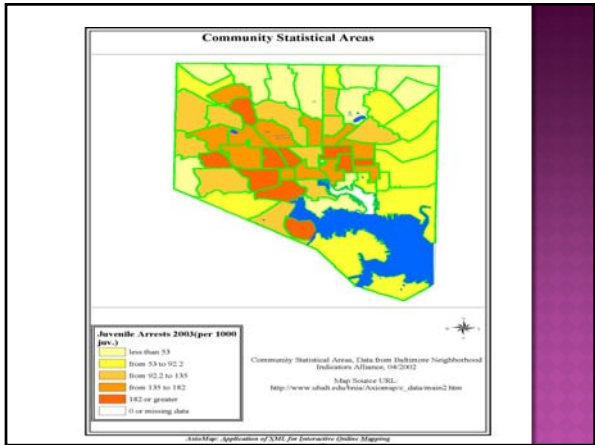
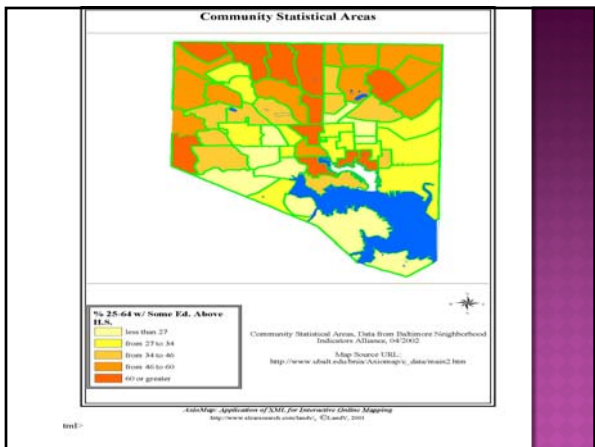
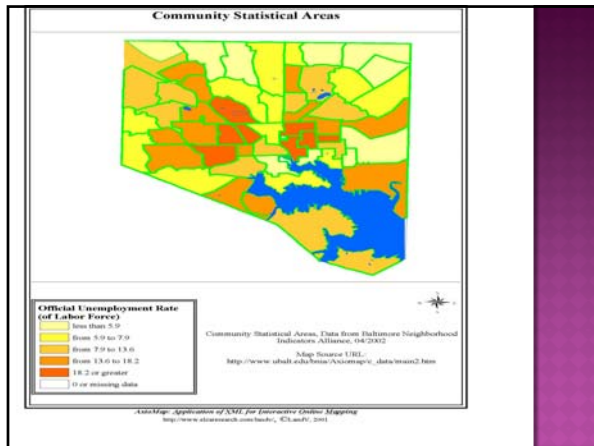


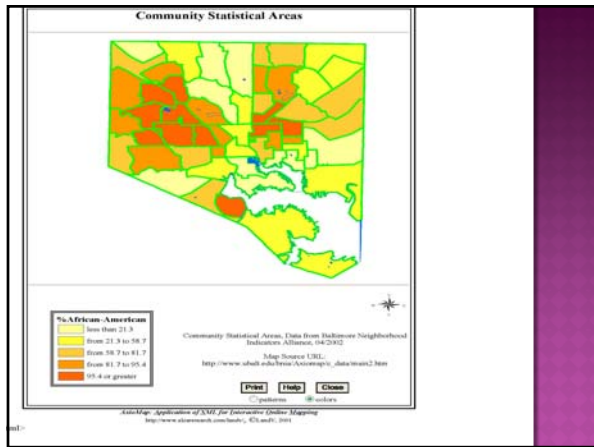
BALTIMORE PLACE MATTERS

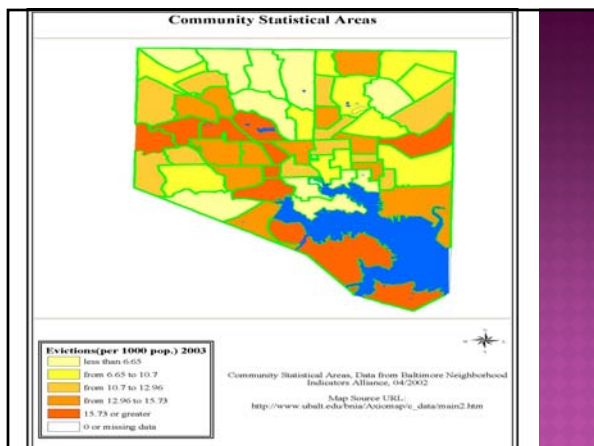
March 4, 2008

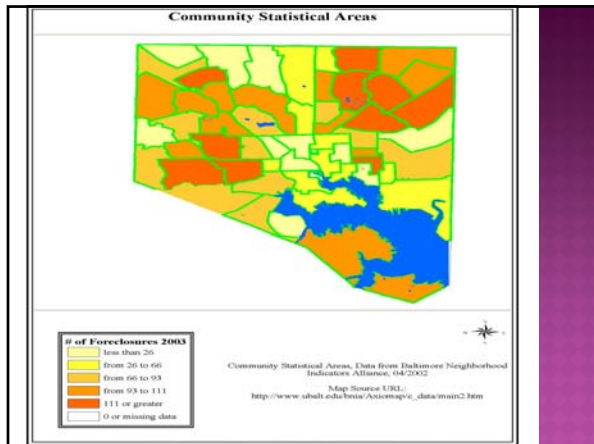












TEAM'S GOALS

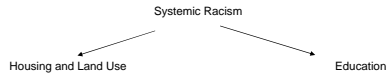
- Overarching up stream issue is institutional racism in Baltimore as it manifests itself in housing and education differentials that create and further health disparities downstream

OUR GROUP – NONTRADITIONAL

- **Core members:**
 - Non-profit organization
 - Assn. of Community Health Center
 - Education
 - Housing
 - Policy makers
 - Health Department

Baltimore Place Matters team

Target: Producing healthy outcomes for children, youth and families of Baltimore.



We endeavor to develop policies and institutional transformation to eliminate systemic racism.

Limited availability and access to resources have obstructed for quality of life opportunities for the children, youth and families of Baltimore.

simultaneously develop strategy
and target key members

TEAM ACCOMPLISHMENTS

- ◉ Developed a committed and diverse team
- ◉ Logic model
- ◉ Understanding and beginning to map existing efforts
- ◉ Partnering without redundancy

LESSONS LEARNED

- Getting people out of their silos
- Swimming from down stream approaches to upstream approaches is hard - people return to their default;
- Swimming up stream is against natural tendencies.
- Trusting the process is painful, but it works.
- Change does not happen overnight.
- Navigating the land mines of turf is essential
- Politics is a full contact sport
- The power of iteration

SIGNIFICANT CHALLENGES

- Existing Health Diversity efforts in Baltimore
- No funding
- Inability to be able to react more quickly
- We have potential data overload, and study fatigue.

VISION FOR SUCCESS

- The Power of Logic:
 - Logic Modeling helps everyone get on and stay on the same page.
- Converts are Key: targets & strategies
- This is a movement, but need discernable benchmarks even in areas like social marketing campaigns.

- ◉ Like all campaigns – wins build momentum, but this is definitely a marathon, not a sprint, so pacing essential.
- ◉ Data, Data, Data
- ◉ Strategize, Collaborate, Partner; Strategize, Collaborate, Partner, etc. and so on. The power of iteration.
