

# 2008 James L. Reinertsen Lecture

Bridging the Gap between Consumers  
and Health Care Providers: Old and  
New Tools for 21<sup>st</sup> Century Minnesota

# The Center for Cross-Cultural Health

The Center advocates a broad, multi-stakeholder strategy understanding the best outcomes are achieved when all stakeholders act together to identify the problem and generate the solutions.

**Goal:** Partner with, build and support community-based organizations and efforts that promote collective action to produce health equity.

**Goal:** Partner with health care organizations to expand the capacity to provide culturally appropriate services, increase relationships with ethnic communities, and collaborate to increase quality and improve health outcomes.

# Key Questions Posed by the Lecture

- Why are the old ways of engaging patients and delivering care not enough?
- What does our culturally diverse patient population need?
- How do we establish healthy partnerships between patients, consumers and providers?

Organized People

+

Organized Money

=

POWER

# Definitions

- **Community:** People who are connected around a common interest or characteristic.
- **Engage:** To begin and carry on an activity; to take part or participate; to come together to interlock.
- **Community Engagement:** An exchange of information, ideas, and resources between and with community members and mainstream organizations or institutions that serves a distinct purpose greater than any one individual.

Webster's Dictionary

# Why is community engagement important?

- The challenges facing health care are more than any one group can fix alone.
- According to *Reducing Health Disparities Through a Focus on Communities*, a report by Policy Link, only 10% of total mortality is linked to lack of access; up to 90% is explained to conditions related to community .

# Community Engagement is not:

- A “one size fits all” activity.
- A magic bullet.
- A black hole.
- About giving up power or control.

# Community Engagement is:

- A strategic tool to build relationships.
- A method to create ownership of a problem which leads to more sustainable results.
- A mechanism to ensure the outcomes and processes used to solve problems are culturally sensitive.
- A process to create collective change and support for individual change.

