



**Upstream Prevention: Promotion of Individual Well-Being**  
Regional Health Improvement Plan Workgroup

Join Zoom Meeting

<https://us02web.zoom.us/j/81740168359?pwd=RzV5ZU1nVk9adFp6ZHg2RzV4OFU1Zz09>

Join by phone:

+1 669 900 6833

Meeting ID: 817 4016 8359

Passcode: 446602

August 23, 2022

3:30-5:00pm

Aim/Goal
All communities in Central Oregon have equitable access and opportunities to health, education, healthy relationships, community support, and experiences necessary to thrive at every stage of life from prenatal to adulthood.
Future State Metrics
<ol style="list-style-type: none"><li>1. Increase letter name recognition at kindergarten</li><li>2. Increase third grade reading proficiency</li><li>3. Increase proportion of pregnancies that are planned</li><li>4. Increase two-year-old immunization rates</li><li>5. Establish a regional measure for belonging and measure yearly</li></ol>

**AGENDA**

3:30 - 3:45 PM	Welcome, Land Acknowledgement & Guiding Principles, Introductions
3:45 - 4:00 PM	Equity Review
4:00 - 4:55 PM	Implementation Plan <ul style="list-style-type: none"><li>• Early Childhood Education Guest: Denise Hudson – Childcare Resources, Neighborhood Impact</li></ul>
4:55 - 5:00 PM	Wrap Up and Next Steps

Working Document:

[https://docs.google.com/presentation/d/1SR6ThnxkIYDpcT2LHHw\\_beu4ldsDkAWdd1fhHSNAneo/edit?usp=sharing](https://docs.google.com/presentation/d/1SR6ThnxkIYDpcT2LHHw_beu4ldsDkAWdd1fhHSNAneo/edit?usp=sharing)

Workgroup Budget: <https://docs.google.com/spreadsheets/d/1Gw9dL6ilRe1oIGhJRMloXg9pEUofJ-KzU5WnscBbEX8/edit?usp=sharing>



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Future State Metrics – Full Detail			
1. By December 2023, letter name recognition at kindergarten readiness will be the following by county:			
Average Number of Upper Case Letters Recognized (scale 0-26)			
	Total Population	Economically Disadvantaged	Underserved Races
Crook County	15.8	14.3	12.8
Deschutes County	17.5	14.6	16.6
Jefferson County	13.2	11.3	11.1
Overall increase of at least 10% for all students, a 20% increase for students from economically disadvantaged (ED) and underserved races (UR).			
2. By December 2023, increase third-grade reading proficiency to the following by county:			
3rd Grade English Language Arts Proficiency by County (weighted)			
	All Students	Economically Disadvantaged	Underserved Races
Crook County	54.5%	51%	33.5%
Deschutes County	67.5%	52%	47%
Jefferson County	47.5%	49.5%	40.5%
Increase of 10% overall, and 15% for economically disadvantaged students (ED) and students from underserved races (UR).			
3. By December 2023, increase the proportion of pregnancies that are planned in Central Oregon to 56%.			
4. By December 2023, increase the Central Oregon two-year-old up-to-date immunization rates to 80%.			
5. By December 2023, a Resilience Measure, such as the Child/Youth/Adult (CYARM) will be established, and the number of people who feel like they belong in their community (by gender, race, and ability) will increase by 10% from the baseline.			

## Land Acknowledgment

*We recognize and acknowledge the indigenous land on which we live, work, learn, play, and grow. This is the land of the Warm Springs, Wasco, Northern Paiute, Tenino, Klamath, Molalla, and Yahooskin. We acknowledge them as the past, present, and future caretakers of this land. It is on their traditional land that we partner to improve the health and well-being of Central Oregonians. We aspire to be good guests honoring the concept in the Warm Springs culture: "This land is for you to know and live upon and pass on to the children."*

## Upstream Prevention: Promotion of Individual Well-Being

RHIP Workgroup Virtual Meeting



**Central Oregon  
Health  
Council**

**Regional Health Improvement Plan (RHIP) Workgroup**

**Guiding Principles**

**Shared Focus**

We come together to improve the health and well-being of individuals living in various and diverse communities throughout Central Oregon region. We use the Regional Health Improvement Plan (RHIP) as our guide. It is our region's shared vision of current problems and our aims. As workgroup partners we develop agreed-upon actions to solve the issues and keep the needs of our communities as the main focus.

