

Through a 1,100-resident community health survey and an 18-month convening of the Greater Coatesville community composed of government, not-for-profits, Chester County funders, residents, and legislators, The Alliance of Health Equity and its partners are ready to lift up the Greater Coatesville community through real-time solutions in 1) Integrated Health Delivery; 2) Community Engagement; 3) Removing Access Barriers, and 4) Building Solutions to move more residents toward earning a living wage, finding affordable and stable housing, and ensuring access to healthy and affordable food.

This document outlines the goals, strategies, actions steps and key performance indicators adopted by the Equity Health Group, previously known as the Hospital Closure Group, for implementation through December, 2026.

Timeline

- 2018** - Brandywine Hospital community health needs assessment is performed
- 2021/2022** - Jennersville and Brandywine Hospitals close
- February 2022** - Hospital Closure Group formed to develop strategies to mitigate the effects of the hospital closures and COVID-19 pandemic
- June 2022** - In partnership with Chester County, The Alliance conducted a health survey of Greater Coatesville to determine the impact on the community and the community's health status
- September 2022** - The Alliance and two community partners gathered data from two latter groups who were not represented in the larger survey
- March 2023** - The Alliance received a grant from the American Rescue Plan and launches the Equity Health Center
- May 2023** - The Alliance launched the Anchor Strategy: A Place-Based Approach for Health Equity in Greater Coatesville



Integrated Health Delivery

Goal	Strategy	Action Steps	KPI
<p>Increase health delivery collaborations and partnerships that effectively address and communicate the continuum of care for Coatesville Residents through a:</p> <ul style="list-style-type: none"> • 25% reduction of chronic conditions via early screening, coordination of care, and chronic condition management • 25% reduction of emergency calls and crisis emergencies by incentivizing behavioral healthcare through early intervention • 25% increase of knowledge of where and how to get insurance and care by 2026. 	<p>Utilize the Equity Health Center as a central point of care (i.e. primary care, dental, substance abuse, and behavioral health), navigation, referral, and preventive healthcare education.</p> <p>Attract behavioral health providers and alternative healthcare providers to the Equity Health Center located in the Brandywine Center.</p> <p>Establish an Urgent Care Center in Coatesville.</p> <p>Promote 988 as the centralized navigational and referral system to manage behavioral health crisis and move Greater Coatesville residents into care. Coordinate with Chester County Increase the number of people interested in a Health or Behavioral Health career in Greater Coatesville.</p> <p>Attract workready individuals to pursue additional education, training, and or certifications to become qualified for Health and Behavioral Health employment opportunities and encourage high school and college students to pursue Health and Behavioral Health Careers.</p>	<p>Operationalize the Equity Health Center integrating primary, dental, substance abuse, and behavioral health care in one location, serving as the centralized navigation and education hub for Greater Coatesville residents.</p> <p>Attract behavioral health and alternative health providers to the Equity Health Center to provide place based services.</p> <p>Meet with Urgent Care providers and explore their interest in opening a site in Coatesville.</p> <p>Incorporate 988 into marketing and promotion materials for Greater Coatesville residents.</p> <p>Increase the number of individuals pursuing Health Care Careers and Behavioral Health Careers to work in Greater Coatesville position Greater Coatesville as a choice place to work.</p>	<p># early screenings and referrals</p> <p># engaged in consistent behavioral healthcare</p> <p># participating in preventive health education</p> <p># of individuals pursuing a health or behavioral health career to work in Greater Coatesville</p> <p>Ultimately -> % change in cases of chronic conditions</p>

