
Community Based Strategies for Meeting National and State — Performance Measures —

Guides and Context

- The guides that list strategies are not extensive
 - They work as examples and help define the different categories of approaching community engagement
 - The documents are a work in progress, subject to change
- Sustainable progress will not be made without building trust within communities
 - Not power over them
- Based upon the “Ladder of Community Engagement”

Ladder of Community Engagement

LADDER OF COMMUNITY PARTICIPATION



SOURCE: <https://www.health.gov.au/health-community-engagement-in-australia>

Power

- While working to dismantle health inequity, power language is important
- Power over
 - Control
- Power to
 - Potential of every person
- Power with
 - Common ground or common strength
- Power within
 - Sense of self-worth/self-knowledge
- Models for community engagement strive to capture “power with” and “power within” for priority populations

Models for Community Engagement

MODELS OF COMMUNITY ENGAGEMENT

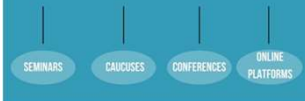
COMMUNITY ORGANIZATION

WORK DIRECTLY WITH EMPLOYEES AND COMMUNITIES



COALITION/CAUCUS

GATHER COMMUNITY MEMBERS AND ENGAGE IN MEANING
FULL DIALOGUE AND/OR LISTEN IN GROUP SETTINGS



RESEARCH

COMMUNITY OUTREACH AND PARTICIPATION FOR GATHERING
LOCAL DATA SPECIFIC TO PRIORITY POPULATIONS



Community Organizational Model

COMMUNITY ORGANIZATIONAL MODEL

TRAINING SESSIONS



THIS CAN ALSO LEAD TO MORE COOPERATIVE ENGAGEMENT BETWEEN THE ORGANIZATION AND THE COMMUNITY.

HOSTING WORKSHOPS



ENCOURAGES THE COMMUNITY YOU SERVE TO BECOME PARTICIPANTS IN THE DECISIONS THAT DICTATE THEIR WELL BEING.

COLLABORATIVE EVENTS WITH POPULATION REPRESENTATIVES



INFORMS BOTH PARTIES OF DIFFERENT IDEAS AND GOALS MAKING IT A MORE COLLABORATIVE PROCESS

Example of Community Organizational Model

Northern Dental Access Center Medical-Legal Partnership

- Partnership between two organizations to provide free consultation and support services
- Attorney or community health worker onsite
 - Assist patients with self-screening document
 - Offer legal or medical advice as solicited by the patient
- For more specific information refer to the longer document detailing this program and others under this model

Caucus Model

CAUCUS MODEL

SEMINARS

BY SELECTING REPRESENTATIVE SPEAKERS OF PRIORITY POPULATIONS AND ORGANIZATIONAL LEADERS, MANY DIFFERENT PERSPECTIVES CAN BE EXPLAINED AND COOPERATION MORE LIKELY TO HAPPEN. REPRESENTATION AND ACCESSIBILITY ARE KEY.



COMMUNITY CAUCUSES

IN ANY PLATFORM AND SETTING, COMMUNITY CAUCUSES GATHER EVERYONE TOGETHER TO INFORM EACH OTHER AND WORK COLLABORATIVELY WITH ORGANIZATIONS AND THE COMMUNITY

CONFERENCES

REPRESENTATION IS KEY IN CONFERENCES TO MAKE IT AS EQUITABLE AND ACCESSIBLE AS POSSIBLE. CONFERENCES CAN BE ORGANIZED IN A WAY THAT IS OPEN TO THE LOCAL COMMUNITIES AND BECOME A VERY VALUABLE METHOD OF WORKING WITH PRIORITY POPULATIONS



ONLINE PLATFORMS

WHEN THE WORLD IS INCREASINGLY MORE MOBILE AND ONLINE, WEBINARS AND OTHER ONLINE PLATFORMS OF GATHERING SPEAKERS AND INCREASING COMMUNICATION MAY PROVE TO BE MORE ACCESSIBLE TO ALL PARTIES INVOLVED.

Example of Caucus Model

Healthy Neighborhoods Project

- This program encourages communities to gather and collectively address their own health issues
 - Form “action teams” of community members to identify solutions and utilize their local organizations to help them achieve their goals
- Works as a self sustaining program that not only educates community members, but also empowers them to work with local organizations
- For more specific information refer to the longer document detailing this program and others under this model

Research Model

RESEARCH MODEL

QUESTIONNAIRES

- GIVE QUESTIONNAIRES ON SERVICES PROVIDED
- RECEIVE FEEDBACK AND REPORT TO AGENCY
- REPORT FINDINGS TO THE COMMUNITY SERVED



SURVEYS

- ENVIRONMENTAL CONDITIONS FOR HEALTH
- BACKGROUND
- COMMUNITY CONTEXT
- PUBLIC PERCEPTIONS OF CONTRACTOR AGENCIES

REPORTS ON DAILY HABITS AND HEALTH BEHAVIORS

- UNDERSTAND THE COMMUNITY YOU ARE SERVING
- FAMILIARIZE AGENCY AND WORKERS WITH HOW PRIORITY POPULATIONS LIVE DAY TO DAY TO ADDRESS HEALTH CONCERNS



Example of Research Model

All of Us

- National program that looks to obtain information from priority populations to better inform public policy makers
- Utilized by community organizations
 - They encourage those they serve to participate and self-identify public health issues and disparities
- For more specific information refer to the longer document detailing this program and others under this model

Input

- Has anyone heard of other models or strategies that we can add to the document?