Sustainability: Building Partnerships, Capacity & Capabilities

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SUPPORT CENTER

nal & Child Health National Institute for Children's Health Quality

Healthy Start Region 7, 8, 9 & 10 Regional Meeting

Transformational Community Engagement: Working with Community to Advance Health Equity

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HEALTH EQUITY SOLUTIONS



## **About State Health and Value Strategies**

State Health and Value Strategies (SHVS) assists states in their efforts to transform health and healthcare by providing targeted technical assistance to state officials and agencies. The program is a grantee of the Robert Wood Johnson Foundation, led by staff at Princeton University's School of Public and International Affairs. The program connects states with experts and peers to undertake healthcare transformation initiatives. By engaging state officials, the program provides lessons learned, highlights successful strategies, and brings together states with experts in the field. Learn more at www.shvs.org.

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## **About Health Equity Solutions**

Mission:

To advance health equity through anti-racist policies and practices.

Vision:

For every Connecticut resident to attain optimal health regardless of race, ethnicity, or socioeconomic status.



## Level Setting: Defining Key Terms

"Community engagement" can describe a wide range of activities. Below is how SHVS defines key terms.

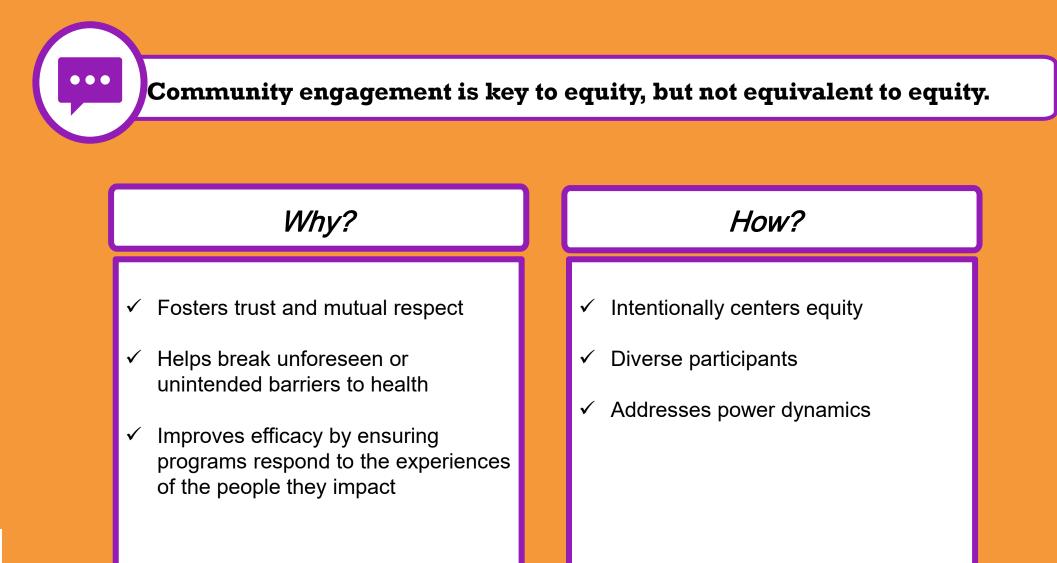
### **Community Engagement**

### Outreach

Collaborative processes between organizations/institutions and communities impacted by their policies, programs, or practices to influence decisions and actions through the mutually beneficial and bidirectional exchange of resources, expertise, and information. Activities and processes related to raising awareness, disseminating information, or training external partners to connect their constituents or members with a service, program, or information (e.g., Medicaid enrollment services). Outreach is more onesided, with a goal of conveying clear messages across diverse populations. Effective outreach is a part of strategic communication

