

Community Engagement Learning Academy – Session 2

Tuesday, April 4, 2023 || 3:00pm – 4:30pm ET



Community Engagement Learning Academy

Tuesday, April 4, 2023 3:00pm – 4:30pm ET

The Healthy Start TA & Support Center is operated by the National Institute for Children's Health Quality (NICHQ). This project is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under grant number 1 UF5MC327500100 titled Supporting Healthy Start Performance Project.

HEALTHY NICHQ National Institute for Children's Health Quality

TA & SUPPORT CENTER

#### COMMUNITY ENGAGEMENT LEARNING ACADEMY

Agenda

Housekeeping & Learning Academy Overview **Danisha Charles** Healthy Start TA & Support Center (TASC)

Overview of Community Engagement Danette McLaurin Glass First TEAM America, LLC

Q&A

Wrap-up

Danisha Charles TASC

All



### This session is being recorded.



All participants are muted upon entry. We ask that you remain muted to limit background noise.



Participants are encouraged to share comments and ask questions using the chat box.

Community Engagement Learning Academy Hosted by the Healthy Start TA & Support Center at NICHQ



## Learning Academy Overview

### **Danisha Charles**

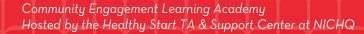
Healthy Start TA & Support Center



osted by the Healthy Start TA & Support Center at NICHC

## **Healthy Start Learning Academies**

Healthy Start Learning Academies provide an opportunity for HS grantees to participate in curriculum-based courses on specific topics associated with the four HS approaches and 19 HS benchmarks. Learning Academies build HS staff knowledge and prepare them to apply their learnings to their HS program's day-to-day activities.





### Learning Academy Structure

- Monthly virtual sessions
- Required readings
- Group or individual presentations
- All sessions will be posted on EPIC in an e-learning format for those who cannot attend the live sessions





## **Community Engagement Learning Academy**

## Goal:

Community engagement is fundamental to the success of Healthy Start's Community Action Networks (CANs). The Community Engagement Learning Academy allows Healthy Start grantees to participate in an extensive study into community engagement, including strategies for practical application in local contexts. Using several evidence-based frameworks, participants will identify approaches to support their project and community in spurring systemic change.



## Community Engagement Learning Academy Schedule

Session	Time & Date
Session #1	February 28, 3-4:30 pm ET
Session #2	April 4, 3-4:30 pm ET
Session #3	April 26, 3-4:30 pm ET
Session #4	May 23, 3-4:30 pm ET
Session #5	June 27, 3-4:30 pm ET

Community Engagement Learning Academy Hosted by the Healthy Start TA & Support Center at NICHQ



### **Community Engagement Learning Academy Session Topics**

Session	Торіс
Session 1	Overview of Community Engagement
Session 2	Tools and Strategies for Community Engagement
Session 3	Community Engagement "Best Practices" in Action
Session 4	Implementing and Managing a Community Engagement Plan
Session 5	Community Engagement Plan Presentations and Closing Celebration

Community Engagement Learning Academy Hosted by the Healthy Start TA & Support Ce<u>nter at NICHQ</u>



### **Community Engagement Learning Academy Dean**



### Danette McLaurin Glass

COO & Senior Strategist, Managing Principal, First TEAM America, LLC

Community Engagement Learning Academy Hosted by the Healthy Start TA & Support Center at NICHQ



**Tools and Strategies for** Community Engagement **Danette McLaurin Glass** 

First TEAM America, LLC

NATIONAL INSTITUTE FOR Children's Health Quality

Community Engagement Learning Academy Hosted by the Healthy Start TA & Support Center at NIC

## COMMUNITY ENGAGEMENT ACADEMY

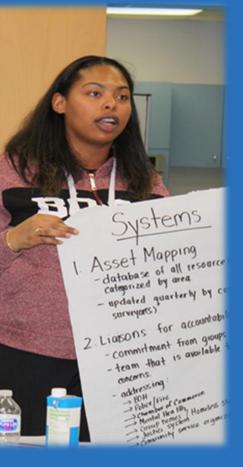
April 4, 2023

Vision

In

Action!

