that communities that have capacity and strong networks of connection can survive anything. That's what I'm looking for, community members that speak up for their own needs and start to identify solutions and start to do things, hopefully with the support of the institutions and organizations."
~Sonoma County Department of Public Health Leader

"We need a grand hall so many can attend. Everyone can be there and break into small groups, maybe according to interests and each group can have a facilitator, very good facilitators. It's community people plus the local agencies." *~Guerneville Resident*

Community Collaboration

=

Community Resilience

Aligning The Stars

Ideal community collaboration is informed by community voices, driven by community members and supported by organizations.

THANK YOU!