



Center *for*  
Rural Health

University of North Dakota  
School of Medicine and Health Sciences

## Strengthening Rural Health Care Facilities through Community Development



### **What do we mean by community development?**

- Process that facilitates the establishment and/or strengthening of the relationship of a health organization with its community
  - Community engagement/encouragement
  - Communication/dialogue
  - Need identification
  - Skill development
  - Resource investment
  - Process tools
  - Decision making
  - Shared community vision

## Why is community development important?

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- Health organization cannot survive in isolation.
- Health organizations are part of a complex and unpredictable environment.
- The community is a source of ideas, needs, and wants; workforce, funding, and volunteers.
- Engagement creates new resources, new vitality, synergy.
- Can create new leadership.
- Engagement is democratic and lessens the elitist tendencies that can come to control and dominate local decision making.

## What are the positive and negative attributes of community development?

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- **Positive**
  - Input of new ideas and resources
  - Negative entropy
  - Democratic
  - Community buy-in and support
  - Leadership development
- **Negative**
  - Possible threat to established order, way of doing things.
  - Leadership development
  - Speed – slower process
  - Opens your way of doing things to public scrutiny (criticism)

# Community Development Model

## Environmental Impacts

- Demographics
- Economic Conditions
- Political Process
- Workforce
- Finance
- Technology
- Health Organizations
- Culture and Attitude

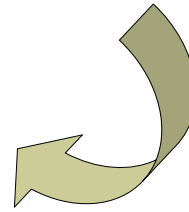
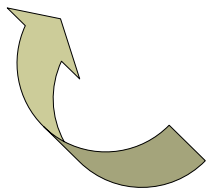


## Community and Health Organization

- Take Action
- No Action
- Delay Action

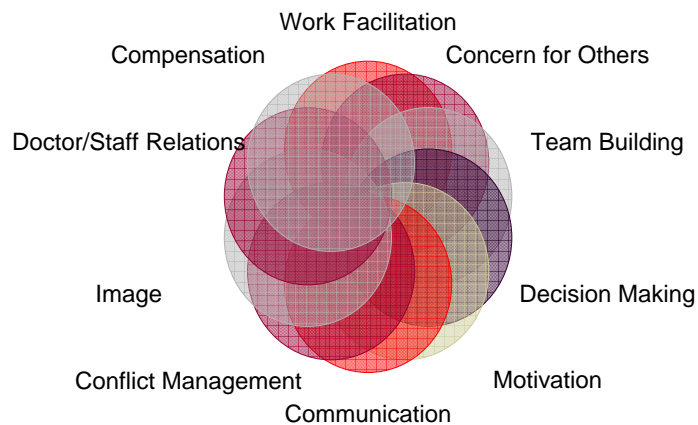
## Action

- Assessment and Planning
- Community Forums
- Community Education
- Collaboration/Networking
- Regional Approach
- Community and Economic Development Integration
- Service Diversification
- Skill Development
- Advocacy



Source: Brad Gibbens, Associate Director  
UND Center for Rural Health

# Internal Personnel Audit



Measures the difference between how staff feel it *actual is* vs. how they feel it *should be*.

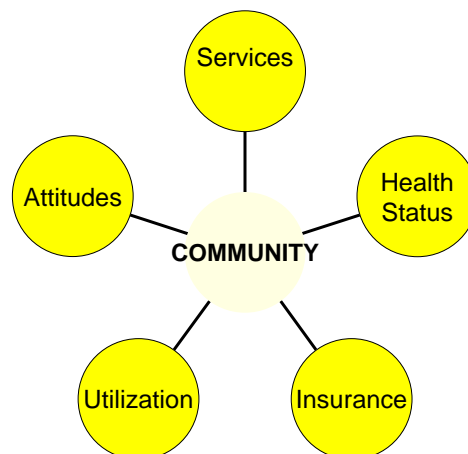
## Community Health Care Assessment

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- Evaluate how local residents view the hospital, health care professionals, and overall system of care
- Use it to gain needed input from community and service area
- Assist in planning and decision making

## Community Health Care Assessment

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## Other Community Surveys

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- The CRH will assist with surveys that will assess additional areas of interest which have a connection to health.

For example:

Wellness Center Survey

## Strategic Planning

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### **Purpose**

- To generate ideas - new programs, services, organizational relationships, grant development, etc.

### **Methods**

- Nominal Group Process
- SWOT  
Strength, Weaknesses, Opportunities, Threats

# Strategic Planning Process

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1) Community leaders, board members, health organizations from one or more towns recognize the need to develop a plan for future direction.



2) A strategic planning session is scheduled which includes decision makers from the organization/community.



3) Identify areas of interest, prioritize and set goals through Nominal group process or SWOT.



4) Develop Action Plan  
Timeline  
Who is Responsible?



5) Goals achieved  
Ongoing assessment  
of progress