3:00pm-4:30pm EST





### **2023 COMMUNITY ENGAGEMENT ACADEMY**

### WELCOME





**KENN L. HARRIS** Senior Project Director NICHQ



DANETTE MCLAURIN GLASS Senior Strategist First TEAM America



## DOMINIQUE "NIKKI" MAFFEIDAAssociateF15Project DirectorHealt

DANISHA CHARLES Project Manager Healthy Start TA Support Center COMING TOGETHER *is the beginning*.

KEEPING TOGETHER *is progress*.

WORKING TOGETHER *is* **success**.

Henry Ford



### **Danette McLaurin Glass** Convener · Advocate · Facilitator · Developer

#### Senior Strategist and Managing Principal

First TEAM America, LLC Strategic Partnerships and Infrastructure Development Consultants

#### Founding Executive Board Officer

The Center for Family and Community Wellness, Inc.

- Convener and Facilitator (Coalitions and Community Action Networks):
   GA, NC, SC, DC
- Health Equity Trailblazer:
   Maternal Mental Health, Family Health Advocacy
- Developer and Research Scientist: Work published in 3 medical and public health journals.
   Developed Respectful Maternity Care Simulator ™, Faces of ACES Simulator ™, Zone Safety and The CHEM LAB Mobile Scientific Exploration
- 16 COMMUNITY ENGAGEMENT ACADEMY

#### Passions and Advocacy Interests:

Trauma Responsive Services, Respectful Healthcare Practices, Maternal Mental *Wellness,* ACES, Child Welfare, Justice Reform, Family Wellness, Health Disparities, Racial Reconciliation







Please provide Your Name ONLY!
 Name something you are *looking forward* to personally and professionally.
 Classmates (in the chat) guess the "City or State" of the classmate.



### Thank You!



## **PARTICIPANT INTRODUCTIONS**

Vision without action is merely a dream.

Action without vision just passes the time.

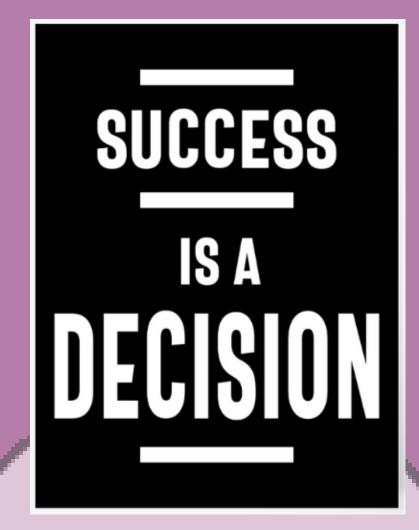
Vision with action can change the world.



### **COMMUNITY ENGAGEMENT: VISION IN ACTION**

## **TIPS FOR SUCCESS**

- Participation is vital.
- The sessions are intended to enhance your understanding of community engagement and support the development of a community engagement plan
- Each session builds upon the next session; therefore, your attendance is paramount. Please notify the Dean to stay informed about next steps.



#### **Community Engagement is fundamental for the optimal success of Healthy Start Community Action Networks/Consortiums.**

- The Community Engagement Academy of the Healthy Start's Technical Assistance Project allows grantees to participate in an extensive study with practical application strategies for community engagement in the local context.
- Exploring several evidence-based frameworks and successful engagement initiatives, participants will examine the best approach to promote systemic change for their community and agency.
- With the assistance of the Academy's Dean, grantees will develop their Agency's strategy for establishing a community engagement plan.
- Grantees will apply basic community engagement principles culminating with a tool to empower their community for sustainable and systemic change.

## **COURSE DESCRIPTION**

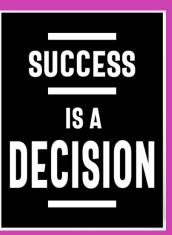
Sessions	Topics
Session One- February 2023	Overview of Community Engagement Part 1: The Defining Moment Part 2: The Landscape Part 3: Opportunities for Impact Part 4: Connecting the Dots
Session Two- April 2023 (March 2023 / NHSA Annual Conference)	<b>Tools and Strategies for Community Engagement</b> Part 1: Session One Review Part 2: Various Methods of Community Engagement Part 3: Your Agency's Goal for Community Engagement Part 4: Developing a Community Engagement Plan
Session Three- April 2023	<b>Community Engagement Best Practices In Action</b> Part 1: Session Two Review Part 2: Best Practices Information Exchange Part 3: Healthy Start Best Practices
Session Four - May 2023	<b>Implementing and Managing a Community Engagement Plan</b> Part 1: Session Three Review Part 2: Modifying the Plan Part 3: Implementing and Managing the Plan
Session Five - June 2023	Community Engagement Plan Presentations and Closing Celebration!

