The Community Involvement Approach of the Gulf Region Health Outreach Program

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Gulf Region Health Outreach Program Description

The Gulf Region Health Outreach Program (GRHOP) is a series of four integrated, five-year projects to strengthen healthcare in 17 coastal counties and parishes in Alabama (Mobile, Baldwin), Florida (Escambia, Santa Rosa, Walton, Okaloosa, Bay), Louisiana (Orleans, Jefferson, St. Bernard, Plaquemines, Lafourche, Terrebonne, Cameron) and Mississippi (Hancock, Harrison, Jackson).

GRHOP was developed jointly by BP and Plaintiffs’ Steering Committee in the Deepwater Horizon litigation in the U.S. District Court in New Orleans, will be supervised by the court, and is funded with $105 million from the BP Deepwater Horizon Medical Settlement. While the court approved the settlement on January 11, 2013, it is contingent on resolution of any appeals.

GRHOP Programs

Primary Care Capacity Project (PCCP)
Mental and Behavioral Health Capacity Project
Environmental Health Capacity and Literacy Project
Community Health Workers (CHW)Training Project

GRHOP Goals and Principles

• Develop and provide innovative community-based programming in order to facilitate the elimination of health disparities among vulnerable populations through GRHOP funded opportunities.
• Engage and utilize embedded community stakeholders to facilitate the generation of prioritization data for all GRHOP projects and all populations within the targeted area.
• Model effective communication, collaboration, and community-based participatory outreach when establishing linkages within and between communities and across GRHOP projects and state borders.

The Outreach Program is a collaboration among

Alliance Institute
Louisiana Public Health Institute (LPHI)
Louisiana State University Health Sciences Center (LSUHSC)
Tulane University
University of South Alabama
University of Southern Mississippi
University of West Florida

The implementation of GRHOP is coordinated by the Gulf Region Health Outreach Program Coordinating Committee consisting of representatives from each of the four projects, as well as three independent members.

Community Involvement Approach

Goal: To increase the capacity of community members within GRHOP programs to interact with and provide information on perceived needs to the identified health center servicing their communities:
• Local community based organizations (CBOs) will host regular monthly meetings to provide information regarding the health center programs, operations, etc. These meetings will also serve as an ongoing evaluation of the health center services and GRHOP.
• Local CBOs will work with CHWs and PCCP staff to provide ongoing health literacy and education based upon needs identified by local residents.

Goal: To increase the capacity of local CBOs to involve community residents in the GRHOP process:
• CBOs will be trained on outreach methodologies to assure community participation in monthly meetings.
• CBOs will be trained in leadership development.

Goal: To increase the capacity of local CBOs to interact with GRHOP partners, health center directors, and other key health officials in their counties and states:
• CBOs will be trained on coalition development.
• CBOs will be trained on meeting facilitation.
• CBOs will be trained with key decision makers.
• CBOs will be trained on power analysis.
• CBOs will work to develop a health care coalition that meets monthly.