

Identifying Your Opportunity

Our SDoH Processes: **Current/Better**

Current Picture

Future (Better) Picture

Overcoming Obstacles: Stakeholder Mapping

Stakeholder Name	Contact Person <i>Phone, Email, Website, Address</i>	Impact <i>How much does the project impact them? (Low, Medium, High)</i>	Influence <i>How much influence do they have over the project? (Low, Medium, High)</i>	What is important to the stakeholder?	How could the stakeholder contribute to the project?	How could the stakeholder block the project?	Strategy for engaging the stakeholder

Dealing with Stakeholder Interests

Satisfy

High Influence, Low Interest

These stakeholders are highly influential but they don't have a lot of interest, nor are they actively engaged in your project. Consider their objectives and keep them satisfied to ensure they remain strong advocates. Getting them off side poses a risk.

Examples:

- Regulators (eg. EPA, FDA, Tax)
- Administrators (ie. with discretion over budgets)

Manage

High Influence, High Interest

These are your key stakeholders. They have a lot of influence and a strong interest in the outcomes. Manage these stakeholders well to build strong relationships and ensure you retain their support. Involve them in decisions and engage regularly.

Examples:

- Trade Unions
- Politicians and senior officials
- Investors
- Senior Management
- Project Sponsors

Monitor

Low Influence, Low Interest

These stakeholders sit on the periphery of the project. They are neither interested or have much influence. Monitor their activity from time to time to stay on top of their involvement. Their relevance may change over time. Communicate to keep them informed and encourage their interest.

Examples:

- Support/Complementary Services

Inform

Low Influence, High Interest

These stakeholders have a strong interest in your project but very little power to influence it. Anticipate their needs and keep these stakeholders informed to ensure their continued support. Consult on their area of interest and use their input to improve your chances of success.

Examples:

- End users of a program or product
- Members of the community
- Community Action groups
- Media outlets

Examples: Overcoming Barriers to Adopting a Social Determinants of Health Approach in Clinical Practice

Barrier

Facilitator

Medical model bias and the treatment imperative in health care	Health care provider reminder and recall systems to adopt a more holistic and biopsychosocial approach
Patients who experienced prior stereotyping and discrimination in clinical care	Treating patients with dignity and respect and creating “safe spaces” for disclosure
Physicians feeling overwhelmed, overworked and lacking time	Taking a few extra minutes per consultation to address complex health and social needs
Physicians not knowing what resources exist in the local community	Providing a mapping of benefits and local referral resources for specific social challenges
Physicians unsure of what concrete actions to take to address social determinants	Resources, training and ongoing support of physicians and allied health care workers