### **COURSE OUTLINE AND SYLLABUS**

## Session 1 (February 28) Review

- Introductions
- Academy Expectations
- Tips for Success
- Course Description and Session Objectives
- Course Outline and Syllabus
- Defining Community and Community Engagement Exercise

- Challenges in Community Engagement Exercise
- Agency Assessment Exercise
   Collaboration Spectrum



- Thinking Outside the Box Exercise
- What is Community Engagement? (Western University- Tamarack Institute video)
- Levels of Engagement Exercise



~ Henry Ford

"You can do anything if you have enthusiasm."

- Henry Ford

"Vision without execution is just hallucination."

- Henry Ford

# Academy Expectations?

- Gain more insight
- Engage more people
- New ideas and information
- Engage more stakeholders
- New strategies
- Tools and Techniques
- Growing the CAN
- A purpose driven CAN and obtainable goals
- Engaging underrepresented and overlooked communities



## Academy Expectations

Session One / Feb. 28

## Definition.

A definition is a tatement of re meaning of a term phrase, or other set of stabols).[1] Delations can be classified by categories, interpart definitions (which we ceed by listing the term) of extend half denote us (which we ceed by listing the that a term describes).[2] Ano. In important a gory of definition class of ostensive definitions, where converses meaning of a pointing out examples. A term in a great of different se

## SO HOW DO WE DEFINE ...?

• "A village"

•"TEAM"

- •"A safe place, a supportive group"
- •"A group of individuals..."Social ties."
- •"A village that forms together and can be a source of support."
- •"A group of people who come in together."
- •"Community is what whatever an individual defines as a group or entity that has aligned values, common understanding, or similar lineage."
- •"A supportive social group, uplifting one another."
- •"A collection of individuals in a shared space."
- •"A group of individuals who come together for a common goal."
- •"A group of people with shared interests but may have different ways to achieve the common goal."

## How do we define...Community?

Responses from February 28 Community Engagement Academy Session

- "Being all on the same accord"
- "Engagement is having an active voice and being a part of an initiative"
- "Responsiveness"
- " Building rapport"
- " Engagement is community inclusiveness in action"
- "Active listening, not just listening to respond"
- "To be engaged is to care...to invest time and energy in an effort or an interaction."
- "Is actively participating and genuinely listening to each other and respecting each other point of view POV."
- " Connection and collective efforts"
- •"Adding and sharing ideas."
- •"Allyship"
- " Inclusion"

## How do we define...Engagement?

Responses from February 28 Community Engagement Academy Session











### **CHALLENGES IN COMMUNITY ENGAGEMENT ?**

- "Organizations seem to not <u>want</u> to stay engaged event though they say they are passionate about maternal health."
- "People are burned out."
- "Multiple community meetings."
- "Trust and belief."
- "Similar coalitions, people stretched thin, lack of collaborative efforts..."
- "Community Partners not responding when reached out to..."
- "Overlapping efforts."
- "Competing priorities."
- "Lack of time, capacity and resources to attend and to respond to community engagement request..."
- "Staff turnover at numerous agencies."
- "Stakeholders not wanting to participate in any meetings or events."

## Challenges in Community Engagement

Responses from February 28 Community Engagement Academy Session





## **COMMITMENT TO COMMUNITY**

### AGENCY ASSESSMENT: WHERE IS MY AGENCY ON THE COLLABORATION SPECTRUM?

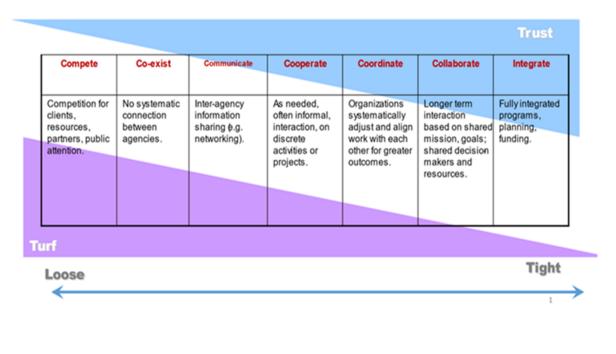
### The Collaboration Spectrum

Compete	Co-exist	Communicate	Cooperate	Coordinate	Collaborate	Integrate
Competition for clients, resources, partners, public attention.	No systematic connection between agencies.	Inter-agency information sharing (e.g. networking).	As needed, often informal, interaction, on discrete activities or projects.	Organizations systematically adjust and align work with each other for greater outcomes.	Longer term interaction based on shared mission, goals; shared decision makers and resources.	Fully integrated programs, planning, funding.
rf						Tight

