

Building a Vision for Health: Community Ownership and Engagement

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School of Medicine and Health Sciences

Center for Rural Health

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Rural Health

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Center for Rural Health

(ruralhealth.und.edu)

Established in 1980, at the UND School of Medicine and Health Sciences

One of the country's most experienced state rural health offices

UND Center of Excellence in Research, Scholarship, and Creative Activity

Recipient of the UND Award for Departmental Excellence in Research

Home to seven national programs, 65 staff and faculty

Focus on:

Educating and Informing

Working with Communities

American Indians

Health Workforce

Hospitals, Public Health, EMS, LTC, Mental Health, Health Delivery Systems

Research and Evaluation

Health Policy



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Today's Objectives

Objective 1: to recognize the importance of community involvement in improving health of a target population

Objective 2: to describe and understand the steps which will allow a community to “own” their community health issues and to work with you collaboratively

Objective 3: to identify potential gaps in community engagement activities in your community

Ultimately Our Values Guide Our Perceptions Toward Health, Health Care, Our Concept of Community, and the Development of Public Policy

“It is not what we have that will make us a great nation, it is how we decide to use
it”

Theodore Roosevelt

“Vision is the art of seeing things invisible”

Jonathan Swift

“Americans can always be relied upon to do the right thing...after they have
exhausted all the other possibilities”

Sir Winston Churchill



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What is Rural Health?

Rural Health focuses on **population health** and improving overall **health status** of a **community** and/or area

Rural Health relies on **infrastructure** - organizational structures and arrangements, delivery system elements

Rural Health **is not** urban health in a rural or frontier area

Rural Health focuses on **health equity and fairness**

Rural Health is very **community focused** - interdependence and collaboration

Rural Health as an infrastructure and community value rests on **five community sectors** - health and human services, business/economic development, education, faith-based, and local government



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Rural and Urban Strengths and Weaknesses

Rural

Strengths

- Strong informal support network
 - Fundraising
 - Cohesive
- Established interdependence
- Collaboration

Weaknesses

- Skewed population demographics
- Fluctuating economy
- Resistance to change
- Shortage of professionals
 - Lack of resources
 - Overtapped staff

Urban

Strengths

- More stable/diversified economy
 - Availability of resources
 - Availability of professionals
- Growing and diverse population
- Change is natural

Weaknesses

- Lack of cohesiveness
- Limited informal support
- Competition among providers
- Competition for fundraising
- More contentious-fractions
- Less sense of "community"

Why is Community Engagement Important to Rural Health?

Health care providers and organizations cannot operate in **isolation**

Community engagement is even more important now as we **redesign the U.S. delivery system** - more now than ever we see a re-focus on population health - providers are assessed and reimbursed on outcomes and patient satisfaction

Community **ownership** of needs and solutions

Building **local capacity and leadership** - think of the next generation of community leadership

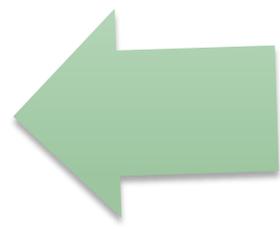
Element of **communication**



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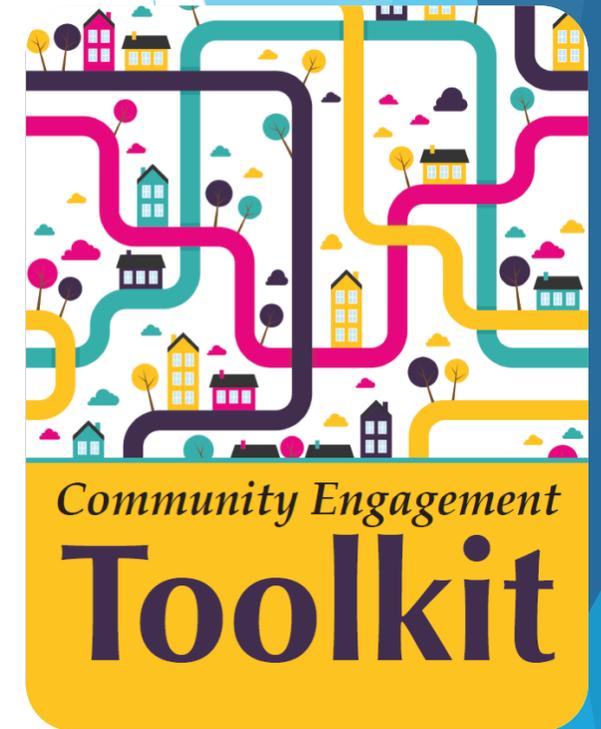
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Rural Community Health Equity Model



