

Identify and Engage Community Partners for Population Health



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Rural Health Innovations' Purpose

Rural Health Innovations (RHI), LLC, is a subsidiary of the National Rural Health Resource Center (The Center), a non-profit organization. Together, RHI and The Center are the nation's leading technical assistance and knowledge centers in rural health. In partnership with The Center, RHI connects rural health organizations with innovations that enhance the health of rural communities.



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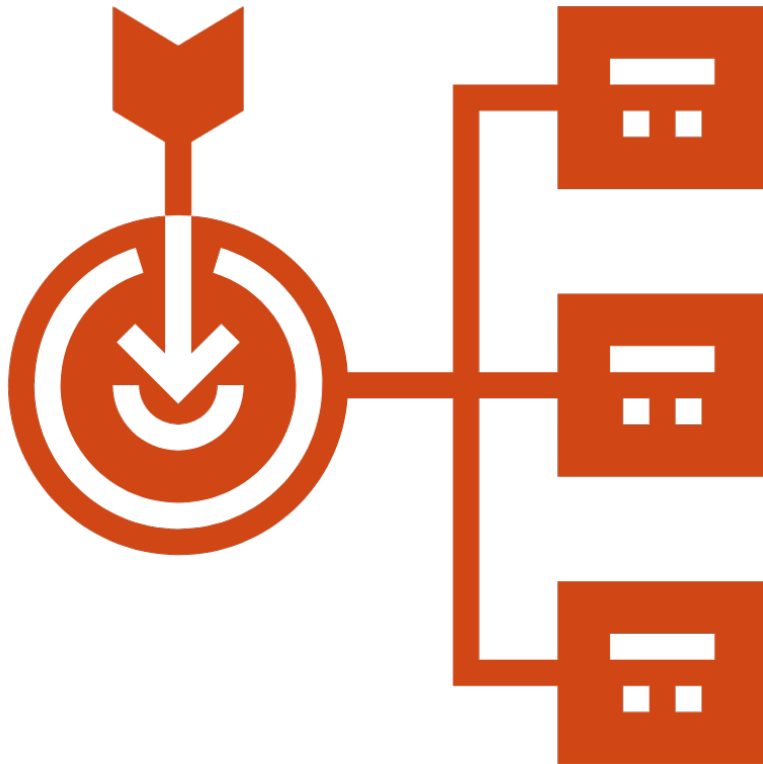
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Objectives



- Learn a process to identify community resource partners
- Determine how to engage the partners
- Select ways to sustain community involvement

