

PARTICIPANT HANDOUTS

Distance Learning Event:

Strategies for Developing Community Partnerships

Presented by:

Christina M. Holt, MA, Associate Director for Community Tool Box Services

Live Broadcast Date/Time:

Wednesday, June 6, 2018

12:00–1:00pm Mountain Time / 1:00–2:00pm Central Time

Event Overview:

Increasing partnership and membership across sectors and constituent groups is fundamental to advancing collaborative community health work. Working to expand membership to ensure a diverse and engaged group of participants is critical to any community partnership. In this training, we will address four primary issues in increasing community membership and participation: outreach, recruitment, engagement in the effort, and maintaining involvement and sustaining commitment.

Learning Objectives:

At the end of the session, participants will learn:

- Why it is crucial to intentionally involve others in developing partnerships and engage them in ways that keep them involved over time.
- Key principles in outreach and recruitment that can contribute to the clinic's effort.
- How to build relationships and motivate participants to engage in partnership work.
- How to create an atmosphere and conditions that promote diversity, participation and success.
- Steps in assessing whether current partnership involvement is sufficient and/or how to make changes in the participation plan.

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CCHN ARCHIVE

This event will be archived online. The online version will be available within two weeks of the live event. For information about all CCHN archives, please visit <http://cchn.org/webinar-archive/>.

DESCRIPTION OF CCHN

Colorado Community Health Network (CCHN) is a non-profit organization representing the 20 Colorado Community Health Centers (CHCs) that together are the backbone of the primary health care safety-net in Colorado. CCHN is committed

to educating policy makers and stakeholders about the unique needs of CHCs and their partners, providing resources to ensure that CHCs are strong organizations, and supporting CHCs in maintaining the highest quality care. For more information about CCHN, please visit www.cchn.org.

DESCRIPTION OF CHAMPS

Community Health Association of Mountain/Plains States (CHAMPS) is a non-profit organization dedicated to supporting all Region VIII (CO, MT, ND, SD, UT, and WY) federally-funded Community, Migrant, and Homeless Health Centers so they can better serve their patients and communities. Currently, CHAMPS programs and services focus on education and training, collaboration and networking, workforce development, and the collection and dissemination of regional data. For more information about CHAMPS, please visit www.CHAMPSonline.org.

SPEAKER BIOGRAPHY

Christina M. Holt specializes in capacity building for community change and improvement and supporting evaluation of community-based efforts. At the Center for Community Health and Development at the University of Kansas, Christina directs the [Community Tool Box](#), a free global resource which offers 7,000 pages of practical guidance for creating change and improvement. Christina's experience includes facilitating community processes, including community health assessment and community health improvement, providing technical assistance and training on core competencies for community health and development, and supporting data collection and analysis for community research and evaluation. Christina's passion is helping people make a difference on socially important issues.

Strategies for Developing Community Partnerships



June 6, 2018

Presented by Christina Holt, MA



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Interactive Question

How confident are you in your ability to develop partnerships with organizations in your community?

- Not at all confident
- Somewhat confident
- Pretty confident
- Completely confident



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Interactive Question

How many total people are watching this event at your computer (yourself included)?



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Today's Learning Objectives

- Why it is crucial to intentionally involve others in the work, and engage them in ways that keep them involved over time.
- Key principles in outreach and recruitment that can contribute to the group's effort.
- How to build relationships and motivate participants to engage in the work.
- How to create an atmosphere and conditions that promote diversity, participation and success.
- Steps in assessing whether current involvement is sufficient and/or how to make changes in the participation plan.



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COMMUNITY TOOL BOX



**TOOLS
TO CHANGE OUR
WORLD**

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KU Center for Community Health and Development

Supporting community health and development through...

- participatory **research and evaluation**
- **teaching and training**
- technical support and **capacity building**



“The strength of the ‘union’ in a coalition is the strength of its diversity, and the extent to which it can find common ground in the context of diversity. Make no mistake—this is not easy work.”



Shoshanna Sofaer,
Working Together,
Moving Ahead



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Interactive Question

In your experience, what makes it possible to join diverse individuals and organizations in common efforts? (select all that apply)

- A common goal or interest
- Allows for both entities to be more dynamic and adaptive
- Generates a larger impact
- Is a democratic approach to addressing issues
- All of the above



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Working Together for Community Change

Nature of community work:

- Larger than any one person or organization
- Dynamic and adaptive
- Problems and goals are inter-related
- Self-determination and democratic principles apply
- Involves working together on things that matter



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Partnership: “A mutually beneficial and well-defined relationship between two or more organizations to achieve common goals.”



