



BPHE Health Equity Plan Year 1 Progress Report

Broomfield Public Health
and Environment
11.7.2024

Reminders

- [2023-2027 BPHE Health Equity Plan](#)
- This is a five year plan; BPHE has completed the first year of work.
- We have committed to annual updates to the Board of Health and community at large.
- Acronyms:
 - BPHE: Broomfield Public Health and Environment
 - CALPHO:
 - CCOB: City and County of Broomfield
 - DDEI: Development, Diversity, Equity and Inclusion
 - HR: Human Resources
 - MDPH: Metro Denver Partnership for Health



Strategy 1: Professional Development

BPHE will ensure that 100% of staff have received training and support for awareness of inequities within the organization and the community, and how they can help to address them.



Strategy 1: Professional Development

Activity	Status	2024 Highlights
1) 100% of BPHE staff have completed the required training within 12 months of employment.	Completed	Foundations of Equity training completed by all staff within first year.
2) By December 2023, BPHE will assess each division's capacity to address health and racial inequities.	Completed	Assessment completed, top needs identified.
3) By December 31, 2023, BPHE will adopt a language guide for a common understanding of equity related terms.	In Progress	Reviewed existing guides and created a compilation resource, to include interactive exercises, which is still in process.

Strategy 1: Professional Development

Activity	Status	2024 Highlights
4) By February 2024, in partnership with the DDEI department, BPHE will identify tools, trainings, technical assistance and mentorships for staff that help facilitate conversations about race, racism, dominant culture, and gaps identified in the BPHE assessments.	In Progress	<ul style="list-style-type: none">● This will be ongoing.● DDEI has compiled many offerings available through Cornerstone.● We are working on creating an Equity “playlist” for PHE staff to access.
5) By May 2024, in partnership with DDEI, BPHE will assess resources needed to support staff in being culturally and linguistically appropriate.	In Progress	<ul style="list-style-type: none">● This will be ongoing.● Multilingual pay policy in place.● Conducted Language Line demo/refresh for staff.● Expanded access to simultaneous interpretation during community meetings.● Staff planned and held trainings and meetings solely in Spanish.● DDEI offers opportunities to learn about other cultures 4-6x/year; staff are encouraged to participate.

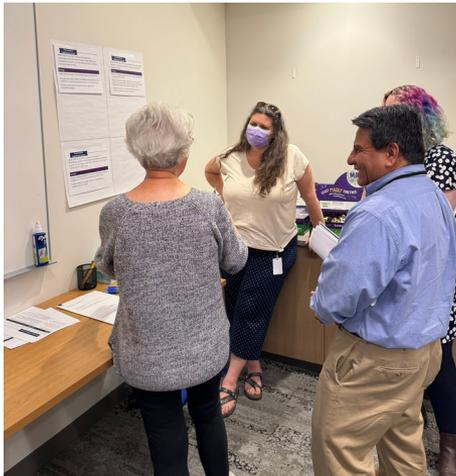
Strategy 1: 2025 Plans



- Continue to promote learning opportunities and experiences for staff, including during staff meetings.
- Develop an equity “playlist” in the Cornerstone platform for BPHE staff to access and add to.
- Incorporate professional development activities/goals related to equity in the new performance management module in the Cornerstone system.
- Re-assess staff training and support needs at the end of 2025 or beginning of 2026.

Strategy 2: Community Engagement

By December 30, 2025, develop and implement a Community Engagement Framework with specific communities and timelines identified.



Strategy 2: Community Engagement

Activity	Status	2024 Highlights
1) By May 31, 2023, assess the status of relationships with the community.	In Progress	<ul style="list-style-type: none">● Initial assessment completed by BPHE and gaps were identified.● Planning phase underway to assess partner's perception of the status of relationships.
2) By February 28, 2024, BPHE will identify priority community members/organizations to reach out to, along with BPHE leads, in order to create intentional mutually beneficial relationships with the community.	Completed	<ul style="list-style-type: none">● Reviewed community health assessment data to identify populations most impacted by health issues.● Incorporated priority populations into health ambassador recruitment and scoring processes.

