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Imagine Deliver Receives National Honors for Minneapolis Project

International Association for Public Participation (IAP2) USA awarded Imagine Deliver the IAP2 USA Core Values Award in the Creativity and Innovation Category for their project Transforming the Future of Healthcare: The Art of Community Engagement & Strategy Design – Imagine Deliver, Arden Hills, Minnesota.

A nationally recognized, multi-billion-dollar safety-net healthcare system in Minneapolis, an acute care, teaching hospital, research center and the area's only Level I Adult and Pediatric Trauma Center sought to create a more equitable and responsive healthcare system.

In the summer of 2021, Imagine Deliver partnered with this large, midwestern healthcare system to design and lead a community driven development process. The process engaged patients, families, black, Indigenous and People of Color (BIPOC) communities and team members to more deeply understand the values, cultures, and needs of the people they serve.

The insights led to creating a holistic framework for approaching and articulating a community-driven 10-year campus development plan and healthcare strategy. The healthcare system is now working to implement equitable healthcare strategies in its service delivery and physical space design.

"The most elegant solutions come from those closest to the problem. When we engaged with the residents of Hennepin County to discuss their aspirations for a more equitable healthcare system, we used art and play as the starting point - and the insights we gained were truly remarkable," said Johnna White, MPA, Senior Strategist, Imagine Deliver

"This healthcare system did a great job of outreach to their own employees and the BIPOC community that surrounds the campus of the health care facility. They prioritized learning from and with patients, their families, caregivers, and community members most marginalized by the healthcare systems," said IAP2 USA President Heather Imboden. "The wisdom shared by the public informed the entirety of the comprehensive campus development plan and healthcare strategy."

The IAP2 Core Values Awards are presented each year to projects that best exemplify IAP2's guiding principles. Imagine Design received their award at the annual Gala held at the IAP2 North American Conference in Seattle, WA on September 14, 2023.

Founded in 1992, the International Association for Public Participation advocates for and supports the practice of Public Participation, which is based on the premise that people affected by a decision have a right and expectation to have their opinion, position and interests heard and considered. IAP2 USA now has more than 2,500 members.

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