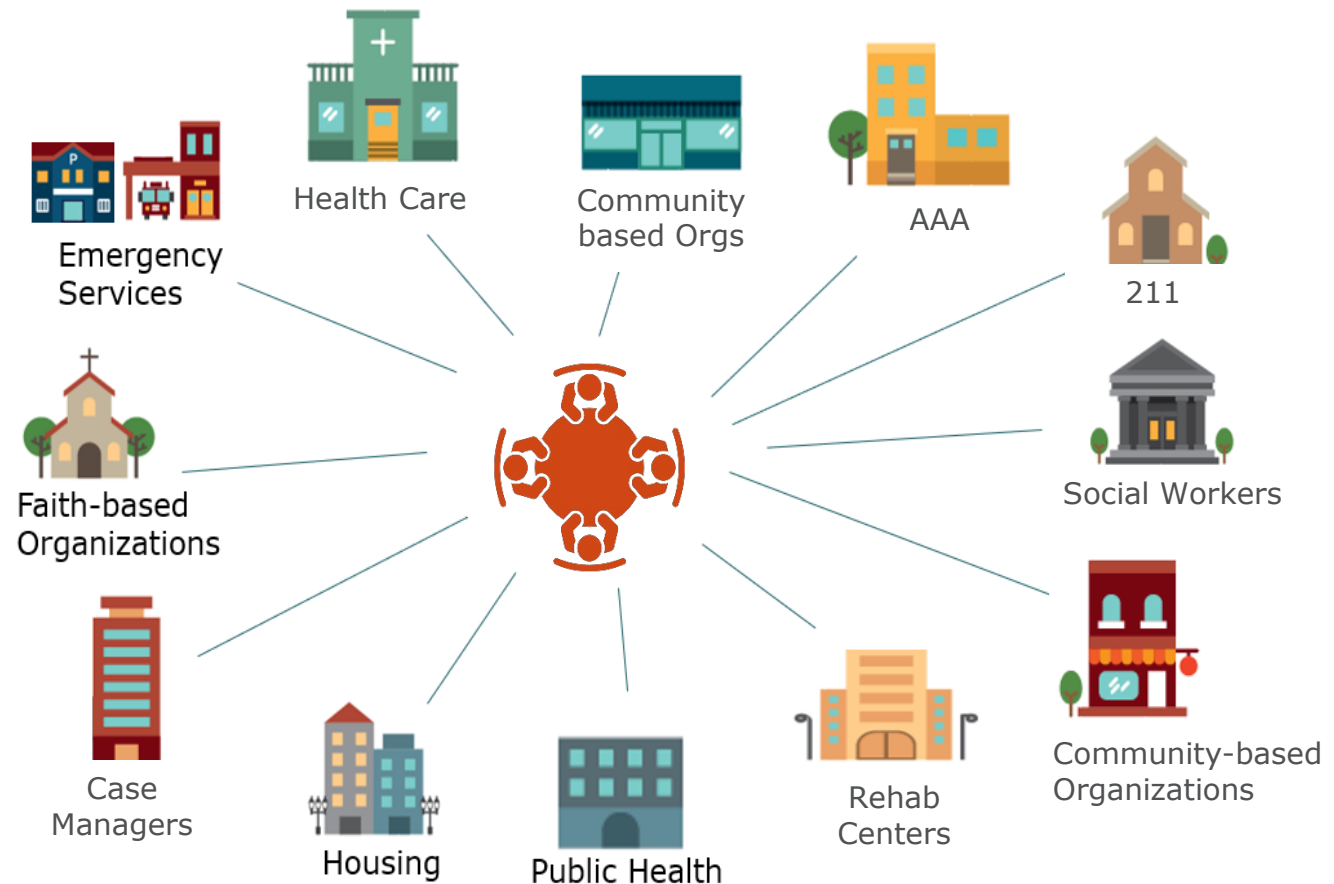
Today's Agenda

- Who needs to be at the table
- How to get them there
- What to do with them when they come
- How to keep them coming



Who Needs to be at the “Table”?

- Partners with similar SDOH
- Partners with similar clientele
- Big picture thinkers
- Assessment Partners



Social Determinants of Health (SDOH)



