TASC Population Health Learning Collaborative: Community Engagement

Selena McCord, MPH

Program Specialist

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The Center's Purpose

The National Rural Health Resource Center (The Center) is a nonprofit organization dedicated to sustaining and improving health care in rural communities. As the nation's leading technical assistance and knowledge center in rural health, The Center focuses on five core areas:

- Transition to Value and Population Health
- Collaboration and Partnership
- Performance Improvement
- Health Information Technology
- Workforce

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Population Health = Health of a Population

"Population health is defined as the health outcomes of a group of individuals, including the distribution of such outcomes within the group. These groups are often geographic populations such as nations or communities, but can also be other groups such as employees, ethnic groups, disabled persons, prisoners, or any other defined group"

Source: Institute Healthcare Improvement

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What is Community Engagement?

- "A process of developing relationships that enable stakeholders to work together to address health-related issues and promote well-being to achieve positive health impact and outcomes." – WHO

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Benefits of Community Engagement

- Establishes a process for soliciting and incorporating community input
- Ensures transparency and strengthens accountability
- Provides a platform for understanding voices, opinions and expertise of end users
- Creates higher quality solutions
- Empowers residents and strengthens community spirit
- Addresses community needs

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Benefits to Community Engagement - Hospitals

Better coordination of care that fills gaps in services

Promotes effective communication among providers and social service agencies

Increase effective utilization of local resources

Market services and promote quality of care

Build community awareness of available resources

Improve community perception of the hospital

Reduce out-migration and by-passing of local services

Grow patient loyalty and volume

Reduce duplication of services

Improve reimbursement

Position the hospital for population health for the future
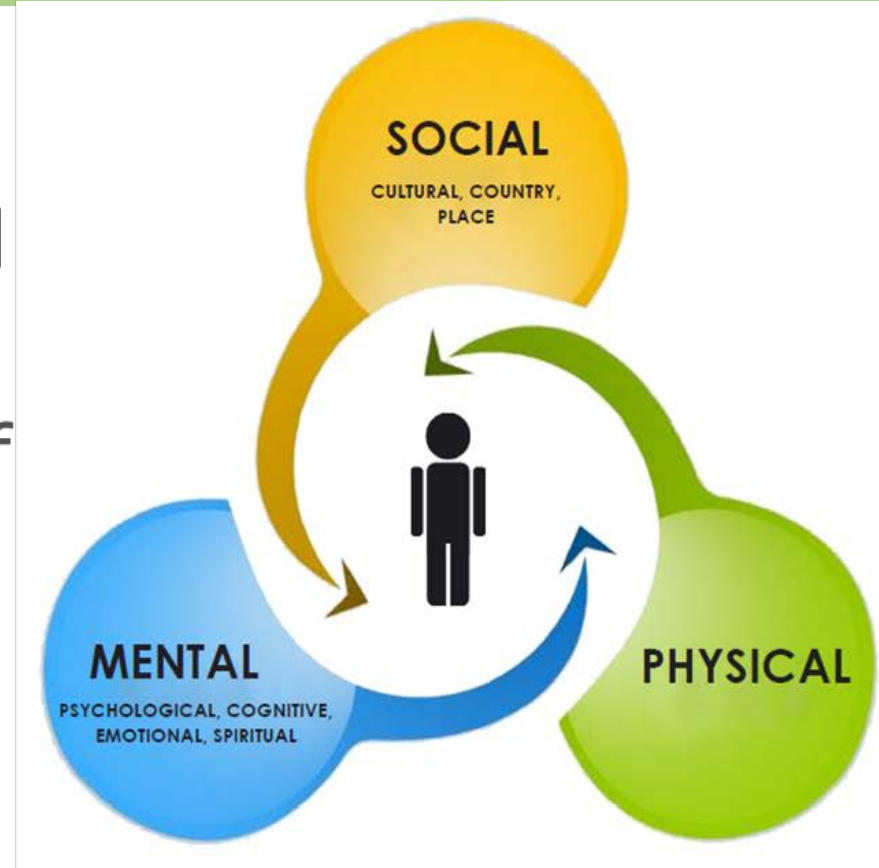
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Community Engagement Steps

- Understand the need

- Plan to collaborate

- Build collaboration

- Evaluate

- Follow Up

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What is Health?

"Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity."