## **Agency Assessment Exercise**

Spectrum Stages	Current Stage Responses	Desired Stage Responses
Compete	0	0
Co-Exist	1	0
Communicate	4	0
Cooperate	3	0
Coordinate	3	2
Collaborate	4	6
Integrate	0	7

#### The Collaboration Spectrum



### Agency Assessment : Collaboration Spectrum

Responses from February 28 Community Engagement Academy Session

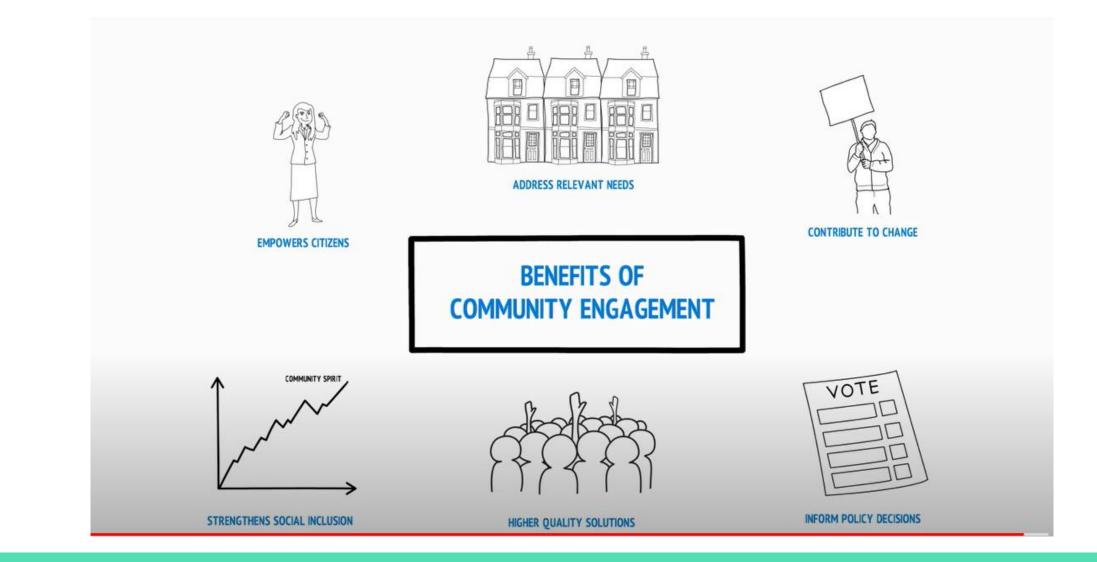
## Thinking "Outside the Box": Let's consider, your best retail/service experience...





Lisa Boyko, Western University

## What is Community? Western University



# **Questions? Comments? Examples?**

### **Levels of Engagement Breakouts**

How do you measure your organization's level of community engagement?

- 1. Are you considering opportunities for engagement; however, have not identified community members and partners to engage?
- 2. Have you initiated conversations with community members and partners but have not developed a common agenda, mission, strategy or engagement plan?
- 3. Are you collaborating with community members and partners; however, lack strategic engagement for sustainable, systemic change initiatives?
- 4. Have you engaged community members and partners with establishing systemic change initiatives; however, desire to increase advocacy and sustainability?

### LEVELS OF ENGAGEMENT





CONSIDERING Break Room 1

INITIATING Break Room 2





COLLABORATING Break Room 3 ENGAGED Break Room 4

### Levels of Engagement Exercise Responses

How do you measure your organization's level of community engagement?