**Shared Metrics**

We measure progress, process and outcomes through a shared lens. We use the Regional Health Assessment (RHA), Regional Health Improvement Plan and community dashboard.

**Partner with Priority Populations**

The individuals living in our diverse Central Oregon communities are the center of our work. We make every effort to include people from every part of the region in our workgroups, discussions, processes and decisions.

**Collaborate to Solve Complex Issues**

Inviting diverse perspectives from throughout the Central Oregon region deepens our shared understanding of complex issues and propels us toward better progress and outcomes. We practice frequent, structured, open communication to build trust, assure shared objectives, and create common motivation. We respect the privacy and sensitivity of information partners share.

**Coordinate Collective Efforts**

We are made up of diverse partner organizations and individuals with unique strengths, skills, and resources. We coordinate our efforts and use our unique strengths and skills to meet the goals of the RHIP.

**Learn and Adapt Together**

We embrace shared learning and a growth mindset. We create a space that allows for mistakes, failures, second changes, and a celebration of brave attempts. We adjust and apply our learnings to the complex and changing landscape of health and well-being in Central Oregon.

# Upstream Prevention: Promotion of Individual Well-Being



Background: Why are we talking about this?	
<b>1973</b> Roe v. Wade <b>1990s</b> ACEs Study Evolving birth control options <b>2000s</b> Tech Advancement and Screen Time No Child Left Behind National Traumas (9/11, school shootings) Anti-Vax (Vaccine) Movement	Upstream strategies improve fundamental social and economic structures that allow people to achieve their full health potential. Discrimination and racism impact all aspects of a person's well-being and intersect with all major systems of society. Educational status provides a significant predictor of health outcomes. Third-grade disparities exist for marginalized populations by race and economic status.

Current Condition: What's happening right now?
<ul style="list-style-type: none"> <li>In Central Oregon, early literacy had a decreasing trend from 2016 to 2018</li> </ul> <b>Current State Metrics:</b> <ol style="list-style-type: none"> <li>Letter recognition at kindergarten for economically disadvantaged: Crook 11.9, Deschutes 12.1, Jefferson 9.4</li> <li>Third grade reading for underserved races: Crook 29%, Deschutes 41%, Jefferson 35.4%</li> <li>44.8% of pregnancies were intended in Central Oregon</li> <li>Two-year-old up-to-date immunization rates: Crook 70%, Deschutes 69%, Jefferson 71%</li> <li>No established baseline for a metric such as the Child/Youth/Adult Resilience Measure</li> </ol>

Goal Statement: Where do we want to be in 4 years?
<b>Aim/Goal</b> All communities in Central Oregon have equitable access and opportunities to health, education, healthy relationships, community support, and experiences necessary to thrive at every stage of life.
<b>Future State Metrics - By December 2023:</b> <ol style="list-style-type: none"> <li>Increase letter name recognition at kindergarten for economically disadvantaged and/or underserved races</li> <li>Increase third grade reading proficiency for economically disadvantaged and/or underserved races</li> <li>Increase proportion of pregnancies that are intended</li> <li>Increase two-year-old immunization rates</li> <li>Establish a resiliency measure, measure yearly and increase the number of people who feel they belong in their community</li> </ol>