Community Engagement Toolkit!

- ▶ Original concept out of the Community Transformation Grant (end 9/2014)
- ▶ UND - Center for Rural Health believed in the potential, so it has been finished and “branded”.
- ▶ It’s set up in 5 Modules, and meant for the user to go from the beginning to the end.
 - ▶ Module 1: Finding a Common Mission
 - ▶ Module 2: Assessment (Defining the Problem)
 - ▶ Module 3: Planning
 - ▶ Module 4: Implementation & Evaluation
 - ▶ Module 5: Sustainability
- ▶ Includes a variety of tools, tips, and tricks, to help any community or group through the process.



What is Community Engagement?

You will work in groups to come up with a definition.

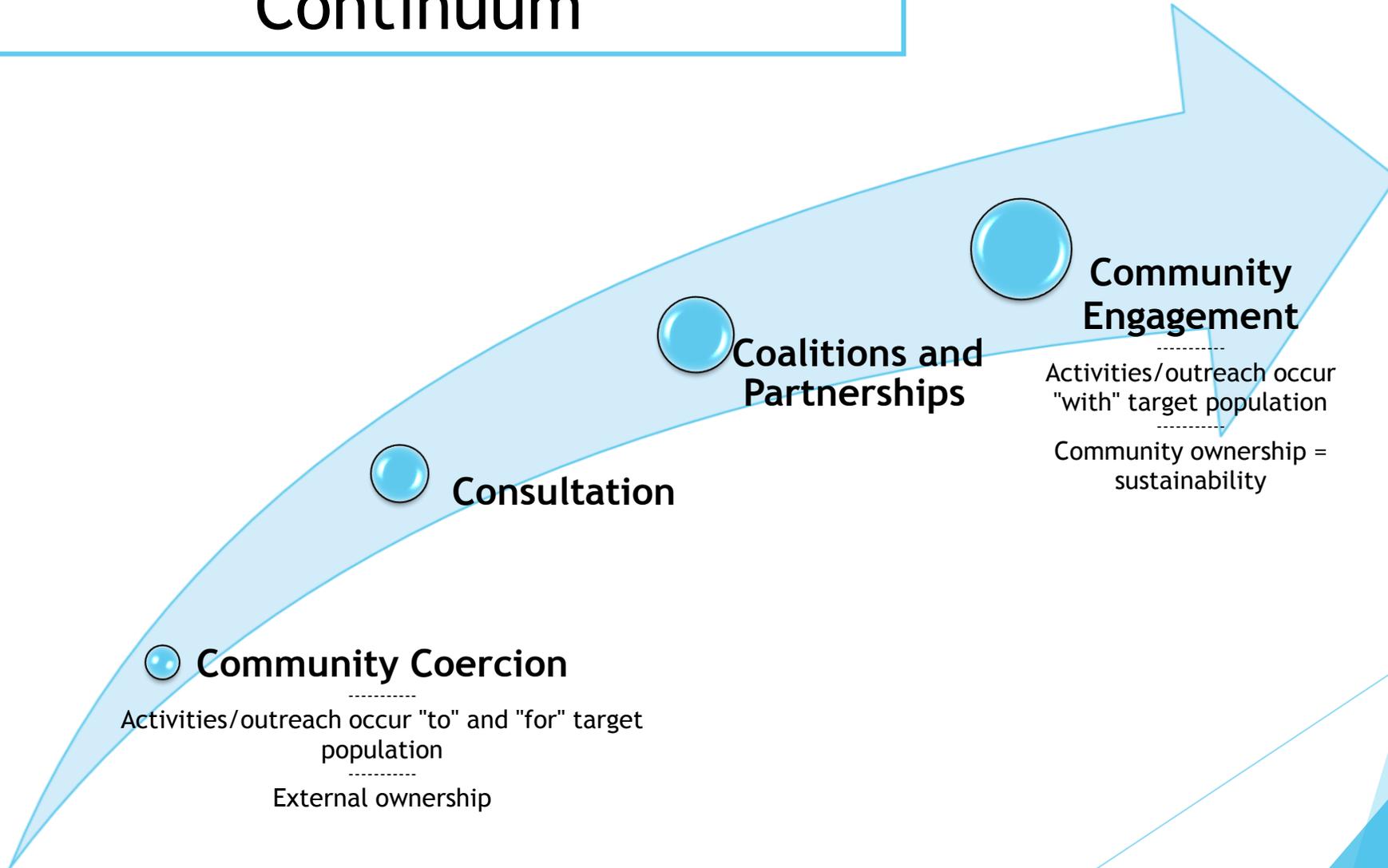
1. Write down 6 words that come to mind when:
 - ▶ Attempting to define community engagement?
 - ▶ What is the purpose?
 - ▶ What does it look like?
 - ▶ Who's involved?
 - ▶ What's the outcome?
2. In your small groups, look over everyone's words, and pick 5 that truly define Community Engagement. Write those on the sticky notes (one per sticky).
3. Everyone come place your words on the wall.
4. What words are similar and can be paired together?

