



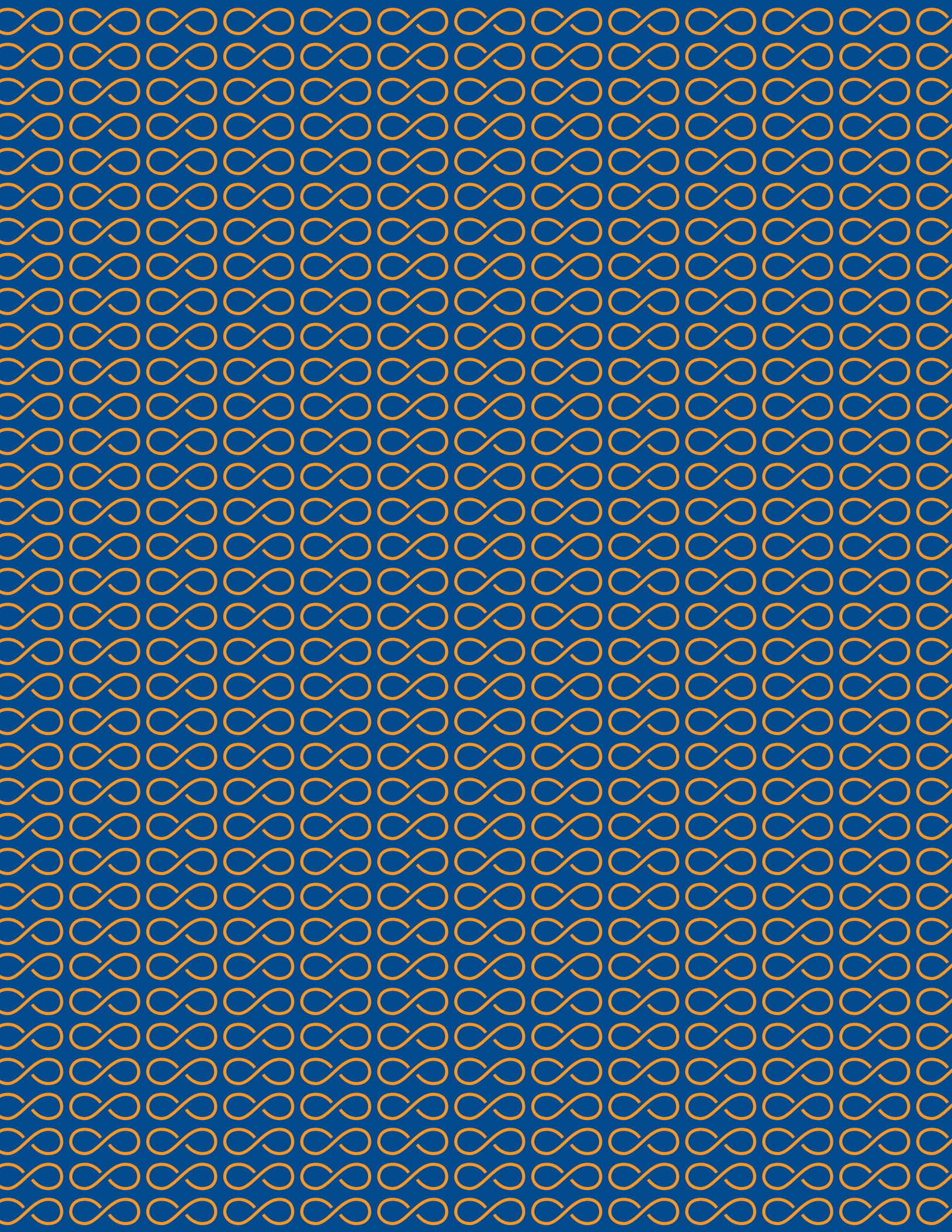
ward
infinity

Their Priorities. Our Community.
Sibley's Support for Wards 7 and 8.