SOCIAL
CULTURAL, COUNTRY, PLACE

MENTAL
PSYCHOLOGICAL, COGNITIVE, EMOTIONAL, SPIRITUAL

PHYSICAL

Source: Preamble to the Constitution of the World Health Organization as adopted by the International Health Conference, New York, 19-22 June, 1946: signed on 22 July 1946 by the representatives of 61 States (Official Records of the World Health Organization, no. 2, p. 100) and entered into force on 7 April 1948.

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Health Care Accounts for 20% of Your Health
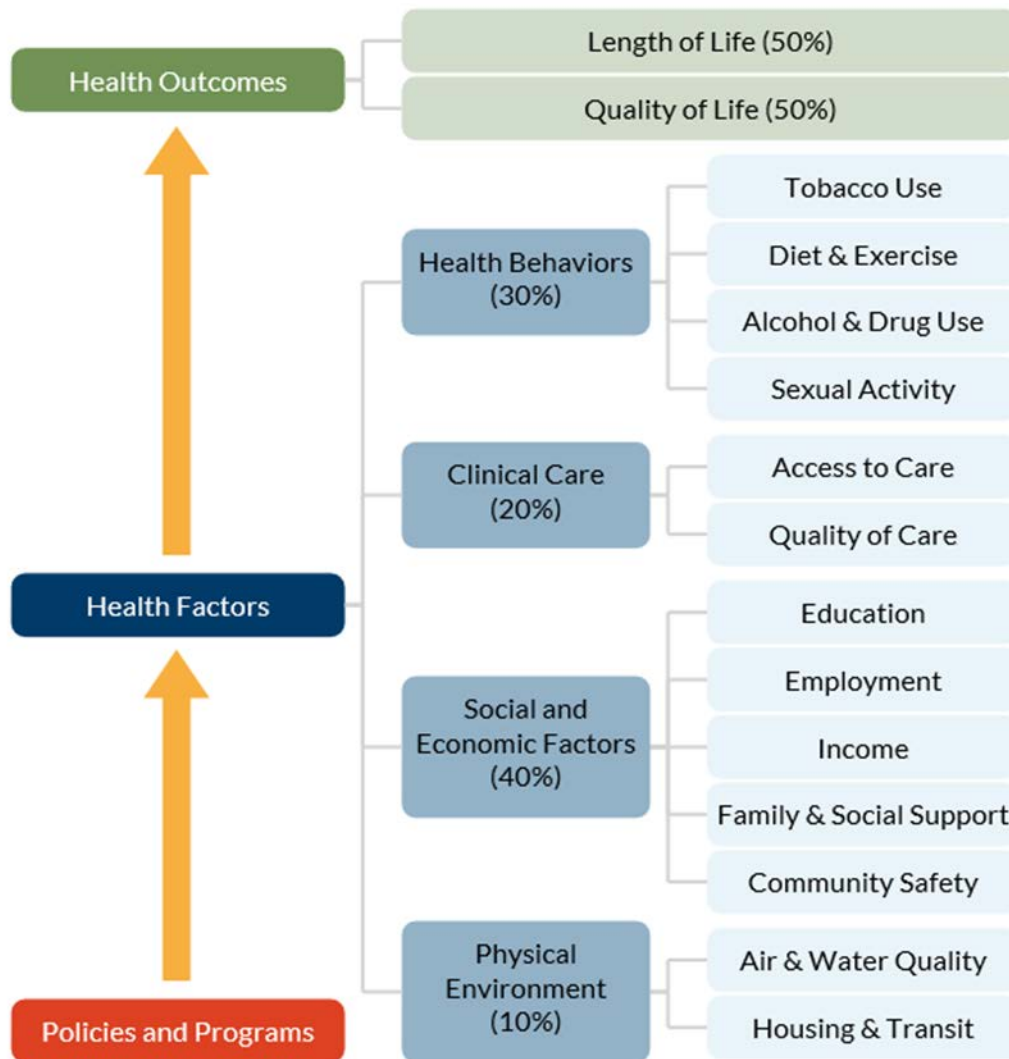
County Health Rankings model © 2014 UWPHI

County Health Rankings & Roadmaps. (2014). County Health Rankings Model. Retrieved 31 January 2020, from https://www.countyhealthrankings.org/explore-health-rankings/measures-data-sources/county-health-rankings-model

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Understand the Need

Community Health Needs Assessment- a requirement for tax-exempt hospitals to engage their service area/communities every three years, assess their health needs, and action plan strategies to improve the identified health needs.