# A Continuum of Engagement

NON-AGRO-FOOD-INDUSTRIAL



EDUCATION



INPUT



ADVISORY



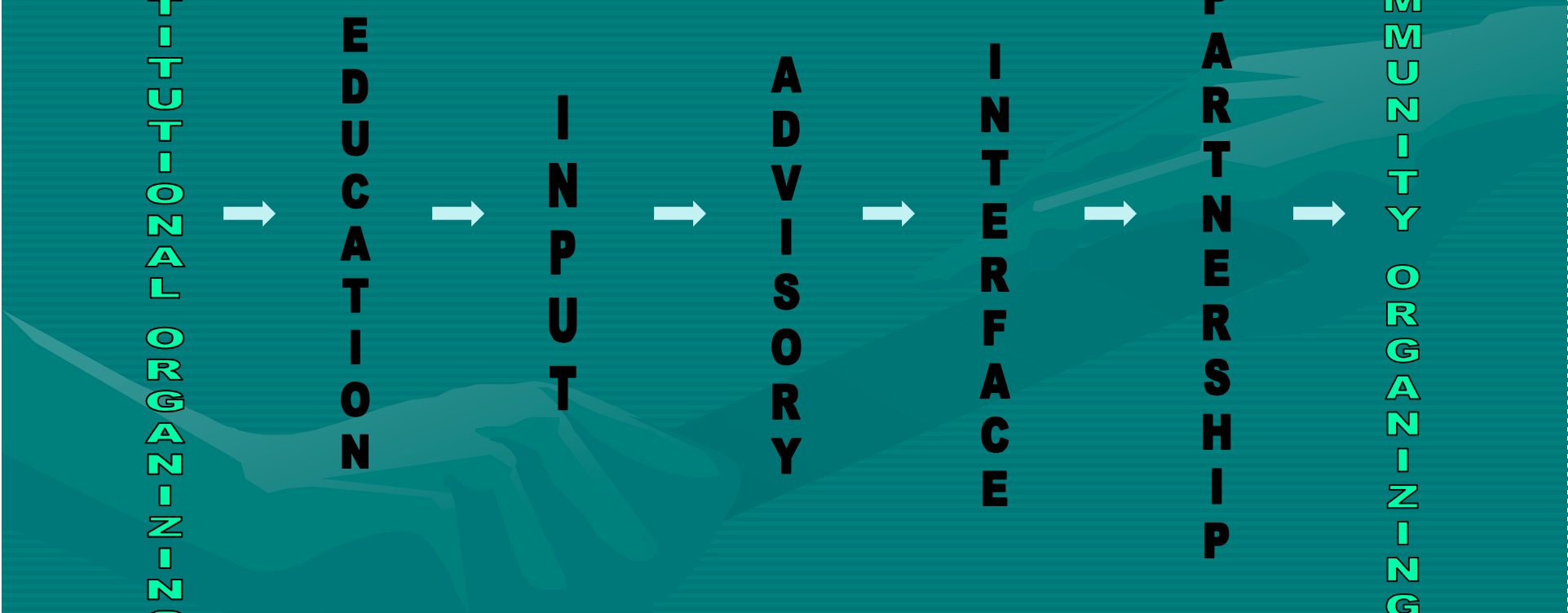
INTERFACE



PARTNERSHIP



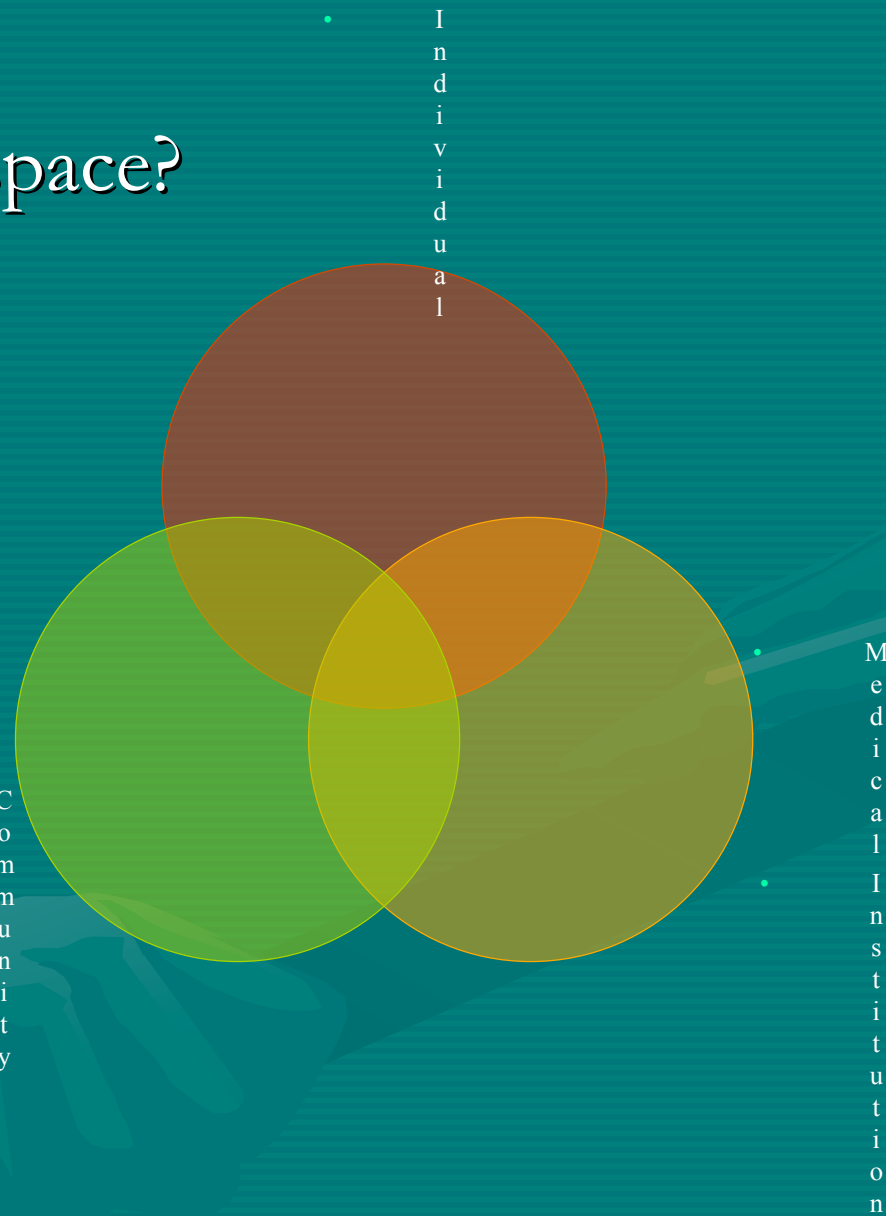
COMMUNITY ORGANIZING



# Framing Questions

1. Who names the problem or issue?
2. Who decides on, plans, implements and evaluates the steps to address the problem?
3. Who measures and owns the outcomes?
4. Who contributes the resources?
5. Where are the outcomes focused – on the individual, community or root causes?