Tip of the Societal Disparities Iceberg



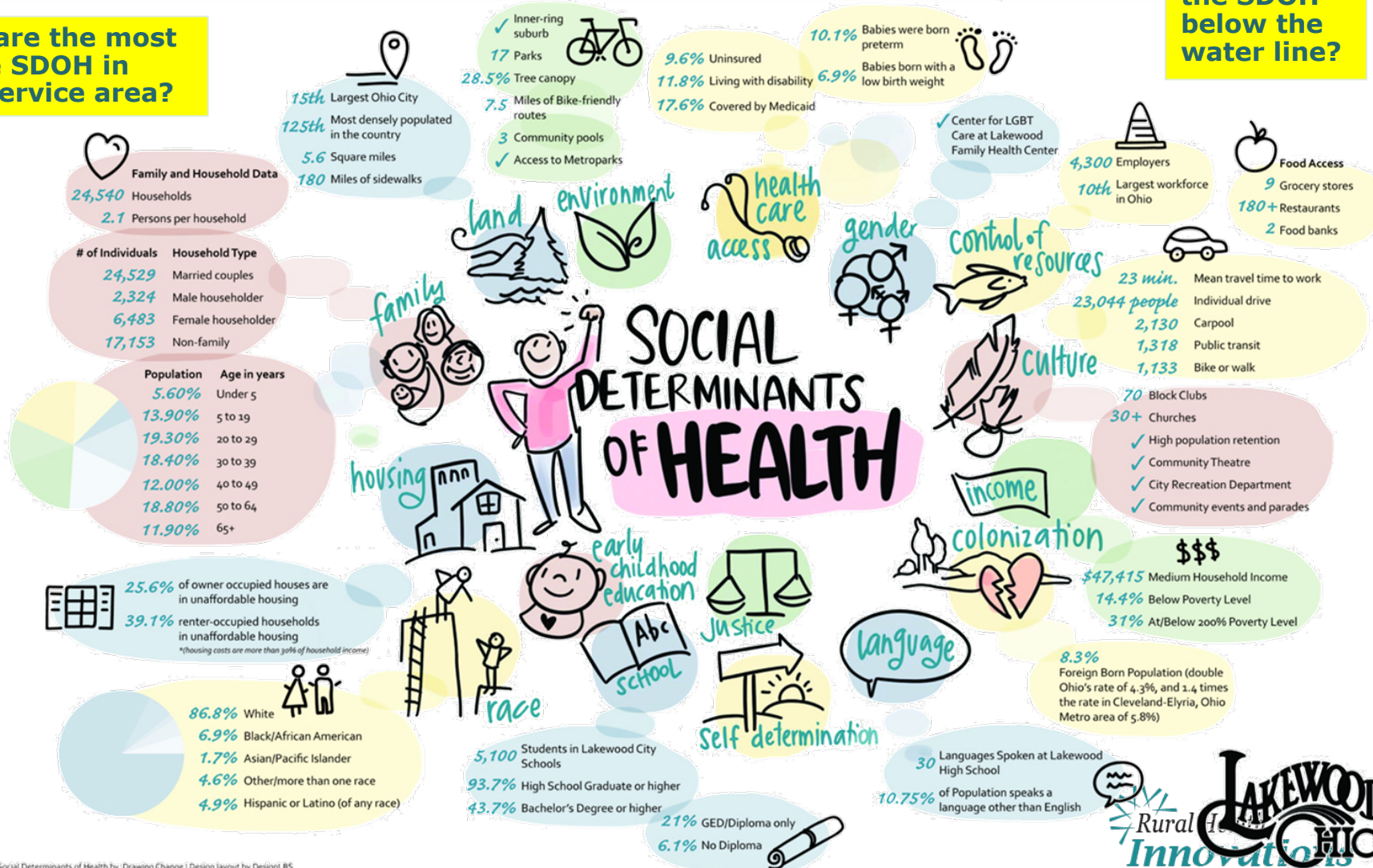
From Assistant Commissioner, MN Dept of Health, Jeanne Ayers speech to the MN Community Health Workers Alliance Meeting, May 23, 2016

SDOH in Your Community

What are the key SDOH that affect the quality-of-care coordination you can do?

What are the most visible SDOH in your service area?

What are the SDOH below the water line?