SIBLEY MEMORIAL
HOSPITAL

JOHNS HOPKINS MEDICINE



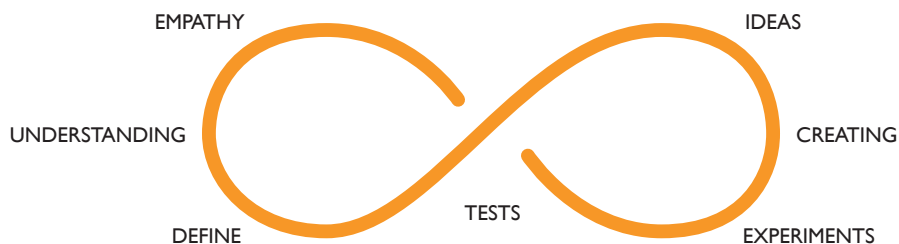
Ward Infinity is an initiative pioneered by Sibley Memorial Hospital, a member of Johns Hopkins Medicine. It strengthens community efforts to confront systemic challenges related to health and wellness in Wards 7 and 8 in the District of Columbia. As a committed partner and collaborator, Sibley recognizes that the ultimate expert on how community health is experienced is the community itself. Through Ward Infinity, we partner with local residents who are informed and passionate change agents. We apply the Sibley Innovation Method, which has three basic phases: *Listen, Imagine, Do*, in the District's most underserved areas in order to build healthier communities.

Our Goal

WARD INFINITY ADDRESSES HEALTH DISPARITIES THROUGH COMMUNITY-DRIVEN INNOVATION. In summer 2017, Sibley initiated its "East of the River Community Listening Tour" — more than one hundred individual and small group conversations with faith leaders, parents, high school students, senior-citizens and community leaders of Wards 7 and 8 were held to listen to their needs, hopes and desires.

Based on the health, wellness and socioeconomic priorities that emerged from the community conversations, Sibley designed Ward Infinity and invited local residents to partner as community health innovators in residence. This community partnership is founded on the Sibley Innovation Method, a human-centered design process, to help community health innovators address health disparities and social determinants of health, while also promoting innovation, advocacy and community engagement. Ward Infinity connects to the concept of continuous iteration and improvement, which is a key principle of human-centered design.

ELEMENTS OF OUR HUMAN-CENTERED DESIGN PROCESS



The Ward Infinity symbol reminds us of the infinite opportunities and growth potential to apply design and develop creative, innovative solutions to place-based issues.

Designing for Social Entrepreneurship

THE SIBLEY INNOVATION METHOD PRESCRIBES A PROCESS, NOT AN

OUTCOME. The Sibley Innovation Method, the model shaping the Ward Infinity initiative, is the same energetic and imaginative process taught at Stanford and used by some of Silicon Valley's most successful tech firms.

The Sibley Innovation Method is simplified into three main phases: *Listen, Imagine, Do*. Participants begin by listening to the needs of 'users' — in this case, fellow community members. They use insights from those conversations (Listen) to fuel creative, imaginative problem solving solutions (Imagine). Lastly, they test their ideas to determine which have the highest likelihood of desirability and impact (Do).

By training the community health innovators in the human-centered design process, Sibley provides participants with a toolkit to approach community health and wellness challenges. The innovators were guided through an intensive design-thinking curriculum, which was developed to provide the teams with a set of useful tools and resources to help define their health program and bring their innovative ideas to fruition. The curriculum emphasized the need for high-impact solutions that aligned with existing community health programs. Those tools and resources included:

- A **step-by-step workbook** with a guide for each step of the design process
- **Expert training** in design thinking and innovation
- **Engagement and guidance** from the Ward Infinity Advisory Council
- A **public health module** facilitated by Johns Hopkins Preventive Medicine residents
- A **stipend of \$20,000** with an additional \$5,000 for supplies and expenses accompanied by a budgeting tool
- A Ward 8 physical **meeting/work space** for Innovators to use at any time

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Sibley's Commitment to Investing in Local Communities

WARD INFINITY IS AN EXAMPLE OF SIBLEY'S DEEP COMMITMENT TO INVESTING IN LOCAL COMMUNITIES. Sibley's mission is to deliver excellence and compassionate care — every person, every time. Our vision is to be the role model for innovation in health care and wellness for all. As a nonprofit community hospital, Sibley maintains a significant focus on increasing our investments in health care services for underserved communities, health promotion and education, and outreach.