Strategy 2: Community Engagement

Activity	Status	2024 Highlights
3) By October 31, 2024, each Division/program incorporates the use of the community engagement tool to assess where they are relative to the community engagement spectrum.	In Progress	<ul style="list-style-type: none">• Conducted a review and compilation of community engagement assessment tools that could be utilized.• Ongoing participation in CALPHO and MDPH community engagement workgroups including sharing of community engagement frameworks, evaluation tools and best practices.
4) By December 31, 2024, each Division, or Divisions together, sets goals to increase power sharing with at least one priority community.	Completed	<ul style="list-style-type: none">• Launched the Health Ambassador program which directly funds community members and organizations who represent priority populations.• Representatives from all BPHE divisions have worked in partnership with the ambassadors to shape programming content and approaches in at least one program area.

Strategy 2: 2025 Plans

- Conduct an *internal* assessment as it relates to the characteristics of an agency that is effectively engaging with community.
- Conduct an *external* evaluation of the impact of BPHE community engagement efforts.
- Identify areas of strength and areas for improvement.



Strategy 3: Communications

By June 30, 2026, BPHE staff will establish a health equity communication framework that involves the community and assures a culturally and linguistically appropriate approach.



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您的卫生检查员希望倾听您的意见!

9月3日至9月30日

欢迎通过在线论坛提交有关检查、监管等问题的反馈

[BROOMFIELDVOICE.COM/FOOD-FORUM](https://broomfieldvoice.com/food-forum)

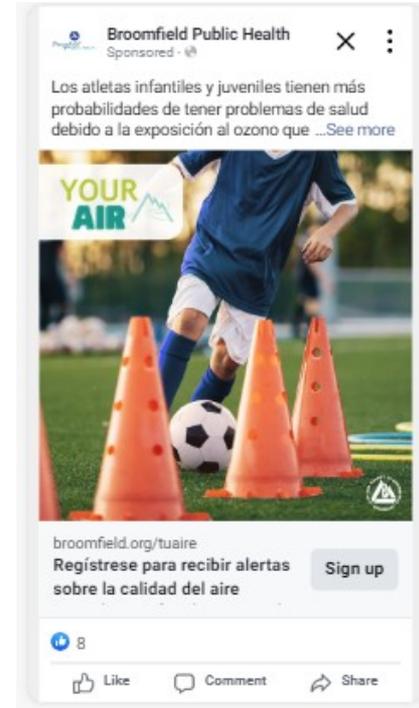
如果您没有可上网的计算机,请拨打
720-887-2220 寻求帮助。

This advertisement is for a feedback forum. It features a green and white color scheme with a lightbulb icon. The text is in Chinese, asking for community input on inspection and regulation issues. It provides a QR code and a website link for more information.



**CONNECTION CAN
HELP YOU QUIT
VAPING.**

This advertisement shows two young women sitting on a tennis court, smiling and holding tennis rackets. The text is overlaid on a black background at the bottom of the image, promoting a program to help quit vaping.



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Los atletas infantiles y juveniles tienen más probabilidades de tener problemas de salud debido a la exposición al ozono que ...See more

YOUR AIR

broomfield.org/tuair
Regístrese para recibir alertas sobre la calidad del aire

Sign up

8

Like Comment Share

This is a screenshot of a Facebook post. The post is sponsored by Broomfield Public Health and is in Spanish. It discusses the health risks of ozone exposure for children and young athletes. It includes a 'YOUR AIR' logo and a call to action to register for alerts on air quality. The post has 8 likes and options to like, comment, and share.

Strategy 3: Communications

Activity	Status	2024 Highlights
<p>1) By December 31, 2024, BPHE will assess internal communication and outreach modalities to identify best practice opportunities to implement strategies that are responsive to community needs and are culturally and linguistically appropriate.</p>	In Progress	<ul style="list-style-type: none">● Implemented an equity checklist for communications to be completed before the launch of every campaign.● Internally assessed Owned/Paid communication channels and various audiences BPHE aims to reach.● Initiation of and ongoing participation in a broader CCOB Communications Equity workgroup.
<p>2) By June 30, 2025, BPHE will gather feedback from community partners/members to assure design of communication messages and platforms are inclusive of multiple perspectives, and are designed to improve access to, and relevance of, communications intended for the targeted audiences and historically marginalized groups.</p>	In Progress	<ul style="list-style-type: none">● Conducted initial scoping and brainstorming for how to gather and apply feedback.