- Level 1: Are you considering opportunities for engagement; however, have not identified community members and partners to engage? <u>0 respondents</u>
- Level 2: Have you initiated conversations with community members and partners but have not developed a common agenda, mission, strategy or engagement plan? <u>3 respondents</u>
- Level 2-Level 3: <u>2 respondents</u>
- Level 3: Are you collaborating with community members and partners; however, lack strategic engagement for sustainable, systemic change initiatives? <u>6 respondents</u>
- Level 4: Have you engaged community members and partners with establishing systemic change initiatives; however, desire to increase advocacy and sustainability?
   <u>4 respondents</u>

### LEVELS OF ENGAGEMENT





CONSIDERING Break Room - 1

INITIATING Break Room 2





COLLABORATING Break Room 3 ENGAGED Break Room 4



**GUIDING IDEAS** 

Develop relationships Build trust Show up vulnerable and read to learn Treat people as unique human beings Design authentic processes Seek ways to give up power Work together



# "Big results require big ambitions"

Heraclitus

## **TODAY'S SESSION!**

Sections	Topics
Part One	Session One Review
Part Two	Various Methods of Community Engagement
Part Three	Your Agency's Goals for Community Engagement
Part Four	Developing a Community Engagement Plan



# April 4, 2023

"Community Engagement must be 'Purpose Driven' not merely 'numbers driven"

Danette McLaurin Glass



Disrupting the Disparity in Perinatal Health.

### 2022. 2023. 2024.



"Community Members and Partners must be **'CONNECTED** and COMMITTED' to the Vision, Mission and Goals for sustainable change to be realized"

Danette McLaurin Glass



"Secrets to Building the Most Engaging Community Ever"

A business model for engaging communities, principles of transferrable to public sector

"Today especially, building communities is so important. It's the future of business in my opinion - niche communities with a founder or leader that supports them, and then in turn a community who supports that creator and their work.

This clip from the traffic and conversion summit in San Diego (2021) shares a number of stories, strategies and tips you can use to build a thriving community under your brand. It's not enough to just show up, you have to create a space that a person can belong to, because that's all we really want as humans - to belong.



Patrick Flynn

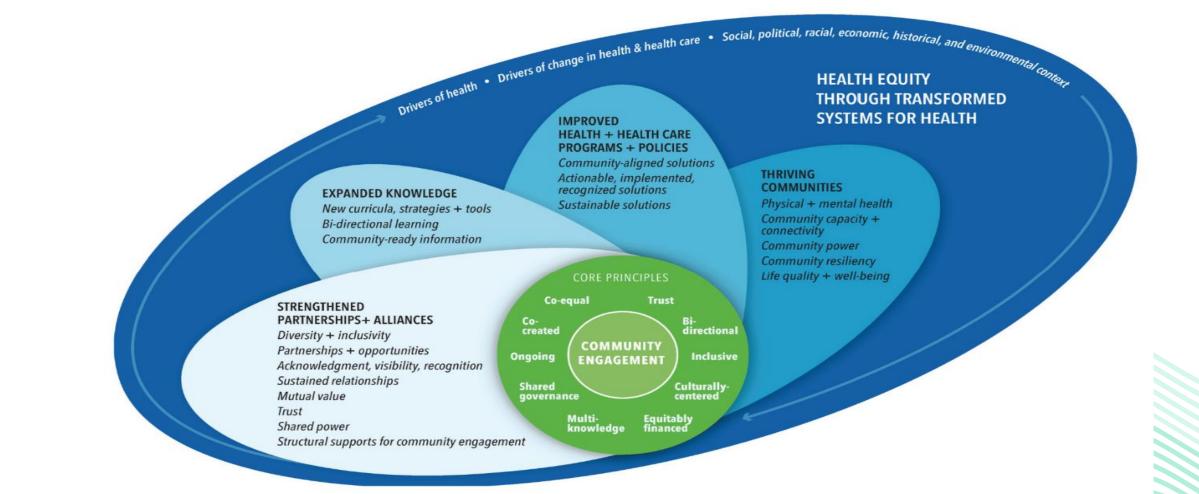


FIGURE 1 | A Dynamic Relationship: Achieving Health Equity and Systems Transformation through Meaningful Community Engagement

# National Academy Of Medicine

			Drivers of Health	•	•	•
			Drivers of Change in Health and Health Care	•	•	•
•	•	•	Social, Political, Racial, Economic, Historical and Environmental Contexts		•	
•	•	•		Ū		
•	•	•	Health Equity Through Transformed Systems For Health	•	•	•
			Strengthened Partnerships and Alliances	•	•	•
		Ū	Expanded Knowledge	•	•	•
•	•	•	Improved Health and Health Care Programs and Policies			
•	•	•	Thriving Communities			