Use the SDOH Worksheet

Social Determinants of Health (SDOH) Worksheet

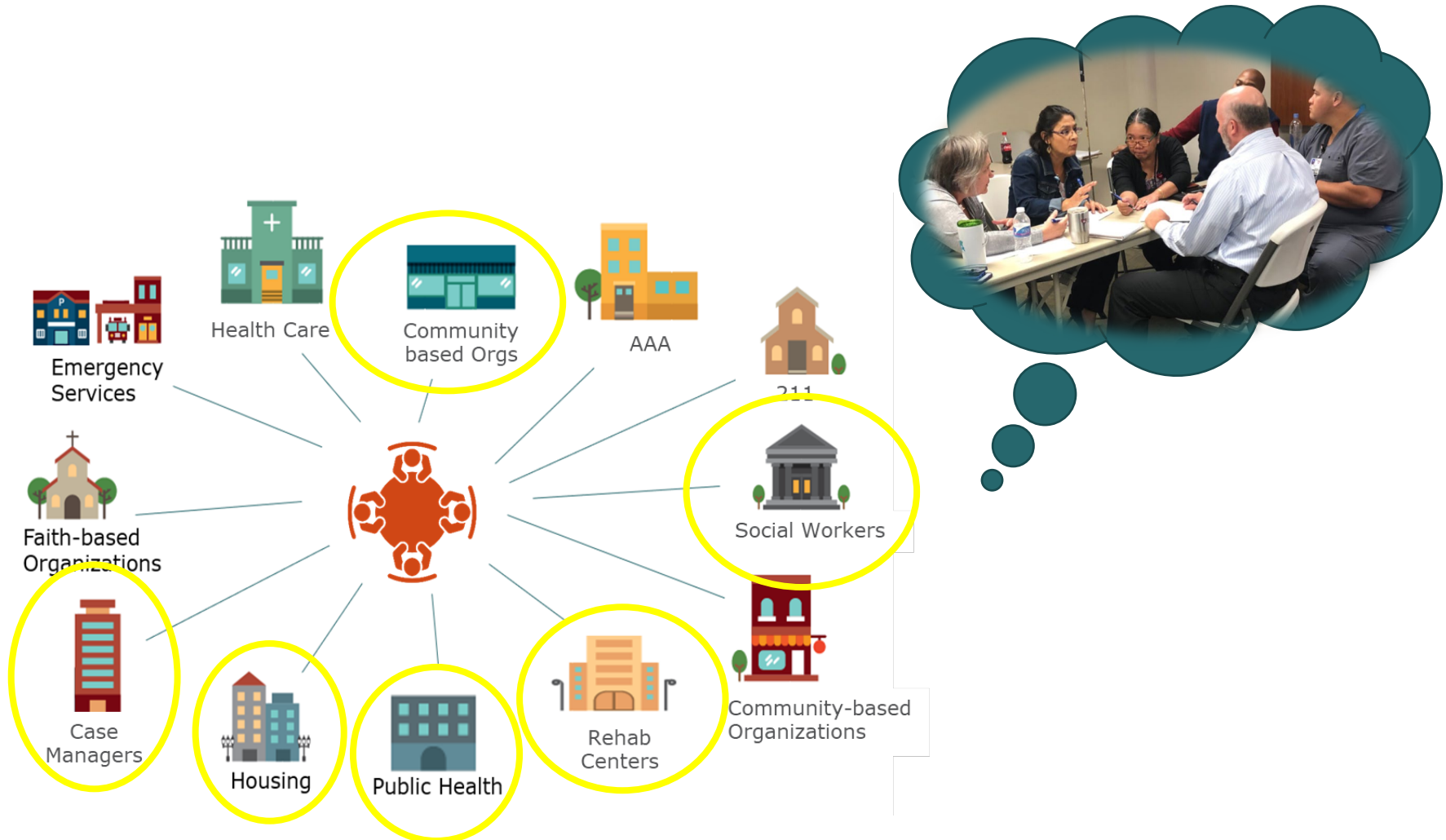
As a team, use this worksheet to record your Social Determinants of Health for your target population. Use your individual brainstorming worksheets and discuss each other's discoveries as a group. This worksheet allows you to record up to ten SDOH. Aim for at least the top five SDOH facing your target population. Record those in the first column.

Your next task is to research and record the community organizations, agencies, and institutions that address the SDOH for the target population. Use the last two columns to record these.

This will be a key piece in determining community partners.

Target Population:		
List the identified SDOH	List all organizations (community / regional) that address the given SDOH	
	<ul style="list-style-type: none">••••	<ul style="list-style-type: none">••••
	<ul style="list-style-type: none">••••	<ul style="list-style-type: none">••••

Who to Invite



Invitation . . .

- What is the invitation we can make for people to participate in creating a future that is distinct from the past?
- The invitation is more than simply a request to attend; “it is a call to create an alternative future” to join in creating a new possibility.



Partner Conversation Questions

1. What is the future we want to create with this potential partner?
2. What's important to them?
3. What does the group need from them?
4. How will the work of this project help them with what's important to them?
5. How can I (or others) more clearly communicate the connection between the project and what's important to them?
6. How can I (or others) modify what we're doing to more fully connect the work to what's important to them?
7. How will I know I'm making progress?

Use the Partner Prep Worksheet



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Partner Conversation Preparation Worksheet

1. What is the future we want to create with this potential partner?	
2. What is important to them?	
3. What does the group need from them?	
4. How will the work of this project help them with what is important to them?	
5. How can I (or others) more clearly communicate the connection between the project and what is important to them?	
6. How can I (or others) modify what we are doing to connect the work more fully to <u>what's</u> important to them?	
7. How will I know I am making progress?	






