

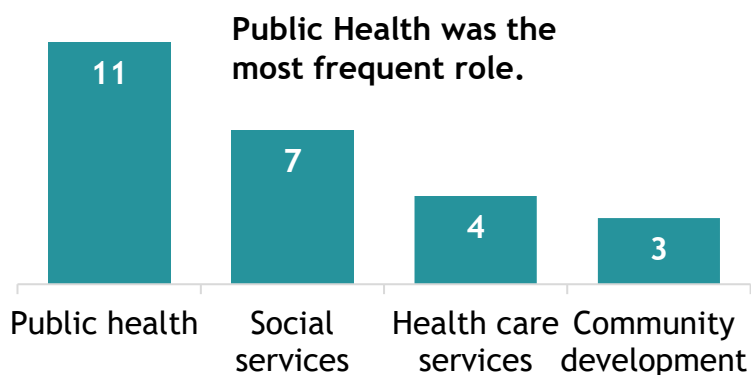
Community Influencer Program Cohort 1 Evaluation Summary

For more information, visit [Michigan.gov/SDOH](https://michigan.gov/SDOH).

July 2024

The Social Determinants of Health (SDOH) Community Influencer Program brings together a diverse group of community members to inform MDHHS SDOH strategy, as well as policy and program recommendations. Community influencers are powerful advocates who provide valuable input about the needs of their community. They work closely with MDHHS and community partners to make positive change.

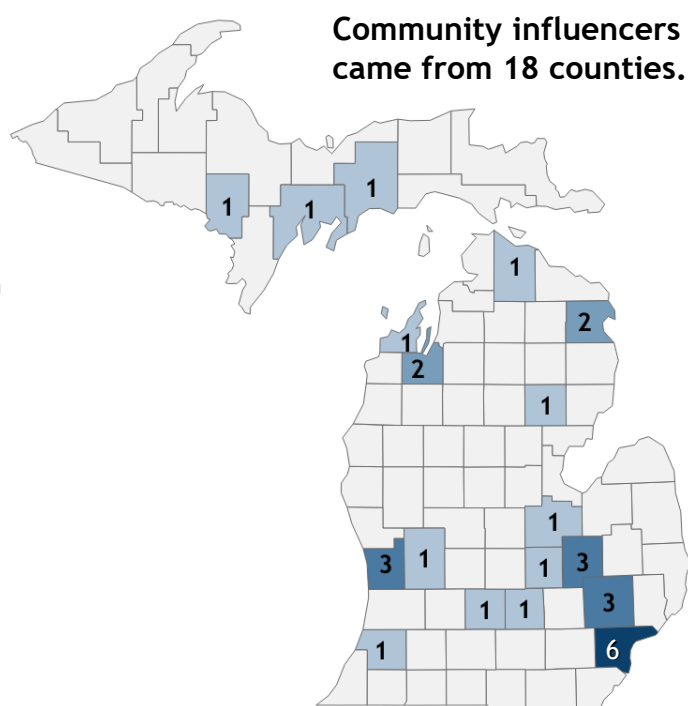
Primary Role



Other roles, each held by one person were:

- Basic hygiene need supplier.
- Community member.
- Community Health Worker.
- Education, empowerment, engagement.
- Government.
- Substance Use Disorder Services.

Geography

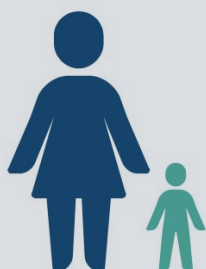


Race and Ethnicity

The largest racial groups were Black and white people.



Gender



Most community influencers were women.

25 Women
4 Men

Age Range

Community influencers were primarily between 25 and 64.



Cohort Experience

36 community influencers from **18** counties and **8** prosperity regions participated in the first cohort.

Of 31 responses, **23** community influencers felt positive about their experience and **24** shared a positive impact.

Cohort Reach

The influencers' activities included:



375 Community meetings attended.



207 Engagement events attended.



328 Social media posts reshared.

Community Needs

Among the many insights shared, there were two themes:

Housing

"Housing that is safe, affordable, and in an area near resources is a huge issue."

Transportation

"Lack of transportation is one of the reasons that people cannot get to their medical appointments."

Stories of Positive Impact



Professional growth

"It felt good to be viewed as a subject matter expert in my community. I believe the community influencer program helped solidify that and added to my credibility as a public health professional and as a community advocate."



Meeting social needs

"I was most humbled by a woman who is a grandmother who is struggling. ...I had an encounter that I could have responded negatively to, however, remembering my role and knowing the struggles of this grandmother... **I chose to offer her some help.** A relationship was made and that was a gateway to assisting this family!"



Alignment across organizations

"On March 15, 2024, we had a Great Start Collaborative meeting with more than 50 local leaders we talked about ALL of the intersections between the SDOH work and many other state/local initiatives doing similar work and **started to work on some unified strategies** rather work in parallel paths."



Educating community members

"I was able to **share with a parent group** about the social determinants of health and educate them on what that means for them personally and what it means for society on the whole."