Sibley has devoted considerable resources to expanding access to health care services to medically underserved populations and to developing partnerships with key communities in the District, namely in Wards 7 and 8. Ward Infinity, launched through private support raised by the Sibley Foundation, supports community health improvement initiatives in Wards 7 and 8.

Philanthropic investments in Sibley will allow us to expand critical programs like Ward Infinity so we can continue to invest in our community. From a new building with the most advanced technologies, to continuing education opportunities for our clinicians, and critical services for patients and families in need — at the heart of everything we do are our patients and our community. Now, more than ever, philanthropy is needed to support Sibley's commitment to investing in local communities.

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The Ward Infinity Community Health Innovators in Residence Inaugural Cohort

THE FOLLOWING RESIDENTS WERE SELECTED TO PARTICIPATE IN WARD INFINITY after successfully completing the application process. Sibley awarded \$25,000 stipends to five teams, comprised of nine residents from Wards 7 and 8, and welcomed them to our inaugural innovators in residence cohort.



Diane Brent-Farmer and Hortense Brent

Team Bloom

THE PROBLEM: How might we reduce the incidence of disease and chronic illnesses of Ward 7 residents through better lifestyle choices?

- Team Bloom saw an opportunity to use a familiar setting — a house party — to encourage their peers in Ward 7 to adopt healthier diets.
- The program, called Taste and Talk, involves a four-session series of intimate gatherings where participants taste healthy plant-based foods, receive support on how to shop and prepare their meals and have a dialogue on healthy lifestyles. Participants then receive health coaching for nine months following the Taste and Talk sessions.
- During Phase One, Team Bloom hosted two wellness parties with 17 participants. Of the 11 participants surveyed, eight individuals tested new recipes and ingredients and nine individuals wanted access to a health coach.
- During Phase Two, Team Bloom developed a business plan, model framework, SMART goals and logic model to evaluate program effectiveness. Team Bloom also incorporated a health coach into their June 30 wellness party on the topics of healthy lifestyle changes. Seven former participants attended, and provided positive feedback with the adjustment to the session format.

“The training and support of the [Ward Infinity] team have been invaluable.”

— DIANE AND HORTENSE



Team Bloom present on their Taste and Talk wellness parties.



John Johnson,
Tamika Love Jones,
and Jason Anderson

Team Playback

THE PROBLEM: How might we restore trust between communities and health care providers?

- Playback Theatre is a form of improvisational theater in which audience members tell stories from their lives and watch them enacted on the spot. Whether in theaters, workshops, or clinical settings, Team Playback saw an opportunity to use this form of theatre to create a safe space for communities and motivate honest and thoughtful conversations about health and wellness in the community.
- During Phase One, Team Playback held four playback shows on various topics, such as maternal and child health and traveling while black. One hundred and fifty community members were in attendance.
- Team Playback collaborated with DC Health’s Healing Futures Fellowship summer program to explore conflict resolution and violence prevention concepts through the application of Playback Theatre. Over 30 District youth ages 14–24 experienced a three-part Playback Theatre workshop series and were trained in the technique. Team Playback also consulted with Erica Richards, M.D., Ph.D., Sibley’s chair and medical director of psychiatry and behavioral health, to explore the appropriate role of providers in Playback Theatre and the usefulness of Playback Theater to support individuals with behavioral health conditions.

“The Innovation Hub provided our team with the tools to ask deeper questions and offered techniques on how to elicit the perspective of our fellow community members.”

— JOHN, TAMIKA AND JASON



Team Playback and special guests (Jose Ruffino and Asali McIntyre) demonstrate the Playback Theatre technique.



Jacob Clark and
Mary Blackford

Team Market 7

THE PROBLEM: How might we revitalize and restore the economic stability, holistic health and the nutritional needs of Ward 7 residents?