The Invitation



Make a concrete connection between the partner and the work of the project

Explicit, not implicit

Invitation Checklist

- ☐ Declare the possibility of the gathering 
- ☐ Frame the choice 
- ☐ Name the hurdle 
- ☐ Reinforce the request 
- ☐ Decide on the most personal form 

Meeting



Resources to Guide Community Meetings



Ensuring Access in Vulnerable Communities Community Conversations Toolkit



Communities WIN: A Community Guide for Dialogue and Action

First Meetings

- Purpose
- Charter Development Steps
- Foundational Discussion Questions
- Standards
- Interconnectedness
- Next Steps



Gaining Commitment through the Charter

Taskforce Charter Components:

- Title / Name
- Purpose
- Mission and Objectives
- Membership
- Roles and Responsibilities
- Budget and Resources
- Team Operations
- Measures
- Signatures and Approvals if needed

What does VICTORY look like?



Use the Partnership Charter Worksheet



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Partnership Charter

Partnership:	
Purpose and Background	Partnership Mission/Objectives
<ul style="list-style-type: none"> • Why the partnership is being <u>formed</u> • Background behind the formation • Connection to your organizations (mission, vision, values) • Big picture • Develop a two or three-sentence description. 	<ul style="list-style-type: none"> • Desired outcomes or goals • Measures of success • Definition of <u>done</u>
Milestones	Roles and Responsibilities
<ul style="list-style-type: none"> • Key milestones • Deadlines • Steps and sub-steps • Steps to get to the "Big <u>Picture</u>" 	<ul style="list-style-type: none"> • Members • Conveners • Team structure and roles • Responsibility for activities or deliverables • Authority
Exclusions	Resources
<ul style="list-style-type: none"> • What are we NOT doing? • Consider the related (or unrelated) things that others might assume you will take on because you are doing this partnership. 	<ul style="list-style-type: none"> • Budget • Time of partners • Technology • Supplies