Engagement and Access

Goal	Strategy	Action Steps	KPI
<p>Remove engagement (knowledge) and access (transportation, technology, and navigational) barriers for the Greater Coatesville population, prioritizing underserved populations, resulting in a:</p> <ul style="list-style-type: none"> • 25% increased utilization of health care services • 25% increased utilization of transportation for healthcare out of the Coatesville Ecosystem • 25% increased in utilization of telehealth in underserved populations • 25% increased knowledge of where and how to get health and behavioral health services • 25% reduction of chronic disease by 2026. 	<p>Educate social support organizations to incorporate healthcare screenings and referrals to underserved populations and engage those furthest from optimal health.</p> <p>Increase access to health services by reducing the digital divide and increasing telehealth screenings and services.</p> <p>Increase access to non emergent transportation for healthcare and social services inside and outside of the Coatesville Ecosystem.</p> <p>Create culturally sensitive communications on how and where to receive health insurance and find appropriate care.</p> <p>Increase healthy living through access to healthy lifestyle programming and healthy and affordable food sources.</p>	<p>Identify and partner with key community partners to identify and incentivize underserved populations to engage in screenings, remove access barriers, and receive preventive care. Leverage/Fund Community Health Care workers to engage, educate, and screen the unengaged population.</p> <p>Launch a campaign for Greater Coatesville, educating residents to the use a centralized digital (website and app) and physical (Health Equity Center) service, to assist them in obtaining health insurance and where and how to find care. Partner with county digital equity initiative to assess digital connectivity and develop plan to address gaps.</p> <p>Transform the fixed route public transportation service to remove transportation barriers for Greater Coatesville residents to receive needed services.</p> <p>Revise marketing/campaign materials on how and where to get insurance and care; distribute materials through community partners, to strategic locations (barber shops/salons/churches, government buildings and public transportation routes).</p> <p>Partner with food banks/distribution points to streamline communication of available healthy and affordable food to residents. Establish healthy and affordable food options in Coatesville for Greater Coatesville residents.</p>	<p># utilizing transportation services</p> <p># utilizing electronic health services</p> <p># utilizing health system navigation services</p> <p># lbs. of healthy food distributed</p> <p># lbs. healthy food produced</p> <p># of Food as Medicine vouchers distributed</p> <p>Total value of Food as Medicine vouchers distributed</p> <p>Ultimately -> % change in utilization of healthcare services underserved populations</p>

Social Determinants of Health

Goal	Strategy	Action Steps	KPI
<p>Increase employment and living wage employment in Coatesville for adults (male and females of color 18-64) by 25% by 2026.</p> <p>Increase housing stability (homeownership or rentals) in Coatesville for adults (male and females of color 18-64) by 20% by 2026.</p>	<p><i>Employment Strategy:</i> Convene top employers in the Greater Coatesville Area who have living wage employment opportunities (\$20-25+/hour plus health benefits), develop a pipeline of employment-ready (i.e. already working) Greater Coatesville residents, determine and meet the training needs of living wage jobs, and connect the two groups. Identify workforce training partners and broaden industry partnerships.</p> <p>Remove employment barriers such as transportation to living wage jobs outside of the Greater Coatesville Area.</p> <p><i>Housing Strategy:</i> Move people into stable and long-term housing by recruiting, expanding, and investing in affordable housing partners based on ownership and stable housing data. Ensure financial literacy for living wage earners. Enact homebuyer education programs including credit literacy. Enact home maintenance programs including structural maintenance and preventative services.</p>	<p>Develop pipeline of 100+ work-ready individuals. Develop pipeline of 100+ living wage Jobs (\$20-\$25/hour) through partnerships with the Economic Council and Western Chamber of Commerce. Ensure 100+ Individuals transition into living wage jobs and/or obtain an Associates Degree/Certificate. Engage 25+ individuals who started college or a certificate program and re-engage in their career pathway leading to a degree or certificate.</p> <p>Transform the fixed route public transportation service to remove transportation barriers for Greater Coatesville residents to be employed in Living Wage jobs outside of Greater Coatesville.</p> <p>Build and/or keep 400+ households affordable through home-ownership or long-term rentals by 2026. Increase home value (i.e. build wealth) of homeowners in Greater Coatesville.</p>	<p><i>Employment:</i></p> <ul style="list-style-type: none"> • # of individuals placed in living wage employment • # of individuals retaining living wage employment • # of individuals obtaining associates degree/certification <p>Ultimately -> % change in living wage employment</p> <p><i>Housing:</i></p> <ul style="list-style-type: none"> • # of individuals purchasing a home/unit • # of individuals retaining rental housing 12+ months • # of homes/units rehabbed resulting in increased value. • # of "affordable" homes/units/rentals in Greater Coatesville <p>Ultimately -> % change in housing stability</p>

The Greater Coatesville Health Equity Group Members

LIVING WAGE EMPLOYMENT

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Are you interested in being a part of the Greater Coatesville Health Equity Group? Please email Nicholas Torres, Chief Operations Officer at ntorres@alliancehealthequity.org