Improving Community Engagement
Comanche County Health Department (Oklahoma)
FTES: 58/Population Served: 112,000

1. Getting Started
Following a brainstorming session, the team met and determined that a Prioritization Matrix would help narrow the identified "problem" areas that were inhibiting development of a Community Health Improvement Plan (CHIP). The following areas were identified: improvement in available data, improving community engagement, and community assessment.

2. Assemble the Team
1. Keith Reed, Administrator, Comanche CHD
2. Johnetta Miller, Admin. Asst., CCHD
3. Brandie O’Connor, Turning Pt Reg Mgr, OSDH
4. Janette New, Health Educator, CCHD
5. Kyle Rogers, Health Educator, CCHD

3. Examine the Current Approach
The Team began with a root-cause analysis to determine factors that affected meeting participation seen on the fishbone diagram below.

4. Identify Potential Solutions
CCHD believed that community engagement could be improved by implementing the following steps into engagement efforts.
- Ensure clear and concise meeting agendas are prepared, with relevant objectives.
- Add an RSVP requirement to all meeting invitations, allowing an assessment of the level of engagement and identification of missing partners/sectors.
- Make a concerted effort to engage missing, key partners /sectors through personal contact via a phone call or face to face visit.

5. Develop an Improvement Theory
If LHD demonstrates respect for partner time by:
- providing draft agendas in advance, offering clear and concise goals with beginning and ending meeting minutes, requesting RSVPs for meeting participation, and offering feedback via meeting minutes, then the number of community sectors represented and the score on the Meeting Effectiveness Survey will be increased.

Original Aim: By December 2010, the Comanche County Health Department will improve community engagement as evidenced by: 60% of invited partners will attend meetings; an average score of 4 on the Meeting Effectiveness Survey.

6. Test the Theory
- Launch a series of meetings
- Administer meeting effectiveness survey, at each meeting.
- Distribute agenda prior to meeting.
- Identify representation from each sector.

7. Check the Results
The results of the Meeting Effectiveness Survey went from an average of 3.4 to 4.6 as seen on the radar chart below.

8. Standardize the Improvement or Develop New Theory
Revised Aim Statement: By December 2010, the Comanche County Health Department will improve community engagement as evidenced by: 60% of invited sectors will attend meetings; an average score of 4 on the Meeting Effectiveness Survey.

9. Establish Future Plans
- Expand Coalition participants to include all sectors.
- Expand approach to all community engagements.