Foundations for Development



- Identify a Champion
- Funding Needed

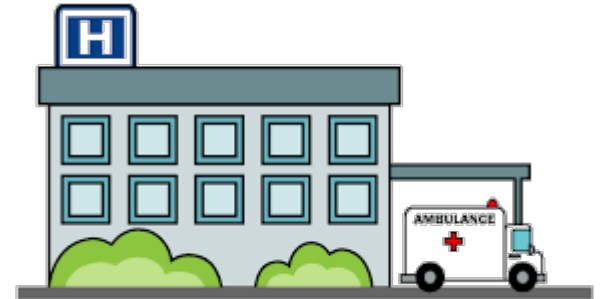


- In-Kind
- Initial
- Ongoing

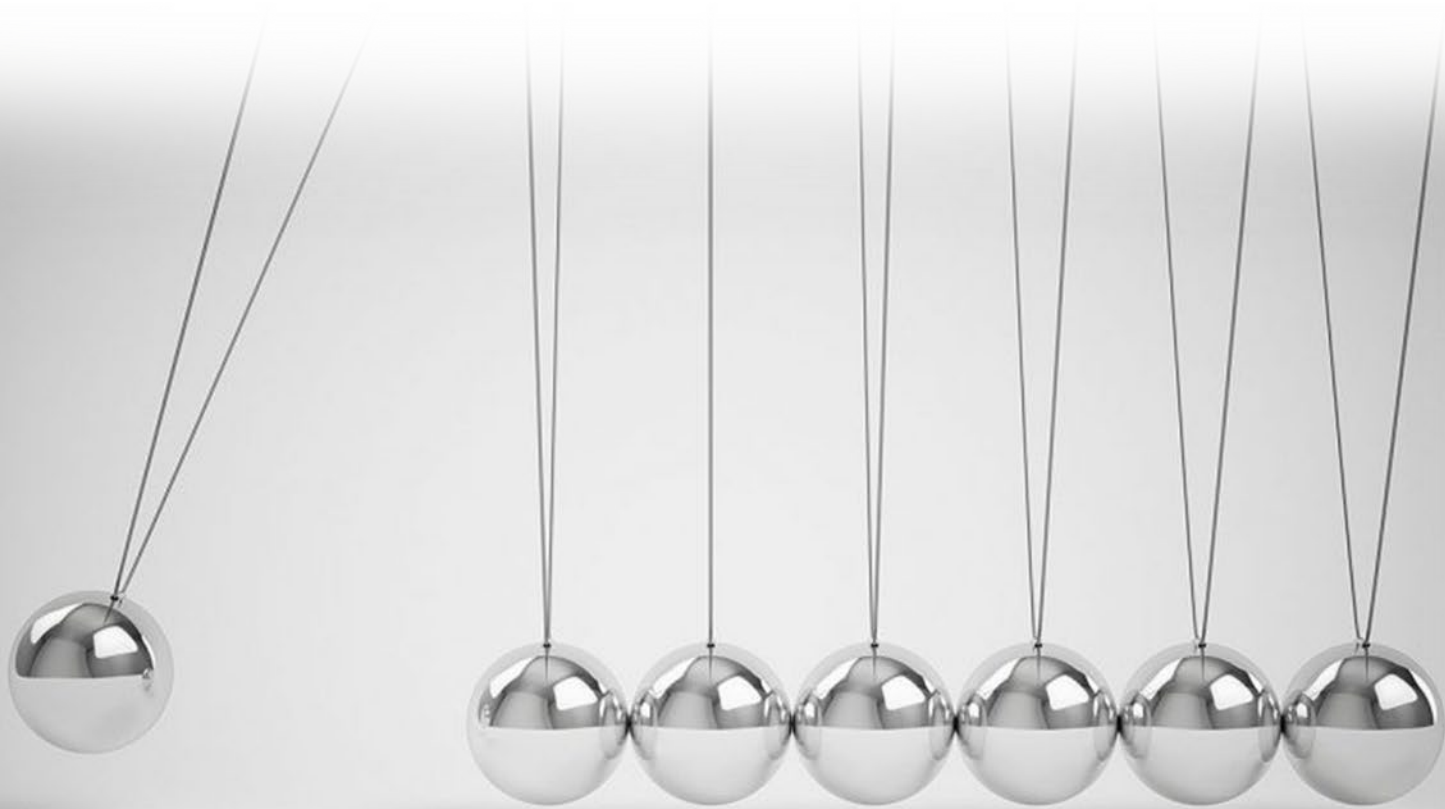


- Workflows to Work Together
 - Kind
 - Development

Making an Investment in Your Community



Plan Ahead to Keep the Momentum Going



Invite Many Voices to the Table

Buy-in: Asking for someone's buy-in indicates that you have an idea that you didn't involve them in or discuss with them, but you want them to embrace it anyway.



Ownership: What people feel around an idea, improvement, or decision because they've been included in the process of coming up with it on some level, at some point.

Responsibility = Ownership

Responsibility equals accountability equals ownership. And a sense of ownership is the most powerful weapon a team or organization can have.