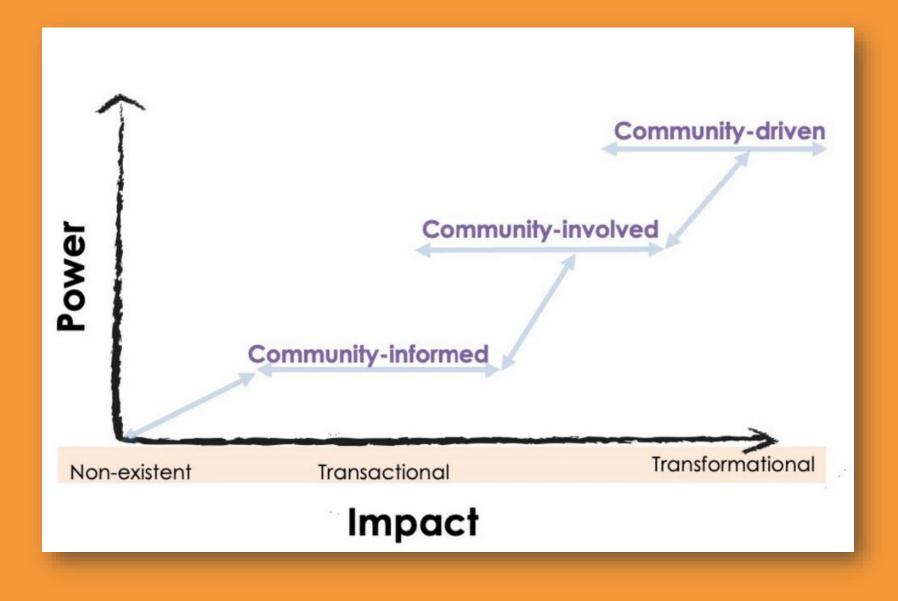


## **Community Engagement & Health Equity**





## The Spectrum of Engagement





### **From Transactional to Transformational**

ansactional Community Engagement

- Engages communities through commentary on near-final products or narrow questions that are often characterized by single interactions
- Results in superficial changes to a policy or program that fails to meet community needs
- ✓ Few resources are required
- Results in minimal learning for the organization
- Can cause fatigue among community partners and advocates, and devalues the feedback obtained

hsformational Community Engagement

- ✓ Forms sustainable relationships
- Operates with transparency
- Results in changes to policies and/or practices
- Engagement includes, but is not limited to, participants learning how their input was or was not incorporated and why
- Requires time, organizational commitment, resources, and readiness



## **Understanding Impact**



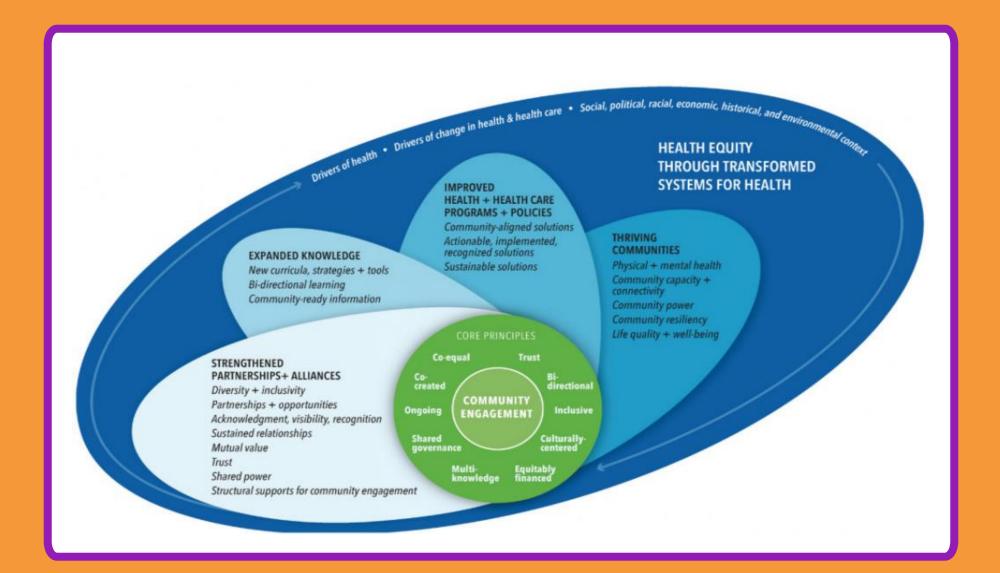


## **Understanding Power**

Minimal Power Sharing:	<ul> <li>✓ Ignores differences in power</li> <li>✓ Addressing power is beyond the engagement's scope of purpose</li> <li>✓ Otherwise known as community outreach</li> </ul>
Some Power Sharing:	<ul> <li>✓ Recognizes power dynamics without fully addressing them</li> <li>✓ The agency works with communities and trusted messengers to align the needs of the community</li> <li>✓ Community knowledge and expertise is recognized</li> </ul>
Maximal Power Sharing:	<ul> <li>✓ Acknowledges traditional power dynamics by enacting processes to diminish power imbalances</li> <li>✓ Community voices are recognized, treated as experts and lead the agenda</li> <li>✓ Community members collaborate to form ideas and prioritize issues</li> </ul>