What is Community Engagement?

5. Now that we have pairs, can any of the pairs be combined?
6. Look at your personal lists, is anything missing on the wall, that you included on your list? If so, write it on a large sticky and bring it up.
7. Group the new additions, with current groups.
8. Establish a common term, or phrase for the groupings.
9. Take all of the terms, and put it into a sentence or two.

Our definition, for today's work, is

Community Engagement Continuum



Things to think about when considering a Community Engagement process ...

Considerations:

- The process can be lengthier due to consensus building.
- Maintaining excitement can be difficult if the process is too slow.
- Gaining the involvement of the key players or unusual suspects is important, but at times difficult.
- Overcoming differences to find a common vision or goal.

Results:

- The results will be longer lasting due to a larger invested interest.
- Small, easy wins can build a great amount of momentum.
- Connections and trust is built among organizations/ individuals.
- New leaders can be developed.
- Change is stronger and more powerful with invested interest from the community.

Module 1: Finding a Common Mission

The Foundation

Step 1: Organize your Community Engagement Process

Step 2: Assess and Develop your Partnership Network

Step 3: First full group meeting

Step 4: Setting Goals and Creating Vision

Step 5: Assess Resource Needs

Step 6: Going public!



Module 1: Tools and Samples

Tool: List of Public, Private, and Non-Profit Potential Partnerships

- Accountants
- Agriculture
- Ambulance services
- Arts
- Attorneys
- Bar owner
- Behavioral health providers
- Building contractors
- Chamber of Commerce
- Child care providers
- Chiropractors
- City/local government
- Clinics
- Clubs (Optimists, Lions, etc.)
- Contractors
- Community centers
- Community college
- Community leader
- Corrections
- County government
- Dental providers
- Diabetes educator
- Economic development agencies
- Emergency responders
- Employers
- Environmental specialists
- Faith-based organizations
- Farmers markets
- Financial institutions
- Fire department
- Fitness facility/instructor
- Health coalitions
- Home health providers
- Hospitals
- Hotel representative
- Insurance representative
- Judicial
- Law enforcement (local, county, state)
- Library staff
- Local businesses
- Media
- Military personnel
- Neighborhood associations
- Non-profits
- Nurses
- Nursing homes
- Optometrists
- Parents
- Park district
- Pediatrician
- Pharmacy
- Physical therapist
- Private physicians
- Public health unit
- Realtors
- School board
- School districts (administration, staff, students)
- Service/Fraternal Organizations
- Senior centers
- Senior citizens
- Shelters (homeless, domestic violence, etc.)
- Social service organizations (Habitat for Humanity, United Way, etc.)
- Sports teams
- Surgeon
- Teacher
- Tobacco cessation educator
- Transportation providers
- Tribal college representative
- Tribal health representative
- Tribal leadership
- Tribal elders
- University
- Utility company
- Veterinarians
- Volunteers
- Veterans
- Worksite wellness programs
- Youth