Pat Summitt

Form Sub-committees to Get the Work Done



Celebrate and Share Accomplishments



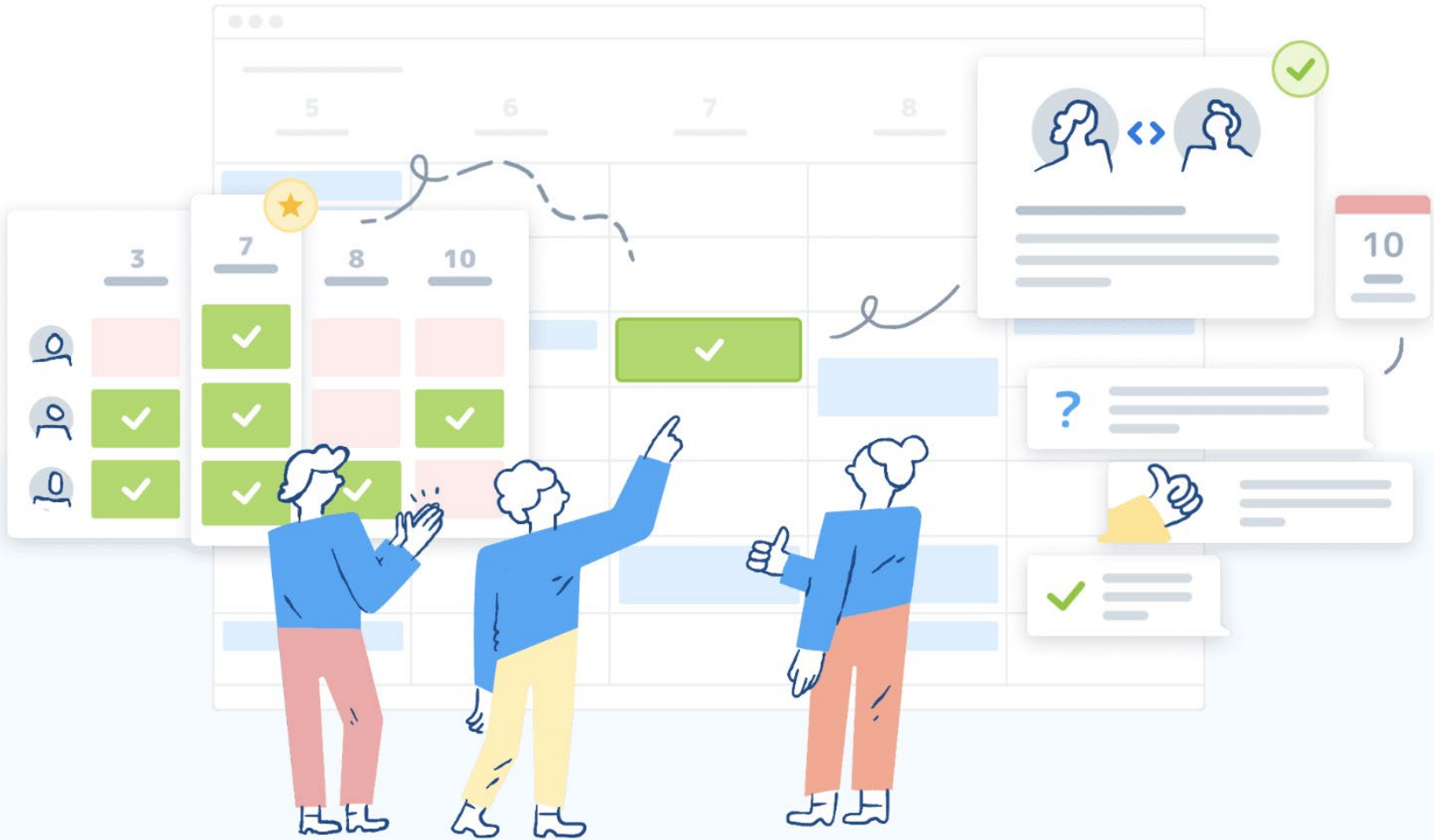
Build Relationships and Community



Set Goals to See Progress



Set Meeting Dates Early



Rotate Meeting Hosts and Roles



Facilitator



Note-taker



Time-keeper

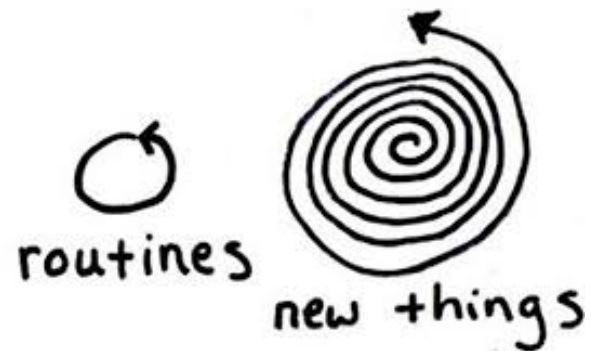


Technology-keeper

Cameras on for Engagement



Try New Things



Move Out of Your Comfort Zone



Continuous Planning

- Initial strategy planning
- Update annually
- Do comprehensive strategy planning every 3-5 years
- Intentional action planning regularly

A Dozen Ideas to Keep Momentum

1. Invite many voices to the table
2. Give real responsibility to those you are involving
3. Form sub-committees to get work done
4. Celebrate and share accomplishments – big or small
5. Build relationships and community within your group
6. Set goals or measures so the group can see progress
7. Identify meeting expectations and schedule early
8. Rotate meeting hosts and roles
9. Keep cameras on for virtual meetings
10. Try new things
11. Move out of the comfort zone
12. Continuous planning

What Did You Learn Today?

- ✓ Identify
community
resource partners
- ✓ Engaging them
- ✓ Sustaining the
work



Questions



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