Community Health Status Report– Provided by The Center and includes information on demographics, social and economic factors, health behaviors, clinical care, health outcomes and quality indicators for your community. (*specific to the Delta Region Community Health Systems Development Program*)

OUR COMMUNITY.
OUR WELL-BEING.

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Plan to Collaborate – Community Champion (CC)

- Position the hospital and community for population health;

- Build awareness of available hospital and community services;

- Advocate for health and wellness in the community;

- Facilitate engagement between hospital and community joint partners; and

- Support the development and implementation of community action plans.

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Plan to Collaborate – Potential Partners

Emergency Services

Hospitals

Clinics

Mental Health

Schools

Faith-based Organizations

Government

Long-Term Care

Housing

Public Health

Social Services

Businesses

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Plan to Collaborate – Messaging

"PEOPLE DON'T BUY WHAT YOU DO; THEY BUY WHY YOU DO IT. AND WHAT YOU DO SIMPLY PROVES WHAT YOU BELIEVE"

Simon Sinek, Start With Why

- Who do you wish to engage?
- What challenge(s) do they face?
- How does their WHY align with yours?
- How will you approach this potential partner?

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Build Collaboration – Design for Participation

Technology of Participation (ToP) Facilitation Methods

Focused Conversation Method	• Provides a structure for clear dialogue and reflection • Probes beneath the surface to the depth of a topic • Encourages a diversity of perspectives
Consensus Workshop Method	• Engages all group members • Organizes the group's ideas, decisions • Reveals the consensus in large groups • Builds effective team partnerships
Action Planning Workshop Method	• Visualizes the completed task • Analyzes the current situation • Focuses the group's commitments • Sets up clear forms of accountability • Develops a coordinated action timeline

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Objectives:

- Understand the community's needs

- Envision the community's future

- Identify and action plan solutions to community's needs

- Discuss and confirm commitment to collaborate

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Build Collaboration:
Community Priority Planning Workshop Example, ctd.

- Share CHSR or CHNA
  - Victory discussion
- Identify barriers and strengths

> "What are the barriers for us in moving towards our victory?"