Tool: Community Engagement Purpose Questionnaire

1. Why do we want to complete the community engagement process?
2. What issues do we hope to address in our community?
3. Who is our target audience? (Race, gender, socioeconomic status, age, location, occupation, education level, number of employees, state of diagnosis, etc.)
4. Who/what is driving this process?
5. What do we want to get out of this process?
6. How do we know that the problem we hope to address is actually a problem (data, support, sources)?

Module 2: Assessment and Data Collection

Step 1: Gaps in Analysis and/or Knowledge

Step 2: Defining the Problem/Need



Module 2: Tools and Samples

Overview of Assessment and Data Types

Population Level Data	
Pros: Can be compared to other communities in your county, state or nationally. Contains very little bias.	Cons: Small communities may not have enough data to have reported figures. Small counts may be interpreted incorrectly. Difficult to effect with community programs.
Stories/Narratives	
Pros: One-on-one accounts of personal experience. Quotes and snapshots can be used to gain support. Not as formal and not scripted.	Cons: May contain personal bias. May contain gossip, speculation, or hearsay. Results may be influenced by individual administrating.
Public Meetings	
Pros: Large numbers of people can participate at once. Allows for full "community" input. Enables community to be involved in the process.	Cons: Attendance may be low if there is little/no interest or no incentives are offered. Strong personalities can influence and sway discussion, or stop discussion altogether. Attendees may not be representative of community.
Focus Groups	
Pros: Can be directed at specific target audiences (youth, underrepresented, leaders, etc.). Conflict and strong personalities are easier to handle. Follow up questions are easily provided.	Cons: Attendees may not be representative of community. Facilitators are usually required. Strong personalities can influence and sway discussion, or stop discussion altogether.
Interviews	
Pros: Easy to identify and hear from target population. Attendance is consistent and reliable. Follow up questions are easily provided. Participants are easily contacted for more information, or post-implementation feedback.	Cons: Does not offer any real sense of community engagement. May contain personal bias. Results may be influenced by individual administrating. Can be a lengthy process.
Survey	
Pros: Can cover a great deal of information. Can require very little time to gather feedback from many. Reduction in administration bias. Can fill gaps in population level data for small counts.	Cons: Can be a lengthy process, and lengthy to tabulate results. Responses may not represent a snapshot of reality. If not designed well (professionally), answers may not be useable. Do not offer any real sense of community engagement.

Change Concept: Increase Community Walkability		
Assessment Results	2 out of 10 intersections have a designated crosswalk.	All streets leading to schools/park lack a bike lane.
	40% of kids age 10-15 have a BMI at or above obese.	90% of students are bussed or driven to school, but live less than 1 mile from it.
	3 highly travelled sidewalks are hazardous (have large cracks or extremely uneven).	Two intersections near the elementary school are missing curb cuts to sidewalks, for easy access.
	An informal path between the baseball field and school is not maintained.	
AOO	Areas of Opportunity: <ol style="list-style-type: none"> 1. City is currently planning to redo Main Street, and they're accepting suggestions for improvements. Curb cuts and crosswalks are needed on Main Street. 2. Schools are looking for a couple of volunteering opportunities for youth, as an alternative to detention, maybe those youth could help with the building of a trail between the baseball field and school. 	

