



Opportunities for Community Engagement in Health Care Systems Health Care Homes

Amy Lopez (she/her) & Joanne Madrid (she/her)

November 7, 2024

PROTECTING, MAINTAINING AND IMPROVING THE HEALTH OF ALL MINNESOTANS

Increase the understanding of:

- The concept of community engagement and how it may be practiced within health care settings,
- Why community engagement is an important practice to advance health equity, and
- Opportunities for enhancing community engagement in Health Care Homes certification practices.



Location



Race and ethnicity



Gender



Age



Disability status

What does “community” mean to you?



Religion



Occupation



Sexual orientation



Shared interest



And much more!



What does community engagement mean to you?



Why should community engagement occur in health care?

General benefits of community engagement



- Build trust
- Better understand the needs of the communities served
- Drives best care for your communities
- May reduce barriers to health inequities and address the Social Determinants of Health
- Connects community to existing resources
- Accountable to community for the care and services provided



How do you engage with community through your work in health care?

HCH's Community engagement standards

- Implement strategies to encourage patient engagement: health literacy, patient management of chronic disease, reduce risk factors, address overall health & wellness (F, L2, L3)
- Provide patients with the opportunity to fully engage in care planning and shared decision making. Solicit and document patient feedback (F, L1, L2)
- Work with CBOs and public health resources to provide appropriate patient resources (F, L1, L2)
- Engage patients in provider transitions and life stage planning (F, L1, L2)
- Recruit, promote, and support diverse patient representation in HCH quality improvement measures (L2, L3)

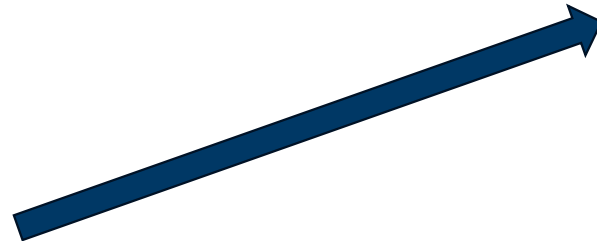
HCH's community engagement standards - Internal

- Permit and encourage team members to work at a level that fully uses their licensure, training, and skills (F, L1, L2)
- Establish procedures to for the team to share QI work within the clinic and elicit feedback from all staff (F, L1, L2)
- Establish procedures to for the team to share Health Equity work within the clinic and elicit feedback from all staff (L2, L3)

Equitable community engagement

Engaged communities

are characterized by sustained open dialogue between residents and public health authorities, with trust, mutual respect, and understanding at the center of the relationship.



Empowered communities

are communities whose residents have the capacity for shared decision-making and the **POWER** of self-determination.

Benefits of community engagement in health care

Because it works!

Engaged and Empowered communities are healthier

- People have the right to be involved in decisions that affect their lives and that have a positive impact on their own health
- Fundamental in building trust
- When health/health care policies and programs aren't driven by community, efforts remain disconnected from the people they intend to serve
 - This disconnect limits the influence and effectiveness of interventions, policies, and programs



[Assessing Meaningful Community Engagement: A Conceptual Model to Advance Health Equity through Transformed Systems for Health - National Academy of Medicine](#)

Barriers & enablers to community engagement

- Many entities rely on superficial engagement where the community is denied access to the decision-making process
 - Interactions tend toward tokenism and marginalization (checking a box)
 - Community is simply informed of plans or consulted to provide limited perspectives on select activities
- Power Shifting requires an entirely different approach

System Barriers

- Medicalized understanding of health
- Attachment to 'expert role'
- Paternalism
- Healthcare system values

Client Barriers

- Ability to engage
- Willingness to engage
- Dominant Voices
- Beliefs & Values

Health care community engagement summary

Community-Engaged Health Care

- Levy power to advocate for one's health and to design one's own solutions for health concerns with health providers
- Culture shifting
- Define what should be measured in meaningful community engagement, not what is currently measured
- **Co-create** programming and care - reflecting patients' needs and beliefs
- Care coordination
- Clear roles

[Community-engaged healthcare model for currently under-served individuals involved in the healthcare system](#)

Resources

- [International Association for Public Participation \(https://www.iap2.org/page/pillars\)](https://www.iap2.org/page/pillars)
- [MDH Center for Public Health Practice Public and QI Toolbox \(https://www.health.state.mn.us/communities/practice/resources/phqitoolbox/index.html\)](https://www.health.state.mn.us/communities/practice/resources/phqitoolbox/index.html)
 - [Principles of Authentic Community Engagement \(state.mn.us\)](https://www.health.state.mn.us/communities/practice/resources/phqitoolbox/ksa.html)
- [MDH Community Engagement Knowledge, Skills, and Abilities \(KSA\) Assessment \(https://www.health.state.mn.us/communities/practice/resources/phqitoolbox/ksa.html\)](https://www.health.state.mn.us/communities/practice/resources/phqitoolbox/ksa.html)
- [Community Engagement: A Health Promotion Guide for Universal Health Coverage in the Hands of the People \(https://www.who.int/publications/i/item/9789240010529\)](https://www.who.int/publications/i/item/9789240010529)
- [Nexus Community Partners \(https://www.nexuscp.org/resources/\)](https://www.nexuscp.org/resources/)
- [Building the Field of Community Engagement's Distinguish Your Work: Outreach or Community Engagement? An Assessment Tool \(https://nexuscp.org/wp-content/uploads/2015/02/BTF-DistinguishYourWork.pdf\)](https://nexuscp.org/wp-content/uploads/2015/02/BTF-DistinguishYourWork.pdf)

Additional resources

- [Assessing Meaningful Community Engagement: A Conceptual Model to Advance Health Equity through Transformed Systems for Health - National Academy of Medicine](#)
- [Community-engaged healthcare model for currently](#)
- [Changelabsolutions.org supporting-equitable-community-engagement](#)

Thanks!

Amy.Lopez@state.mn.us

Joanne.Madrid@state.mn.us

Health.Healthcarehomes@state.mn.us