- Amherst Wilder Foundation



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Creating a Coalition or Collaborative Partnership

Collaboration: "...sharing risks, resources,
responsibilities and rewards."

-Arthur Himmelman



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Interactive Question

What kinds of collaboratives are you a
part of now?

- Use the chat box to share your answer



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Why increase involvement?

- Those who could benefit the most or are affected are not participating
- The group's membership does not include representation from key sectors (e.g., business, health organizations) and those individuals who can provide crucial insight
- The organization lacks needed knowledge or experience in certain areas
- Insufficient visibility/ support in the community
- There are not enough participants to carry out the work
- The organization's new goals require additional kinds of support



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Interactive Question

Why does your organization want to increase partnerships for your clinic? (select all that apply)

- Because we are supposed to
- To improve services to patients
- To improve benefits for staff
- To be more connected to and supportive of the surrounding community



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Why involve those affected/ those you wish to reach?

- Their lived experience gives them expertise
- They know the history of past efforts
- They can give input on what will work
- They can help design relevant solutions



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Interactive Question

- How do you engage patients and community members around the services your clinic offers?



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Interactive Question

What additional community relationships need to be engaged in order to improve services to patients/staff?

- Local grocery store/food provider
- Gym or recreation center
- Child care services
- Educational institutions
- Housing
- Legal services
- Public transportation providers
- Other



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Identify Who Needs to Be Involved to Accomplish Your Objectives

- Review potential participants and partners
- Ask yourselves probing questions to generate ideas
- Plan to recruit from diverse backgrounds and viewpoints
- Plan to recruit from varied sectors of the community to broaden your base of support



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Building Relationships

Building relationships is important because:

- Community building occurs one-on-one
- We need relationships in order to win allies
- Relationships give meaning and richness to our work and to our lives



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Things to Keep in Mind About Relationship Building

- Relationships take time and require risks
- Establish relationships before you need them
- Often, a crisis can bring people together
- Build relationships with anyone you believe has an interest and can help



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Guidelines

- Communicate
- Be inclusive and participatory
- Network
- Set concrete, reachable goals
- Be creative about meetings
- Be realistic about what you can do
- Acknowledge diversity among your members, their ideas and their beliefs
- Praise and reward outstanding contributions
- Celebrate your success



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6 R's for Maintaining Community Efforts



- Recognition
- Respect
- Roles
- Relationships
- Rewards
- Results



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Interactive Question

How might your clinic use the 6 Rs to keep partners engaged in your mission?

- Utilize the chat box to answer this question



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Maintaining Involvement and Sustaining Commitment of Members

Key steps to consider when supporting engagement on a regular basis:

- Ask people or organizations why they are or would want to be involved
- Incorporate the crucial “6R” qualities into the group’s meetings and activities to promote continued engagement (Recognition, Respect, Role, Relationships, Rewards, Results)
- Make concrete plans of how you will encourage community ownership and cultivate the credibility of the organization or effort in the community



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Reduce Barriers to Participation

Address personal or historical barriers, including:

- Preconceptions and attitudes within your organization
- Inadequate communication with the community
- Limited experience
- History of being ignored
- Resistant leaders
- Sense of powerlessness



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Reduce Possible Logistical or Physical Barriers to Participation

Including:

- Lack of time and appropriateness of time
- Lack of transportation
- Lack of child care
- Overcommitted leaders or group members
- Too many involved
- Poor organization of existing action groups
- History of unproductive meetings



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Action plan for building and sustaining participation

Create an action plan that addresses those conditions likely to affect involvement and long term participation



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Questions



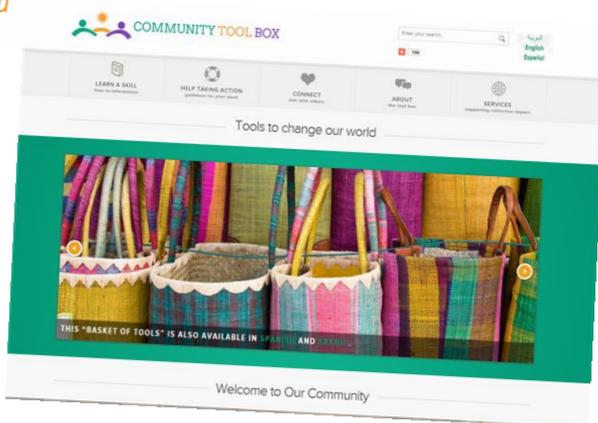
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Visit the Community Tool Box



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www.CHAMPSonline.org/Events/

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