



Carefirst High Priority Communities Strategy Program

The nuts and bolts of a successful community health program

May 31, 2023



Community Ambassadors

Expanded scope of community ambassadors

1. Needs assessment

Conducted focus groups, surveys, and etc.

2. Identifying and introducing potential partners

Built bridges with key stakeholders.

3. Service navigation

Expanded role to help navigate community members at point of contact.

4. Program development and delivery

Integrated CAs into the health system.



Community Partners

Community programs led by community partners

1. Equitable partnerships

Focused on reach rather than size.

2. Equitable distribution of resources

Valued enabling motivated partners over respecting size.

3. Non-hierarchical, bottom up approach

Established peer-to-peer, high trust relationships with partners.

4. Partner-ambassador superhighway

Expedited access to our programs.



Lightning in a Bottle

Powerful - but rare

1. Health equity is first consideration

First and foremost a program about equity. Everything else comes second.

2. Well-funded, well-planned program for the marginalized

The quality of the program shows respect for the community.

3. Multi-year funding

Sustained support builds trust and gives room for others to join.

4. Multicultural alliances are rare

Without continued investment, a powerful group like this will dissolve.



Thank You