### Core Principles of Community Engagement

Co-Equal Co-Created Ongoing Shared Governance Multi-Knowledge

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Equitably Financed Culturally Centered Inclusive Bi-Directional Trust

# National Academy Of Medicine

**Healthy Start Community Action Networks** 

# Opportunities for Community Engagement

### The HS program aims to address its purpose by:

- improving access to quality health care and services for women, infants, children, and families through outreach, care coordination, health education, and linkage to health insurance;
- strengthening the health workforce, specifically those individuals responsible for providing direct services;
- building healthy communities and ensuring ongoing, coordinated, comprehensive services are provided in the most efficient manner through effective service delivery;
- and promoting and improving health equity by connecting with appropriate organizations.

Source HRSA - MCHB - Healthy Start







#### Healthy Start Initiative: Eliminating Disparities in Perinatal Health program.

- Strategy to address Social Determinants of Health and "Root Cause" for Disparities
- The purpose is to address systems level change to improve health equity and identify barriers s before, during, and after pregnancy, and reduce racial/ethnic differences in rates of infant death and adverse perinatal outcomes.
- The HS program provides grants to high-risk communities with infant mortality rates at least 1.5 times the U.S. national average and high rates of other adverse perinatal outcomes (e.g., low birthweight, preterm birth, maternal morbidity and mortality).
- HS works to reduce the disparity in health status between the general population and individuals who are members of racial or ethnic minority groups.

Source HRSA – MCHB – Healthy Start

### Why the Community Action Network?

- It started in the community.
- The community recognized the need.
- The community advocated for change.
- A demonstration project was funded for 18 sites.
  - Now over 101 Healthy Start projects are serving over 70,000 individuals



#### HS Program Activities:

 Projects shall include the following core elements, which reflect input from the field and HRSA's experience with current and previous HS recipients. Improving infant mortality through a *"lifecourse"* approach emphasizing women's health, family health, and community/population health.

#### Improve Women's Health:

 Activities to improve coverage, access to care, and health promotion and prevention, and health for women before, during, and after pregnancy.

### 2019-2024 HEALTHY START GRANTEE REQUIREMENTS

# OPPORTUNITIES FOR COMMUNITY ENGAGEMENT

#### Improve Family Health and Wellness:

 Activities to improve infant health and development using a twogeneration approach. Acknowledging the health of families are interrelated, support the parental and community factors that promote family health and wellness, including

- system coordination/integration,
- health promotion and prevention,

 and social support services that protect and advance parental and infant/child health and wellbeing.

#### Promote Systems Change:

 Activities to maximize opportunities for community action to address social determinants of health (SDOH), including systems coordination and integration among health and social services, other providers, and key leaders in the community and their states.

 Grantees shall provide <u>regional and national leadership</u> within the greater HS community <u>and</u> field of maternal and child health (MCH).

### 2019-2024 HEALTHY START GRANTEE REQUIREMENTS

# IT'S CHAT TIME !

Share a Community Engagement Method that has worked for you! <u>10 Tips to Encourage Community Engagement in Diverse Communities</u>

https://www.socialpinpoint.com/10-tips-to-encourage-community-engagement-in-diversecommunities/

https://www.insided.com/blog/7-activities-to-boost-community-engagement

https://nam.edu/assessing-meaningful-community-engagement-a-conceptual-model-to-advancehealth-equity-through-transformed-systems-for-health/



Tips and Methods for Community Engagement

### A FEW METHODS



**COMMUNITY SURVEYS COLLABORATIVE EVENTS** Community Members, Partners and HS Participants



**Virtual or In Person** 

- Early Brain Development Workshops
- Baby Showers
- "Ready, Set, Read!" Storytime
- "Magic Milk Mommies"
- Diaper Drives
- Healthy Food Baskets
- Partner Highlights and Recognitions
- Organic Cleaning Supply Baskets
- Resource Fairs
- Home Ownership Workshops
- Home Economics Sessions
- Entrepreneurial Workshops
- Yoga Sessions
- Stress Reduction Sessions
- Financial Literacy Workshops
- Sporting Events



<b>^</b>	Health Topics v         Countries v         Newsroom v         Emergencies v		Emergencies 🗸	Data v About WHO v		
Home / Public	cations / Overview / Community	engagement: a health pro	motion guide for universal h	nealth coverage in the hands of	the people	

# Community engagement: a health promotion guide for universal health coverage in the hands of the people

5 October 2020 | Publication



Overview

WHO has defined community engagement as "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". There are undeniable benefits to engaging communities in promoting health and wellbeing. At its core, community engagement enables changes in behaviour, environments, policies, programmes and practices within communities. There are different levels, depths and breadths of community engagement which determine the type and degree of involvement of the people.