# Where is the common space?



# A Continuum of Engagement

NON-ORGANIZATIONAL INSTITUTIONS



EDUCATION



INPUT



ADVISORY



INTERFACE



PARTNERSHIP



COMMUNITY ORGANIZING



# Community Engagement

- An exchange of information, ideas, and resources between and with community members and mainstream organizations or institutions that serves a distinct purpose greater than any one individual.

# The Bookends

- INSTITUTIONAL ORGANIZING

The institution takes on the responsibility of defining, acting on and evaluating the problem and its solutions. Individuals and communities are recipients of the work of the institution.

- COMMUNITY ORGANIZING

The community that has the problem leads the solution to the problem. Leaders are developed, a collective voice is formed. Power is built. The community addresses the root causes of the problem.

# 5 Approaches to Community Engagement

1. Education
2. Input
3. Advisory
4. Interface
5. Partnership

# Education

- The institution identifies the problem, plans the solution and educates the community affected by the problem.
- The outcomes are focused on both the individual and the community but are owned by the institution.
- The institution puts in the resources of time, money and staffing to develop the product.
- The role of the consumer is as a recipient.

# Input

- The institution identifies the problem, plans the solution and invites participation by the people affected by the problem as a step to address the problem.
- The outcomes are focused on the individual but are owned by the institution.
- The institution puts in the resources of time, money and staff to develop the product.

# Advisory

- The institution identifies the problem, plans the solution and invites participation by some of the people affected by the problem.
- The outcomes continue to focus on the individual and are owned by the institution.
- The institution allocates its resources of time, money and staff to develop the product needed.
- Relationships are valued.

# Interface

- Community members play an intentional , long term role.
- The community member is part of a work group that identifies the problem, develops the solutions and measures the outcomes.
- Resources are generated by the institution.
- The focus is on the individual.

# Partnership

- The community and the institution work together to define and solve the problem.
- Each contributes time, money and talent.
- The community builds new capacity and skills.
- The outcomes benefit both partners and share ownership of the outcomes.
- The focus of the outcomes is on the community.

# 5 Approaches

	EDUCATION	INPUT	ADVISORY	INTERFACE	PARTNERSHIP
OWNS PROBLEM	Institution	Institution	Institution	Institution	Institution Community
TAKES ACTION	Institution	Institution	Institution Community	Institution	Institution Community
OWNS OUTCOMES	Institution	Institution	Institution Community	Institution	Institution Community
CONTRIBUTES RESOURCES	Institution	Institution	Institution Community	Institution	Institution Community
OUTCOMES FOCUSED ON	Community Individuals	Individuals	Individuals	Individuals	Community

# Questions to aid Operationalization

- How do you define community engagement?
- Does community engagement appear in the mission, vision, goals, values or strategic plan of your organization? If no, why not?
- What approach or approaches to community engagement do you use? Where would you like to be?
- What resources have you allocated to community engagement?
- Do you weigh the costs and benefits of each of the different tactics or activities?

# What Can You Do?

- Share this information with someone else.
- Ask your organization to describe what community engagement means to them and what they hope to get out of it.
- Challenge me ... later...

# What Can You Do - 2

- Look at your practices, programs, outcomes, and your consumers. Ask the question – where does community engagement fit?
- Examine your relationships. Where are they? How deep or broad are they? What's stopping you from going deeper or broader? What relationships would you like to be in or important to be in?
- Learn about the impact of cultural and socioeconomic factors on health disparities.

# What Can You Do - 3

- Start learning about communities of color – those that are immigrant and refugee – and those that are not.
- Explore partnerships with community-based organizations.
- Begin doing things differently. Get creative, generate ideas, build possibility.
- Identify local community-based organizations. Offer your skills. Join their board. Expand your network.

# Contact the Center For Cross-Cultural Health

- Call me:
  - Debra Rodgers Executive Director
- Call our staff:
  - Dr. Sandra Eliason Director Medical Programs
  - Niccu Tafarrodi, PhD. Director IHEA Program

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- Email us at [ccch@crosshealth.com](mailto:ccch@crosshealth.com)

**Thank You!!**

