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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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

Today’s Objectives

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:
Educatings and Informing
Working with Communities
American Indians
Health Workforce
Hospitals, Public Health, EMS, LTC, Mental Health, Health Delivery Systems
Research and Evaluation
Health Policy
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

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

Rural and Urban
Strengths and Weaknesses

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<td>Strengths</td>
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Why is Community Engagement Important to Rural Health?

Health care providers and organizations cannot operate in isolation. Community engagement is even more important as we redesign the U.S. delivery system. More 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.

Rural Community Health Equity Model

Environmental Conditions
Demographics, Economics, Policy, Health Status, Workforce, Finance, Technology, System Change, Rural Community Culture & Dynamics.

Impact on Community or Health Organization
Threat to survival
Growth/Decline
Identity
Perception toward change
Perception toward opportunity
How we respond.

Community Action
What do people think, want, or need?
Community Ownership (not health system ownership)
Community Capacity

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 the 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

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<th>SAMPLES</th>
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Source: Brad Gibbens, Deputy Director, Center for Rural Health, UND School of Medicine and Health Sciences
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

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

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 4: Tools and Samples
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

Module 5: Tools and Samples

Let’s recap!
Questions?
THANK YOU!

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