Analysis: What's keeping us from getting there?
<ul style="list-style-type: none"> <li>Unbalanced distribution of resources across the region</li> <li>Decision-making based on misinformation and personal belief</li> <li>Systemic inequity prevents access to usable information</li> <li>Unbalanced bias creating isolation (connection vs alienation)</li> <li>Generational impact of foundational instability</li> </ul>

Strategic Direction: What are we going to try?	
Date updated: 5.2022	
<ul style="list-style-type: none"> <li>Transforming care coordination across health systems</li> <li>Cultivating equity and inclusion in our communities</li> <li>Operationalizing DEI practices</li> <li>Broadening education to improve health outcomes</li> <li>Advocating for policies that improve health outcomes</li> </ul>	

Focused Implementation: What are our specific actions? (who, what, when, where?)			
Future State Measures	What	When	Where
Improving kindergarten readiness and 3 <sup>rd</sup> grade reading	Community Grant Opportunity	Awarded 7.2021	Full region. Focus on priority populations
Increase proportion of pregnancies that are intended	Media Campaign Promoting Intended Pregnancies	Awarded 1.2022	Full region. Focus on 18-24yo, under resourced, specific identities and their partners
Increase two-year-old immunization rates	Central Oregon Immunization Quality Improvement Coordinator	Awarded 2.2022	Full region. Clinics and public health
Create a regional measure for resilience and belonging	Create a regional measure for resilience and belonging	Awarded 12.2021	Full region. Representative sampling.

Follow-Up: What's working? What have we learned?
{insert}

**UPSTREAM PREVENTION  
2022 Budget**

**Overview**

	<b>Budget</b>	<b>Spent</b>	<b>Available</b>
5-Year	\$2,000,000	\$1,383,326	<b>\$616,674</b>
Cycle to Date	\$1,000,000	\$1,383,326	<b>-\$383,326</b>
Yearly Mini-Grant	\$50,000	\$12,500	<b>\$37,500</b>

\*Review MG Budget in August

**By Future State Measure (5 year)**

	<b>Budget*</b>	<b>Spent</b>	<b>Available</b>	<b>Currently Allocated</b>	<b>Projected Available</b>	<b>Notes</b>
Childhood Immunization	\$429,428.00	\$429,428.00	\$0.00		\$0.00	
Third-Grade Reading	\$385,295.33	\$109,018.50	\$276,276.83		\$276,276.83	
Kindergarten Readiness	\$385,295.33	\$115,993.50	\$269,301.83		\$269,301.83	
Resilience Measure	\$389,686.00	\$391,386.00	-\$1,700.00		-\$1,700.00	
Intended Pregnancies	\$385,295.33	\$300,000.00	\$85,295.33		\$85,295.33	

\*Budget for each FSM reflects the agreed upon 5 year 'soft budget' minus the portion contributed to shared minigrant budget and adjustments for historical investments.

**2022 Investments**

Organization	Process	Project	Award	Decision Date	Future State Measure	Latest Report
Deschute County Health Services	<a href="#">Standard Grant Immunization Consultant Application (2020-2024 RHIP)</a>	<a href="#">Central Oregon Regional Childhood Immunization Rate Quality Improvement Project</a>	\$419,428.00	2.4.22	Increase two-year-old immunization rate	
Brink Communications	<a href="#">Standard Grant Media Campaign Promoting Intended Pregnancy Consultant Application (2020-2024 RHIP)</a>	<a href="#">Central Oregon Health Council RFP Response for Media Campaign Promoting Intended Pregnancy</a>	\$300,000.00	2.4.22	Increase the proportion of pregnancies that are intended	
Catalyst Counseling & Consulting, LLC	Mini-Grant Application (2020-2023 RHIP)	<a href="#">Mental Health Groups For Teens</a>	\$2,500.00	5.16.2022	Pulled from across all measures with available funds	Establish a resilience measure and increase the number of people who feel they belong by community
Workability	Mini-Grant Application (2020-2023 RHIP)	Expanding Job Opportunities for Neurodiverse Talent in Central Oregon	\$5,000.00	7.15.22	Pulled from across all measures with available funds	Establish a resilience measure and increase the number of people who feel they belong by community

