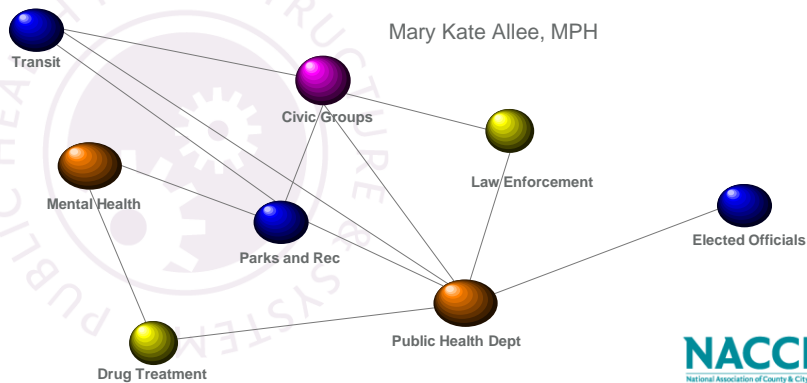


## Engaging Local Public Health System Partners

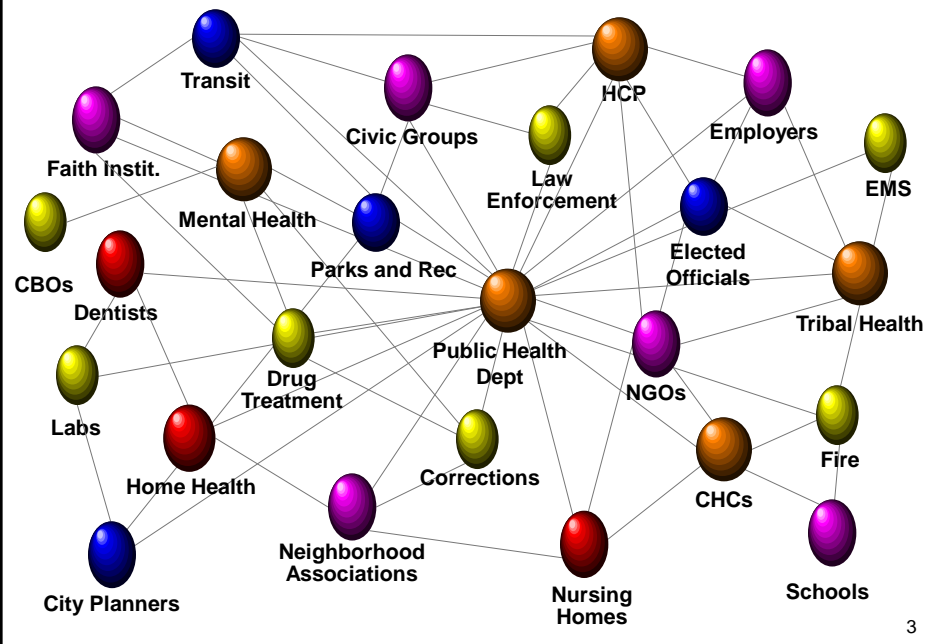


### Objectives

- 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



## Local Public Health System



## 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?



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## Plan partnerships that



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



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## 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/>



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## Contact

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## 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

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## 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”

(Source: Bringing Minds Together, by John Abele, Harvard Business Review, July-August 2011, pgs. 86-93)



## 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