> "What are our strengths to help us reach our victory?"
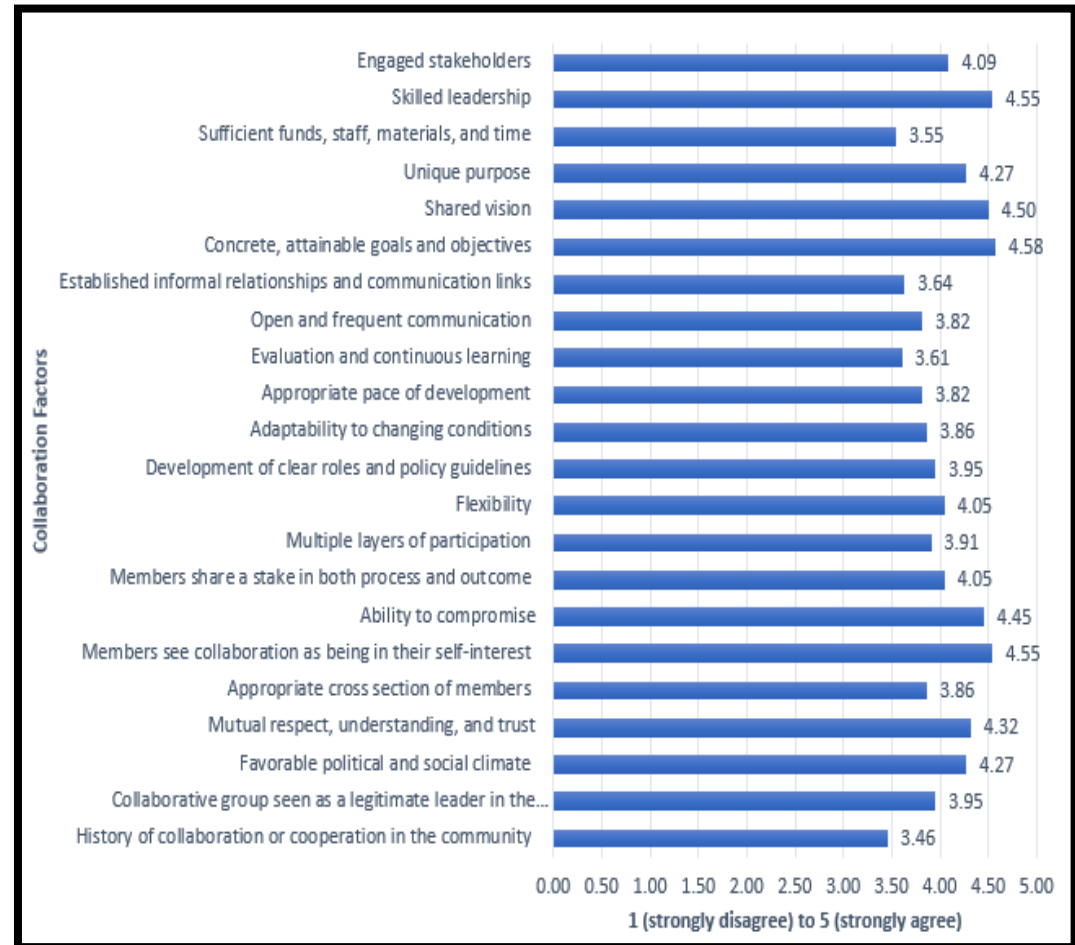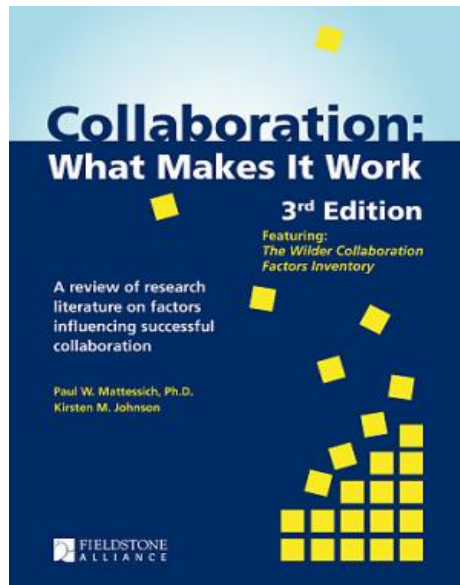
- Develop priorities

> "What innovative, substantial activities will deal with our barriers and move us toward our victory?"

- Action plan

> "What are all the tasks or steps to make this priority a success?"

Evaluate Collaboration

- The Wilder Inventory Tool evaluates collaboration based on 22 research-tested success factors.

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Follow Up

- Send thank you email to community partners;

- Share outcomes of the meeting;

- Outline and coordinate next steps for action plan implementation;

- Confirm date for next meeting and focus area(s);

- Begin planning for next meeting.

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Delta Memorial Hospital and DePaul Health Center: Engagement Impacts and Outcomes

Hospital:

- Increased utilization of DePaul's Wellness Center
- Improved patience appointment compliance.

Community:

- Two new programs targeting chronic disease management.

Dumas, Arkansas

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Iron County Medical Center: Engagement Impacts and Outcomes

Hospital:

- Increased employee morale

Community:

- Formalized community coalition to address substance abuse

Pilot Knob, Missouri

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Natchitoches Regional Medical Center: Engagement Impacts and Outcomes

Hospital:

- Decreased emergency department visits;
- Increased utilization of Rural Health Clinic for Medicaid patients.

Community:

- Increased access to health assessments at local food pantry;
- Increased awareness of hospital services.

Natchitoches, Louisiana

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What Else?

- Structure and infrastructure are key to success
- Strong leadership is critical
- An early focus on public health provides a foundation for future population and community health improvement initiatives
- Population health initiatives stem from relationships hospitals have built with community stakeholders
- Leverage resources where possible
- Partnership involvement will differ
- Remember to extend grace

Community Engagement During a Pandemic

Video
Conferencing

Conference
Calls

Social Media

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Additional Resources

- National Rural Health Resource Center
- County Health Rankings
- Metrics for Healthy Communities
- Rural Health Innovation Hub
- Community Toolbox
- Wilder Foundation
- Robert Wood Johnson Foundation
- American Hospital Association

Let's Talk

Contact Information

The Center DRCHSD Team

Selena McCord, Program Specialist

smccord@ruralcenter.org

(218) 216-7011

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