Parousia dba SriPonya	Mini-Grant Application (2020-2023 RHIP)	Wisdom of Trauma Movie Screening & Homeless Panel Discussion	\$5,000.00 7.15.22	Pulled from across all measures with available funds	Establish a resilience measure and increasethe number of people who feel they belong by community
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**Five-Year Investment Overview**  
**All Workgroups**  
 January 2020–December 2024

Budget	Spent	Available
\$12,000,000	\$7,006,309	\$4,993,691

Workgroup	Spent	Available
Address Poverty	\$941,994	\$1,058,006
Behavioral Health	\$1,874,623	\$125,377
Physical Health	\$1,116,132	\$883,868
Stable Housing	\$1,109,654	\$890,346
Substance and Alcohol Misuse	\$580,580	\$1,419,420
Upstream Prevention	\$1,383,326	\$616,674



## Form Name:

# RHIP Consultant Progress Report

**Brink Communications**  
Media Campaign Promoting  
Intended Pregnancy

FollowUp Snapshot	
Amount Requested	\$300,000.00
Organization Contact	Danielle Walter
Contact Phone	612-207-1594
Contact Email	danielle@brinkcomm.com
Organization Address	1300 SE Stark Street, #201 Portland, OR 97214
Website	<a href="http://cohealthcouncil.org/">http://cohealthcouncil.org/</a>
Project Lead	Rose King
Project Lead email	rose@brinkcomm.com

## RHIP Workgroup:

Upstream Prevention: Promotion of  
Individual Well-Being

## Future State Measure:

Upstream Prevention: Promotion of Individual Well-Being > Increase the proportion of pregnancies that are intended

Note: \* indicates required questions

## Contact Information

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### Organization Name\*

Brink Communications

### Project Name

Media Campaign Promoting Intended Pregnancy

### Date you are submitting this progress report\*

08/05/2022

### Name and Title of Submitter\*

Amber Weyers, Account Manager

### Email Address\*

amber.weyers@brinkcomm.com

### Phone Number\*

2623910412

## Project Details

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### Progress Report: Primary Activities\*

*Please describe the **project** and primary activities as it's actually unfolding.*

Brink Communications will work with COHC to create and implement a media campaign to help increase planned pregnancy and promote resources supporting planned pregnancy in Central Oregon. This campaign requires a diverse, multi-language and intersectional approach to reach communities that are often overlooked and underserved by the healthcare system. Through this work, Brink will provide strategy and develop communications collateral which may include print, social, digital, educational, radio, television, and advertisements.

PHASE 1: PROJECT LAUNCH (March 2022-May 2022)

We kicked off this project with an internal and client launch to set the stage and ensure we're all on the same page about what to expect and when. Our launch meeting identified roles and responsibilities on both teams, explored key goals, objectives, and audiences, and determined the review, approval, and evaluation process. Following the meeting, we created a project brief to briefly summarize our work together and a work plan to outline deliverable dates and responsibilities.

#### PHASE 2: LANDSCAPE SCAN AND RESEARCH (May 2022- Present)

During this phase of the project, our team used previous research in tandem with an updated landscape scan tailored to meet the needs of this project. Our research work focuses on the unique barriers and challenges of individuals and couples, 14 to 29 years of age, particularly Latino, Black, and Native communities in Crook, Deschutes, and Jefferson Counties, the Confederated Tribes of Warm Springs, and Northern Klamath County (Gilchrist, Chemult, Crescent and Crescent Lake). Our team is in the process of reviewing COHC's existing materials and any audience research and data we have. We are also conducting interviews with stakeholders identified jointly by the Brink team and COHC. From this work, we will summarize existing findings, identify any gaps in information and highlight key barriers in a findings memo. Once a list of key barriers is identified through interviews and analysis of existing data, we will produce a summary, including our assessments of the interventions needed to change consumer behavior. We will then use this information to lay the groundwork for a strategic campaign plan.