Strategy 3: Communications

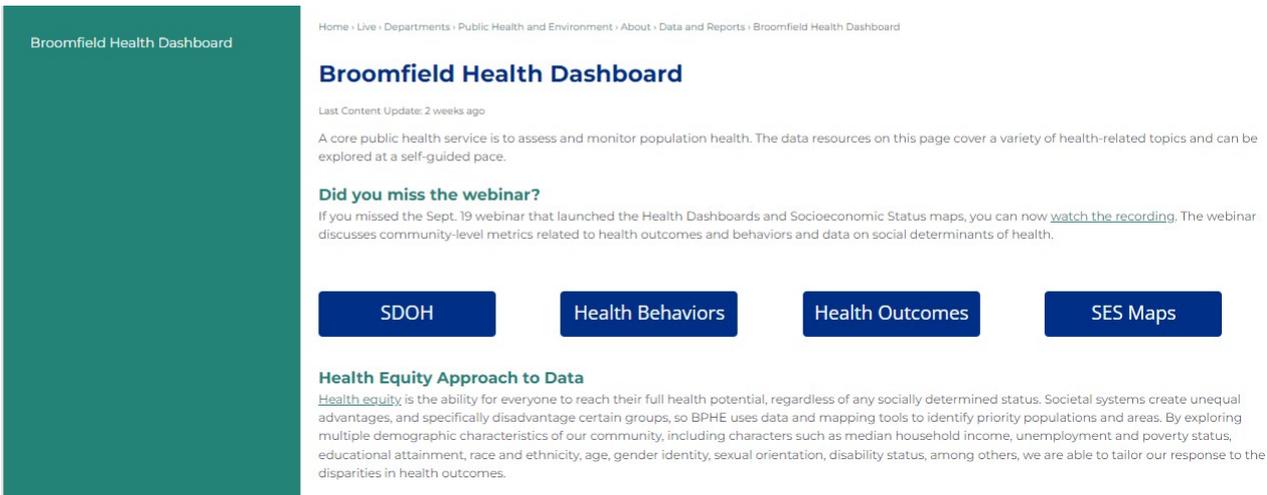
Activity	Status	2024 Highlights
3) By October 30, 2025, incorporate context into communication materials and presentations that enhances awareness of systems that have created inequities.	In Progress	<ul style="list-style-type: none">● BPHE Health Equity Framework has been used in relevant presentations and discussions.
4) By June 30, 2026, communication is conducted on a variety of platforms, in multiple languages and accessible (i.e., ADA complaint) to a wide range of audiences.	In Progress	<ul style="list-style-type: none">● Initiation of and ongoing participation in a broader CCOB Communications Equity workgroup to align goals and project plans.● Utilize the Broomfield Digital Access Project to enhance digital accessibility in health content.

Strategy 3: 2025 Plans

- Continue to engage in the CCOB Communications Equity workgroup to align practices in:
 - Language access guides/policies
 - Best practices guide to communicating with diverse priority populations
- Continue to engage in the CCOB Communications Equity workgroup to explore:
 - Microlearnings on equity in communication for CCOB communicators
- Plan to conduct focus groups for Activity #2 - but dependent on progress with CCOB Communications Equity workgroup.

Strategy 4: Data

By December 31, 2025, establish a data collection and analysis system that allows BPHE to collect, analyze and report on data that will help ensure we are meeting our overall health equity plan goal.



The screenshot shows the Broomfield Health Dashboard website. The page has a dark green header with the title "Broomfield Health Dashboard". Below the header, there is a breadcrumb trail: "Home > Live > Departments > Public Health and Environment > About > Data and Reports > Broomfield Health Dashboard". The main content area features a sub-header "Broomfield Health Dashboard" and a note "Last Content Update: 2 weeks ago". A paragraph describes the dashboard as a core public health service for assessing and monitoring population health. A section titled "Did you miss the webinar?" includes a link to "watch the recording". Below this are four blue buttons: "SDOH", "Health Behaviors", "Health Outcomes", and "SES Maps". At the bottom, a section titled "Health Equity Approach to Data" explains the organization's commitment to health equity, mentioning the use of data and mapping tools to identify priority populations and areas.

Broomfield Health Dashboard

Home > Live > Departments > Public Health and Environment > About > Data and Reports > Broomfield Health Dashboard

Broomfield Health Dashboard

Last Content Update: 2 weeks ago

A core public health service is to assess and monitor population health. The data resources on this page cover a variety of health-related topics and can be explored at a self-guided pace.