This guide is intended for change agents involved in community work at the level of communities and healthy settings.

#### WHO TEAM

Enhanced wellbeing, Health promotion

#### NUMBER OF PAGES

34

#### REFERENCE NUMBERS

ISBN: 9789240010529



### STREAM Community Engagement



#### Stakeholder meetings

Exchanging information and ideas about research with all local stakeholders.

**Community outreach** 

Raising awareness about

research and TB.

Webinars and

cross-site activities

Building a global CAB network and

facilitating cross-site learning.



DONATE

Putting the community at the heart of research, making research accountable





#### Advocacy and policy change

Influencing program and policy change through meetings with policy makers.



Feedback Sharing views about research between community and study team.



#### **Psychosocial support**

Supporting all patients taking part in the research.



Building capacity of Community Advisory Boards for participation in research.



"TRUE Engagement is...

" ransformational **R** estorative Uunique Expressive" Kenn Harris

/////

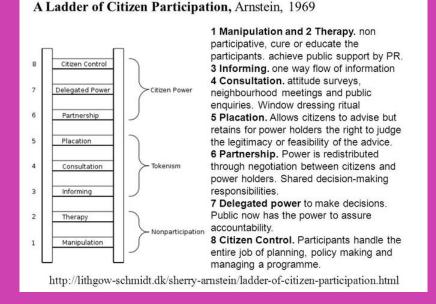
### TRUE Engagement prevents "Tokenism"



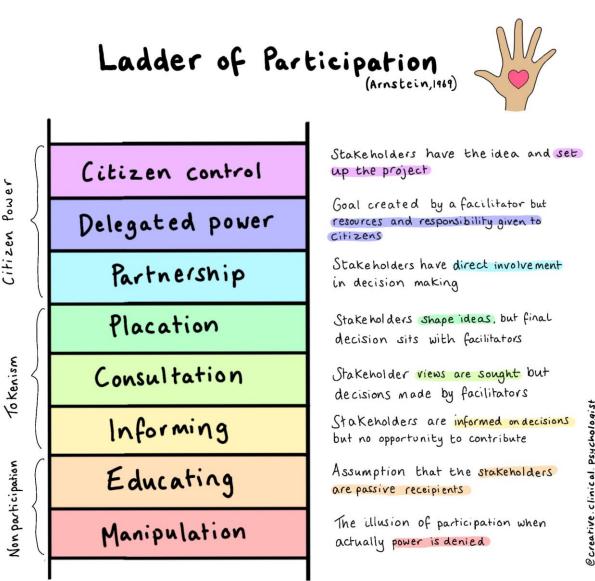
SMANA member Caryn Ginsberg of Priority Visions created the attached visual summary of the webinar. We hope you will use it to revisit key points and to discuss them with your colleagues. Please share on social media with tags #socialmarketing, #DEI and #graphicrecording.

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### TRUE Engagement eliminates "Manipulation"



"My main doctoral research has been exploring community led organisations. Arnstein's ladder of citizen participation has been useful in helping me understand different levels of participation and where the power sits so I thought I'd draw a version for others to use..." Juliet Young, PhD



Drawn by Juliet Jong

# DEVELOPING THE COMMUNITY ENGAGEMENT PLAN

- Establish initial "Goals for Engagement"
- Conduct preliminary research (Listening sessions, focus groups, surveys...)
- Environmental Scan (Needs, Assets, Liabilities, Barriers, Opportunities...)
- Determine the "Why," the reason you want to engage others.
- Identify "Priority Partners" (Lived Experiences, Mission Driven, Sustainability...)
- Determine initial encounters and methods (phone, visit, email, howdy package...)
- Determine engagement methods to recruit, engage, and maintain engagement
- Establish convening format
- Conduct a strategy session with community partners and create a "win-win" environment.
- Establish a common goal with a shared vision, shared leadership, shared ownership, shared management and shared measurement
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### **GOALS FOR ENGAGEMENT**

