

# BRIDGING FOR HEALTH

## *Improving Community Health Through Innovations in Financing*

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## TECHNICAL ASSISTANCE

*Bridging for Health: Improving Community Health Through Innovations in Financing* is an initiative of the Robert Wood Johnson Foundation. Bridging for Health promotes innovations in financing, collaboration and collective impact, and health equity. Working with selected states, regions, and collaboratives across the country, the goal of the initiative is to improve health outcomes by rebalancing and aligning investments in health. We believe that the key to this lies in the linkages among health care, public health and other sectors to support a national Culture of Health that will enable all to live longer, healthier lives now, and for generations to come.

### Our Approach to Technical Assistance

Since 1995, the Georgia Health Policy Center at Georgia State University has provided technical assistance and capacity building support to more than 800 rural and urban communities across the country. Our technical assistance is centered around helping communities develop a strategic approach to program implementation, building capacity utilizing technical and adaptive approaches, and focusing on long-term sustainability. The process provides a logical progression of activities to support communities in accomplishing their goals: focusing first on developing a strategic mindset, building requisite skills and capacities, and integrating sustainability strategies.

We believe that the most effective technical assistance is provided by people who are in an ongoing relationship with the communities they serve. Based on this conviction, each community is assigned a dedicated technical assistance lead who works in partnership with the site throughout the engagement. This long-term association allows

the technical assistance leads to develop trust and rapport with sites through an understanding of their communities, partners, and program goals. The lead serves as an unbiased partner for sharing challenges and offering objective consultation.

### Plans Tailored to Your Needs

Priority needs are reflected in individualized technical assistance action plans that describe the tailored support to help the site be successful. The technical assistance lead will:

- Work with the site in identifying technical assistance, evaluation support, and the resources needed for convenings, core functions, or projects;
- Continually assess, detect, and respond to changing needs in real-time;
- Draw on the expertise of the team, as well as external specialty consultants;
- Utilize relationships to make one-on-one peer connections and unite sites for trainings and exchange.

All efforts are designed to build your individual, organizational and collaborative capacities.





# Healthy Population

Technical assistance and support will be provided in primarily three areas to:

## Strengthen Collaboratives



Collective impact

Stewardship of a shared system

Partnership alignment

Leadership and infrastructure development

Decision-making

## Promote Financing Innovation



Understanding health system dollar flows

Innovation strategies and approaches

Resource maximization

Sustainability

## Increase Impact on Health and Health Equity



Strategic upstream interventions that improve population health

System dynamics and modeling

Metric identification and evaluation planning

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GEORGIA HEALTH POLICY CENTER

*Andrew Young School of Policy Studies*

GEORGIA STATE UNIVERSITY

55 Park Place NE, 8th Floor • Atlanta, Georgia 30303 • 404.413.0314

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