Did you miss the webinar?

If you missed the Sept. 19 webinar that launched the Health Dashboards and Socioeconomic Status maps, you can now [watch the recording](#). The webinar discusses community-level metrics related to health outcomes and behaviors and data on social determinants of health.

[SDOH](#) [Health Behaviors](#) [Health Outcomes](#) [SES Maps](#)

Health Equity Approach to Data

Health equity is the ability for everyone to reach their full health potential, regardless of any socially determined status. Societal systems create unequal advantages, and specifically disadvantage certain groups, so BPHE uses data and mapping tools to identify priority populations and areas. By exploring multiple demographic characteristics of our community, including characters such as median household income, unemployment and poverty status, educational attainment, race and ethnicity, age, gender identity, sexual orientation, disability status, among others, we are able to tailor our response to the disparities in health outcomes.

Strategy 4: Data

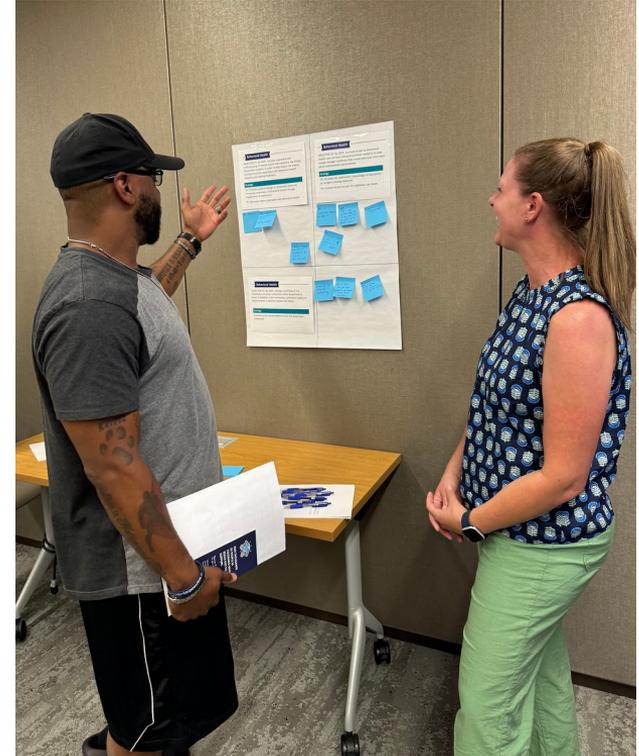
Activity	Status	2024 Highlights
1) By February 28, 2024, BPHE will establish baseline methods/standards for data that will be collected on an annual basis at the program and population level.	Completed	<ul style="list-style-type: none">• Established BPHE <i>division</i> priorities and performance metrics.• Established BPHE <i>department</i> priorities and performance metrics.• Developed visualization tools for performance management.• Established a data review schedule.
2) By March 31, 2024, BPHE in partnership with DDEI, CCOB departments, and the community, identify the gaps in the data collected at the population level and the program activities that will help address gaps.	Completed	<ul style="list-style-type: none">• Reviewed key indicators as part of the community health assessment.• Reviewed socio-economic maps.• Created data visualization tool.

Strategy 4: Data

Activity	Status	2024 Highlights
<p>3) By April 2024, BPHE in partnership with the community using qualitative and quantitative data will conduct a Community Health Assessment to determine the priority needs of a variety of populations, based on conversations with the community.</p>	<p>Completed</p>	<ul style="list-style-type: none"> ● Conducted assessment activities including: <ul style="list-style-type: none"> ○ Key indicator review ○ Community partner survey ○ Focus groups ○ Key informant interviews
<p>4) Starting in December 2024, and by December 31st each year thereafter, report on the strategies, actions and outcomes of the Health Equity Plan with the Board of Health and Community to assure accountability to the public.</p>	<p>In Progress</p>	<ul style="list-style-type: none"> ● Drafted first progress report to the Board of Health. ● Community communications plan forthcoming.
<p>5) By December 31, 2025, develop a framework for reporting on community health status that is available to the public.</p>	<p>Completed</p>	<ul style="list-style-type: none"> ● Data dashboards created for public use, including socio-economic maps. ● Webinar held in September to introduce the dashboards to the community.