Agency



CAN

Community

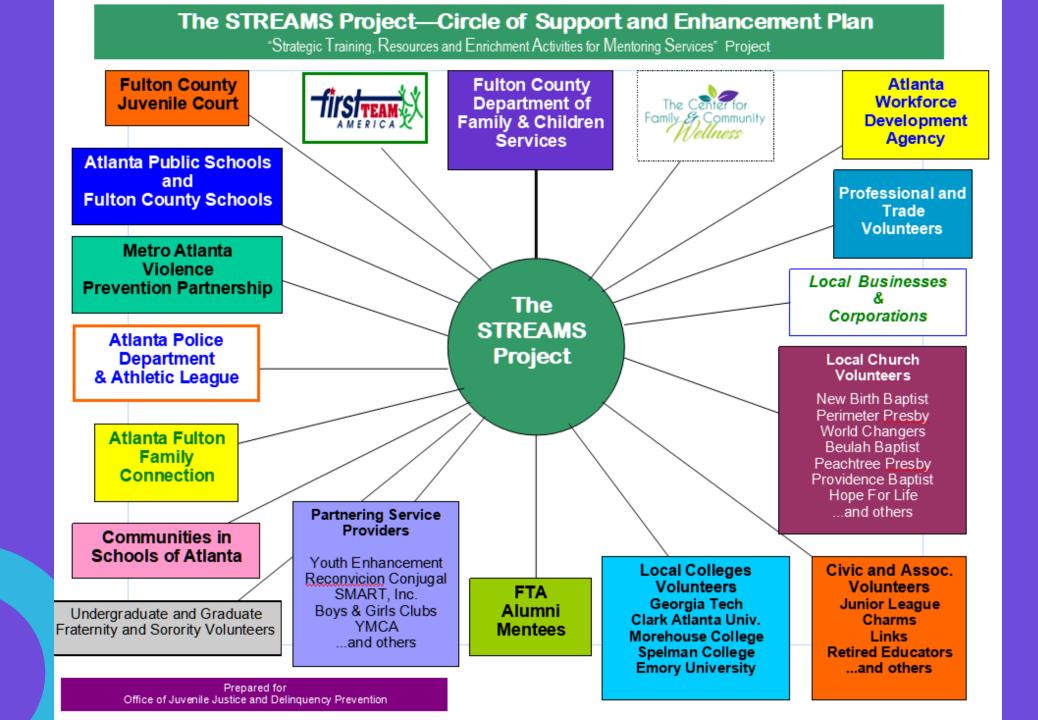
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# **GOALS FOR ENGAGEMENT**

Strategy	Goal	Timeline
Establish initial goals		
Preliminary Research		
Environmental Scan		
Determine the "Why"		
Identify Priority Partners		
Initial Encounters		
Engagement methods		
Convening format		
Strategy Session		
Shared Goals (SV, SL, SO, SM, SM)		



### Sample of Circle of Engagement





**GUIDING IDEAS** 

Develop relationships Build trust Show up vulnerable and read to learn Treat people as unique human beings Design authentic processes Seek ways to give up power Work together



# "Big results require big ambitions"

Heraclitus

# TODAY'S SUMMARY!

Sections	Topics
Part One	Session One Review - Definitions, Collaboration Spectrum, Levels of Engagement
Part Two	Various Methods and Opportunities for Community Engagement
Part Three	Goals for Engagement (Agency + Community = "CommonUNITY")
Part Four	Developing a Community Engagement Plan



# April 4, 2023

# SESSION THREE!

### Part One

• Session Two Review

### Part Two

 Information Exchange: Community Engagement Best Practices

### **Part Three**

 Healthy Start CANs Best Practices to Promote Systems Change

### **Part Four**

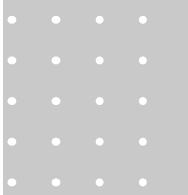
 Plan Development: Clarify Goals, Simplify Process, Modify Plan

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### **References and Resources**





• • •



# Q & Please complete our post- survey



# **Satisfaction Survey**

Your feedback is extremely valuable and will help ensure our offerings meet your support needs!





Community Engagement Learning Academy Hosted by the Healthy Start TA & Support Center at NICHQ Next Community Engagement Learning Academy: Community Engagement "Best Practices" in Action

Wednesday, April 26 3:00pm – 4:30pm ET





# Thank you !

Community Engagement Learning Academy Hosted by the Healthy Start TA & Support Center at NICHQ