### Initial Successes\*

*Please provide some observations of things that are going as well or positively surprised you to date around your project.*

Brink completed the project launch on schedule in April.

Brink has started the Landscape Scan and Research phase of work. This work has included interviewing people who might consider pregnancy in the coming years. Given the recent overturning of Roe vs. Wade, we found that most of our interviewees are eager and open to learning and discussing topics around reproductive healthcare in their community. Most interviewees have been very forthcoming in sharing their experiences, concerns, questions, and in some cases, misconceptions about reproductive care and pregnancy. Even in the early phases of this project, we believe the information and perspectives gathered during this process magnify the disparities in the healthcare system for people who can get pregnant and solidify the need for this particular campaign.

### Project Completion at Time of Progress Report\*

*Please indicate whether your project is complete or in progress. If it is in progress, please estimate the percent complete at the time of this report.*

My project is in progress and is approximately 0-25% complete

### Timeline\*

*If your project is in progress, please indicate whether you are on track with the timelines indicated in your application.*

My project is in progress, and we are on track with the timelines indicated in our application

### Are you encountering any problems or challenges in fulfilling the terms of the project agreement?\*

No

### Mid-Course Problems or Challenges (Continued)\*

*If you stated that you are encountering problems or challenges in fulfilling the terms of the grant agreement, provide detail below. Please explain what mid-course corrections you plan to implement to help mitigate those challenges/barriers.*

*If you are not encountering challenges, please type N/A.*

N/A

### Mid-Course Community Connections\*

*Are there any **connections within the community** that the COHC or a RHIP workgroup can help facilitate that might be helpful with respect to the implementation or success of your project?*

No

### Mid-Course Community Connections (Continued)

*Please provide detail on the community connections that you feel the COHC or a RHIP workgroup might be able to help with.*

*Please note, we strive to make connections and break-down siloes whenever possible. We will do our best to facilitate a relationship with the party or parties you mention.*

COHC has played a key role in helping our team identify potential audience and stakeholder interviews. Many of interviewees we've spoken to were a result of the recommendations and introductions made by the COHC team.

### Additional Reports

*If you have any additional dashboards or reports, you may attach the first one here.*

*This is optional.*

*Please note, you must attach files one at a time separately, for a maximum of three files.*

*Please provide a brief description of each document you are attaching.*

COHC Invoices 1-3.pdf

Invoice summary outlining the work done from April 2022- June 2022.

## **File Upload/Report 2**

*If you have an additional report, you may attach it here. Please briefly describe the file you are uploading.*

*[Unanswered]*

## **Other Comments for Progress Report**

*Is there anything else you would like us to know?*

*[Unanswered]*

## FollowUp Files

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### Applicant File Uploads

- COHC Invoices 1-3.pdf



# INVOICE

Brink Communications  
1902 SE Morrison St  
Portland, OR 97214  
www.brinkcomm.com

TEL. 503-267-8322

## INVOICE #: 3156-0

Central Oregon Health Council  
PO Box #6689  
Bend OR 97708  
United States  
Attn: Gwen Jones

**Date:** Apr 30 2022

**Title:** COHC Intended Pregnancy

**Job #:** 3156

**Description:**

Media Campaign Promoting Intended Pregnancy:

- Brink Internal Project Launch
- Client Project Launch
- Basecamp Setup & monthly fee
- Project Brief Development
- Communications Planner Development

Services	Cost
Phase 1: Project Launch	\$6,218.75
External Expenses	\$118.80
<hr/>	
<b>Terms:</b>	Subtotal
NET 30	\$6,337.55
	Amount Received
	\$6,337.55
	<hr/>
	<b>Total Due</b>
	<b>\$0.00</b>

Brink Communications reserves the right to assess a 5% late fee if full payment is not received within 30 days plus 1% monthly thereafter. Client expressly agrees to be liable to Brink Communications for all costs of collection including attorney's fees.