Strategy 4: 2025 Plans

- Continue to track and report out progress on the 2023-2027 BPHE Health Equity action plan.
- Focus long-term indicators on outcomes within sub-populations, particularly those indicators that measure progress within the Community Health Improvement Plan (CHIP).
- Examine Division Priority metrics through a health equity lens.



Strategy 5: Internal Policy

By December 31, 2026, BPHE will have adopted policies and procedures that reflect health equity and will help to achieve BPHE's overall health equity goal.



Strategy 5: Internal Policy

Activity	Status	2024 Highlights
1) By December 31, 2025, collaborate with DDEI and CCOB departments to identify policy and program levers, and other strategies to address the determinants of health.	Completed	<ul style="list-style-type: none">Developed a policy equity assessment tool to utilize when reviewing and developing policies.
2) By December 31, 2025, and in collaboration with the CCOB HR and DDEI Departments, assess internal public health equity policies and procedures and identify opportunities to remove barriers and promote equity.	In Progress	<ul style="list-style-type: none">Began participating in the newly formed CCOB Departmental Equity Workgroup's Policy subgroup.

Strategy 5: Internal Policy

Activity	Status	2024 Highlights
3) By June 2026, in collaboration with CCOB HR and DDEI, BPHE proposes at least three policies that promote a diverse workforce and demonstrate a commitment to Health Equity.	In Progress	<ul style="list-style-type: none">• Job description review completed to update minimum requirements and remove any unnecessary requirements for BPHE jobs.• Converted a COVID response position to a permanent health outreach specialist role that works across BPHE divisions and in partnership with health ambassadors.
4) By October 2026, work with CCOB to streamline the process to contract with community members so they can be compensated as partners that help us advance shared equity priorities.	Completed	<ul style="list-style-type: none">• Established the health ambassador program as an official, ongoing program supported by BPHE.• Developed SOPs and templates for program applications, application reviewers, contracting, payment/invoicing, reporting.

Strategy 5: Internal Policy

Activity	Status	2024 Highlights
5) By December 2026, embed health equity principles and priorities into funding opportunities and proposals that BPHE is initiating, participating in or influencing.	In Progress	<ul style="list-style-type: none">• Allocated funding for health ambassadors and community engagement activities in BPHE annual department budget.• Applied for external funding to support community driven health education and activities (2 denied, 1 funded, 1 pending).• Supported health ambassadors in pursuing funding (application assistance, letters of support).
6) By December 2026, in partnership with CCOB Finance, develop a mechanism to incorporate an equity lens in contracting, purchasing and budgeting procedures.	In Progress	<ul style="list-style-type: none">• Worked with Legal and Risk Management staff to take a risk based approach to contracting and insurance requirements for community partners.

Strategy 5: 2025 Plans



- Explore workforce development strategies including efforts to build interest and skills amongst individuals with lived experience, diversifying internship candidates and offering paid opportunities
- Work with departmental equity workgroup policy subgroup to identify a city/county policy(ies) to modify or update
- Continue to embed funding for community partnerships and engagement in program budgets and seek additional funding when possible

Strategy 6: External Policy

By December 31, 2027, and in collaboration with our partners and the community, provide education and support regarding at least two community policies that will help improve health equity within the Broomfield community.



Strategy 6: External Policy

Activity	Status	2024 Highlights
1) By December 2026, in partnership with the community, DDEI and CCOB departments, identify at least two community policy measures that will help improve racial and social injustices in Broomfield's community.	In Progress	<ul style="list-style-type: none">• Conducted literature review• Review community health improvement plan stakeholder engagement findings for alignment with priority areas and policy opportunities (ex - housing)
2) Policies are implemented by December 31, 2027.	Not Started	N/A

Strategy 6: 2025 Plans

- Work with Broomfield Housing Solutions Forum (coalition of community organizations and residents working together on housing solutions) to identify a policy solution(s).
- Determine appropriate role for BPHE to support the BHSF in advancing local policy.



Welcome...

Broomfield Housing
Solutions Forum on
September 19, 2024



Next Steps

Community engagement

- This presentation, along with a more digestible summary document, will be publicly available on our website and promoted through our typical communication channels.
- In 2025 we will partner with health ambassadors and other community stakeholders to conduct an assessment of our community engagement efforts and seek feedback on our communication approaches.

This plan is a living document

- As new or modified strategies and activities are identified, BPHE will continue to use **annual progress reports** as our method of documenting what work was completed each year and what is being prioritized for the following year.



Discussion/Questions
