Engaging Local Public Health System Partners

Objectives

• To identify any LPHS sectors/partners that participants have not already engaged in the project who they will invite to participate in the process, including non-traditional partners
• To describe assessment initiatives of other LPHS sectors/partners and how they can be integrated into one collaborative process
• To name at least two potential barriers to aligning assessment initiatives among other entities in the LPHS
Identifying Local Public Health System Partners

Or...Plan your party

- Who will make the best guests?
- What should they bring?
- Whom do you have to invite?
- What’s happening during the party?
- What do you want everyone to say after the party?
Plan partnerships that

- Build commitment
- Engage participants
- Use participants’ time well
- Result in a plan that can be implemented successfully

Resources

- PARTNER Tool: http://www.partnertool.net/
- MAPP Website: http://www.naccho.org/mapp under “Organizing”
- Community Health Centers: http://www.nachc.com/
- Association for Community Health Improvement: http://www.communityhlth.org/
Contact

Mary Kate Allee
Senior Program Analyst
mallee@naccho.org
(202) 507-4190

Community Health Assessments (CHA) and Community Health Improvement Planning (CHIP) for Accreditation Preparation

Engaging Local Public Health System Partners in the Community Health Improvement Process

Allen Lomax

July 19, 2011
Some Challenges to Engaging LPHS Partners

• Competing Priorities
• Different Areas of Focus
• Duplication of Efforts
• Timing and Scheduling
• Bureaucratic Processes
• Gaining Buy-in
• Articulating the Importance of Participation to Non-traditional Health Partners
• Maintaining Enthusiasm among Partners
• Limited Resources and Staff
• Tailoring Assessments to Meet Diverse Needs

Community Building

“Community Building begins with convincing people who don’t need to work together that they should. This depends on:
• Inspiring them with a vision of change that is beyond any of their powers to bring about individually
• Convincing them that the other collaborators are vital to the effort and equal to the challenge
• Preventing any one party from benefiting so much that the others feel their contributions are being exploited”

Eight Collaboration Practices

(1) Defining and Articulating a Common Outcome
(2) Establishing Mutually Reinforcing or Joint Strategies to Achieve the Outcome
(3) Identifying and Addressing Needs by Leveraging Resources
(4) Agreeing upon Agency Roles and Responsibilities
(5) Establishing Compatible Policies, Procedures, and Other Means to Operate Across Agency Boundaries
(6) Developing Mechanisms to Monitor, Evaluate, and Report the Results of Collaborative Efforts
(7) Reinforcing Agency Accountability Collaborative Efforts through Agency Plans and Reports
(8) Reinforcing Individual Accountability for Collaborative Efforts through Agency Performance Management Systems

(Source: Results-Oriented Government: Practices that Can Enhance and Sustain Collaboration Among Federal Agencies, GAO-06-15, October 21, 2005)

Other Collaboration Practices

• Establish a clear purpose for the effort (elevator speech)
• Establish clear written expectations for the overall effort and for partners
• Establish clear written expectations for partners
• Establish clear purpose and timelines for work groups
Effective Meetings Are Essential To Collaboration

• Set clear objectives/goals of each meeting
• Set ground rules for meetings
• Establish and adhere to starting and ending times for meetings
• Ask members for agenda items
• Focus on consensus
• Communicate and listen
• Give everyone a chance to speak
• Share the results of meetings with members
• Document agreed actions and deadlines

Strategies for Engaging Elected Officials in the Process

• State a clear purpose of the effort
• Clearly state what you want from them
• Invite elected officials to meetings and key events
• Ask the Mayor, County Executive to serve as honorary chair
• Send very short (one-page) updates to elected officials on the effort's progress
• Look for opportunities to speak about the effort at Council meetings and public hearings
• Look for connections to government actions (i.e., strategic plan, budget process, work sessions)
• Be visible at government-related events not directly related to the effort or your specific specialty area
• Get media attention for the effort