**Payment Notes:**

Please note that Brink Communications has moved. Please send payment to our new address below:

1902 SE Morrison St  
Portland, OR 97214

If you would like to make payment via ACH direct deposit, please contact Mya Lwin at [accounting@brinkcomm.com](mailto:accounting@brinkcomm.com).





# INVOICE

Brink Communications  
1902 SE Morrison St  
Portland, OR 97214  
www.brinkcomm.com

TEL. 503-267-8322

## INVOICE #: 3156-1

Central Oregon Health Council  
PO Box #6689  
Bend OR 97708  
United States  
Attn: Gwen Jones

**Date:** May 31 2022

**Title:** COHC Intended Pregnancy

**Job #:** 3156

**Description:**

Media Campaign Promoting Intended Pregnancy:

- Landscape Scan
- Strategy Deck Creation & Presentation
- Interview Preparation
- Work Plan Creation

Services	Cost
Phase 1: Project Launch	\$1,356.25
External Expenses	\$118.80
Phase 2: Landscape Scan and Research	\$4,281.25
Phase 4: Creative Development and Campaign Microsite	\$675.00
<hr/>	
<b>Terms:</b>	Subtotal
NET 30	\$6,431.30
	Amount Received
	\$6,431.30
	<hr/>
	<b>Total Due</b>
	<b>\$0.00</b>

Brink Communications reserves the right to assess a 5% late fee if full payment is not received within 30 days plus 1% monthly thereafter. Client expressly agrees to be liable to Brink Communications for all costs of collection including attorney's fees.

**Payment Notes:**

If paying by ACH deposit (preferred), please remit to:

Heritage Bank  
201 5th Ave SW  
Olympia, WA 98501

Brink Communications, LLC  
Account #: 102000693  
Routing #: 325170835



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Portland, OR 97214  
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TEL. 503-267-8322

**INVOICE #: 3156-1**

Central Oregon Health Council  
PO Box #6689  
Bend OR 97708  
United States  
Attn: Gwen Jones

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**Services**

**Cost**

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If you have any questions, please contact Mya Lwin at [accounting@brinkcomm.com](mailto:accounting@brinkcomm.com).



# INVOICE

Brink Communications  
1902 SE Morrison St  
Portland, OR 97214  
www.brinkcomm.com

TEL. 503-267-8322

## INVOICE #: 3156-3

Central Oregon Health Council  
PO Box #6689  
Bend OR 97708  
United States  
Attn: Gwen Jones

**Date:** Jun 30 2022

**Title:** COHC Intended Pregnancy

**Job #:** 3156

**Description:**

Media Campaign Promoting Intended Pregnancy:

- Interview Preparation
- Interview Guide and Email Creation
- Audience Interviews
- Stakeholder Interviews
- Bi-weekly Client Meetings

Services	Cost
Phase 1: Project Launch	\$218.75
External Expenses	\$493.02
Phase 2: Landscape Scan and Research	\$10,062.50

**Terms:**

NET 30

Brink Communications reserves the right to assess a 5% late fee if full payment is not received within 30 days plus 1% monthly thereafter. Client expressly agrees to be liable to Brink Communications for all costs of collection including attorney's fees.

Subtotal	\$10,774.27
Less Deposit	(\$10,774.27)
Total	\$0.00
Amount Received	\$0.00
<b>Total Due</b>	<b>\$0.00</b>

**Payment Notes:**

If paying by ACH deposit (preferred), please remit to:

Heritage Bank  
201 5th Ave SW  
Olympia, WA 98501

Brink Communications, LLC  
Account #: 102000693  
Routing #: 325170835



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**INVOICE #: 3156-3**

Central Oregon Health Council  
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United States  
Attn: Gwen Jones

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**Services**

**Cost**

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