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### **Planning and Evaluation**





## **SHVS Resources**

For more information on transformational community engagement, see two recently published issue briefs:

<u>Transformational Community Engagement to Advance Health Equity</u>
 <u>State Examples of Medicaid Community Engagement Strategies: Two Case Studies</u>



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#### Community Engagement and Equity

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#### Defining Community Engagement

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#### 1 Key Terms:

HEALTH

EQUITY

**SOLUTIONS** 

Community engagement: <sup>1,1,1,1</sup> Colaborative processes between organizations/institutions and communities impacted by the policies, programs, or practices to influence docisions and actions through the mutually beneficial and bidirectional exchange of resources, expertise, and information.

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Common y elegiptions and y compose and realistic and realistic y common electronic and realistic and the unrafts' unfrases on or unintended barriers to health, and improves efficacy by ensuring programs respond to the experiences of the people they impact. Lessons learned from COVID-19 outreach and an increased understanding of the importance of community ergagement in designing successful health initiatives has led several states to strengthen this community ergagement efforts.

Vit, there is this documentation of here to accountidly engage rengting memory in the index denging, or makes duralized resisted to the monocirclettration function of engagement. This is built built have also attacked highlighting work in Varphia and Colonado to meet these challenges. Each statis has instead in constituted community engagement statisting the varies of those directly impacted by Madeial and leverage their input to device improvements. This placements work of these directly and accounting community engagement statisting that any other years of those directly impacted by Madeial and leverage their input to device improvements. This placements work offers practical examples of how to structure community engagement statistical evolutions and common streams.

"Community engagement means more than being present in a space. If we want to be intentional about change, we also need to be intentional adultaging we agreement." - Uppin Dependent of Adultaging and Adultagingingin

#### Terms to Know

Health equily means everyone has a fair and just opportunity to attain their optimal health regardless of race, ethnicity, disability, gender identity, sexual orientation, socioeconomic status, geography, or any other social barrier/factor.

transformational community engagement is a coluborative process between organizational/ratitutions and impacted communities in sharves decisions and actions through the multially beneficial and before the activational endprogent engagement and and information. Engagement is contract controloging and grounded mecological struct values and accountability that is being collisional or parametrity with the community. The scope of organization arrays from a single request for input to organize observations.

Transactional community engagement asis communities for input on new-final products or namov questions and is other disadetered by single-intensitors. This insparedly multis in approval damge to a polyko or program, changes that desconted approximation of a program by reading, or reading as all. White simple has the product and provide program by more than a test on the observed products or exponent regimes how more constant. B allo one being or devicing a program by more that a safe to have been by the lab of the product of the product been and constants and the interval terms to the state and tabipar energy community pathware and advantation, and devices the feedback colleging.

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# Discussion: Small Groups

Count Off!



- How do you see this spectrum in your work?
- What are strengths and opportunities for growth in your community engagement work?
- How are you assessing equity?



### Strategies and Tactics: Strengthened Partnerships and Alliance

 Recognizing participants' time and expertise

 ✓ Creating spaces exclusively for people with lived experience

- Consider who is and is not "at the table" and reach out to communities that are not represented including consideration of intersecting identities
- Clearly communicate that community voice is valued

**Tactics:** 



Strategies:

### **Strategies and Tactics: Expanded Knowledge**

Strategies:

- ✓ Consider cultural and language access when sharing information—who delivers the information and how is it delivered?
- ✓ Recognize communities as experts on their own needs and acknowledge learning is multidirectional

- Collaborate with community members to establish goals and track progress both in re: engagement AND programmatic change
- Embed multi-directional knowledge building into engagement and ensure participants have the resources they need to comfortably participate, especially in spaces with other stakeholders

**Tactics**:



### Strategies and Tactics: Improve Health and Health Care Systems Knowledge

 ✓ Invite community to identify and define problems and work cooperatively to define and evaluate success

 ✓ Identify gaps in program delivery

- Require all staff to participate in cultural humility training and create a culture of openness and learning
- ✓ Publicly track the impact of community input, even when not used

**Tactics**:



Strategies:

### **Strategies and Tactics: Thriving Communities**

Strategies:

- ✓ Collect demographic data, including detailed REL, SOGI, and disability data
- ✓ Share power and resources with communities vs. simply acknowledging community power and expertise
- Ensure assessment considers what success looks like from both organizational and community perspectives
- Ensure community engagement results in change and communicate measurables and timebound goals to participants



# Thank you!

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