- With a prevalence of food deserts in Ward 7, Team Market 7 wanted to create a marketplace that would provide local access to healthy food and personal care products. The marketplace concept would also help expand food service and retail opportunities for local residents and business owners.
- Since 2017, Team Market 7 has hosted 11 pop-up markets with 49 participating minority-owned businesses.
- During Phase Two, Team Market 7 developed a business plan, model framework and SMART goals to evaluate program effectiveness. The team also established its business, incorporating as a limited liability corporation (LLC), and secured a short-term lease agreement for a weekly mini retail concept market located at Benning Market in Ward 7.

“Ward Infinity has helped Market 7 become the change that we want to see in the Ward 7 community.”

— JACOB AND MARY



Team Market 7 share their documentary on food and retail access in Ward 7.





Brenda Liddell

Team Hope

THE PROBLEM: How might we use patient advocacy as a tool to connect community members to preventive health initiatives?

- Team Hope used patient advocacy as a tool to connect community members to preventive health initiatives. Their project aimed to improve customer service at health care organizations and convene face-to-face meetings between community members and health care providers.
- During the Listening Phase, Team Hope met with Ward 7 and 8 residents, community leaders, clinicians, administrators and front office staff to assess needs and experiences within the health care system.
- At the end of the program, Team Hope was able to further define the role of patient advocates and demonstrate public interest.

“By fully participating in each [design] session, we have become confidently equipped to go out, interview and observe our community.”

— BRENDA



Brenda Liddell of Team Hope (center) celebrates a successful presentation with Laurel Booth (left) and Lauren Egge (right) from Sibley's Ward Infinity program team.



Deborah Nix

Team Keys to Canaan

THE PROBLEM: How might we build a bridge between the community and health-related resources?

- Team Keys to Canaan focused on developing a newsletter tool that details available health resources for Ward 7 residents, helping to increase health literacy and providing information on accessing health resources.
- Team Keys to Canaan’s prototype was based on 10 key informant interviews with individuals from Ward 7 neighborhoods, District government, faith-based organizations, and community-based organizations.
- With the support of interns from the George Washington University, the newsletter underwent three rounds of revisions, ensuring that content is relevant, legible, and relatable. Over 200 flyers were distributed to local businesses throughout Ward 7.

“Thanks to Ward Infinity, I may be able to take what has been a dream and make it a reality — a healthier Ward 7 community.”

— DEBORAH



Deborah Nix of Team Keys to Canaan showcases her community newsletter.

Advising After Design

THE WARD INFINITY ADVISORY COUNCIL membership consists of government leaders, elected officials, community representatives and Sibley leaders. Advisory Council members gave their time, expertise and commitment to providing strategic guidance to Ward Infinity and to the community health Innovators in Residence.

ADVISORY COUNCIL MEMBERS

Reverend Virginia Williams, *Ward 7 Resident*

Maranda C. Ward, Ed.D., M.P.H., *Advisory Neighborhood Commissioner, 7B03*

Christopher L. Hawthorne, *Advisory Neighborhood Commissioner, 8E05*

Graylin Presbury, *President, DC Federation of Civic Associations*
(*Fairlawn Citizens Association*)

Brian Kenner, M.P.P., *Deputy Mayor for Planning and Economic Development,*
District of Columbia

HyeSook Chung, MSW, *Deputy Mayor for Health and Human Services,*
District of Columbia

LaQuandra S. Nesbitt, M.D., M.P.H., *Director, District of Columbia Department of Health*

Tanya A. Royster, M.D., *Director, District of Columbia Department of Behavioral Health*

EX-OFFICIO MEMBERS

Marissa I. McKeever, Esq., *Director, Government and Community Affairs,*
Sibley Memorial Hospital

Laura Sander, M.D., M.P.H., *Medical Director, Community Outreach and*
Population Health, Sibley Memorial Hospital



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To learn more visit: sibley.org/wardinfinity



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VISION: Sibley will be the role model for innovation in health care and wellness for all.