



STEP 5

Craft your community health story

Your organization has an important story to tell about health care in your community — one that goes beyond your four walls and speaks to the long-term needs of those you serve. To build a story about the overall health and well-being of your community, you will need to work with the partners with whom you formed relationships in step 4. When building partnerships, some of them may be with individuals and some will be with organizations.

Work closely with these leaders to craft the story of your community's actual health care needs and priorities. Ask for their thinking and advice. Collectively determine and describe how to best spend limited health care resources, to preserve access to health care and improve equity for your community.

To build this narrative, begin by asking and answering the following questions in collaboration with your partners:

STEP 5 Deliverables:

(A): One page of key messages, developed alongside your partners, that describe the health needs of your community, and the critical role of the hospital in meeting those needs.

Use this column if your organization HAS NOT ACHIEVED 2030 seismic compliance.

- What are the true health care needs and priorities of the community?
- How will our community be affected if local hospitals are forced to close or services are limited?
- What are the implications for the community if jobs are lost?
- How would this law disrupt services?
- What could your hospital do for its community if this law were not imposed?

Use this column if your organization HAS ACHIEVED, or WILL ACHIEVE, 2030 seismic compliance on time.

- What will be the impact on your community should other hospitals not meet the deadline?
- Discuss with your partners the new challenges your community is facing and how you will meet the health care needs of the community.