Module 3: Community Planning

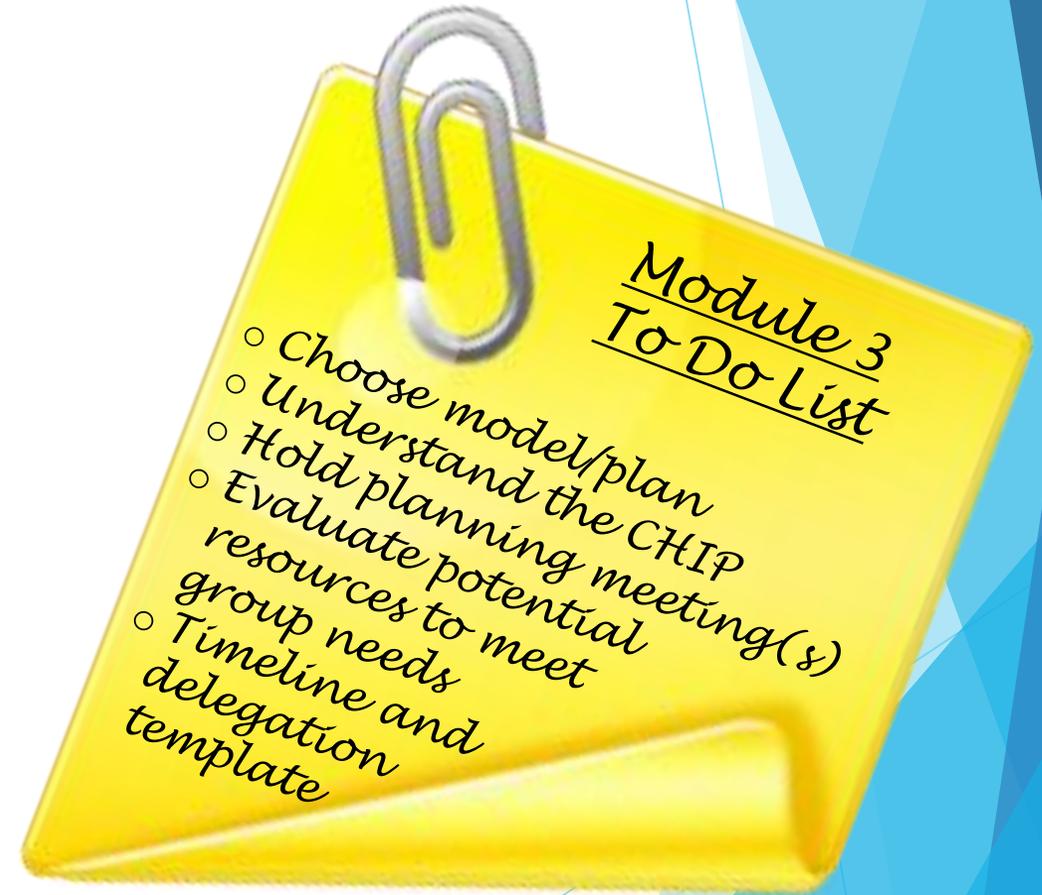
Step 1: Different Types of Plans

Step 2: Understanding the CHIP

Step 3: How to Run a Planning Meeting

Step 4: Resources

Step 5: Budget, Timeline and Delegation



Module 3: Tools and Samples

When writing your goal statement it should really have, at minimum, five (5) parts:

Reduce youth misuse of prescription drugs/alcohol in Greene County by 2016.

Measurement

Population

Target

Issue area/
problem

Location

Time frame

Module 4: Implementation and Evaluation

Step 1: Who is Responsible?

Step 2: Where to begin?

Step 3: The **START** button!

Step 4: Tracking Evaluation



Module 5: Sustainability

Step 1: What does Sustainability really mean?

Step 2: Why does Sustainability matter?

Step 3: Who should be involved?

Step 4: Developing your Sustainability Plan



Let's recap!



Questions?
THANK YOU!

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