



Genuine Community Engagement: Recognizing and Maximizing the Impact of Consumer and Community Member Experience to Advance Health Equity

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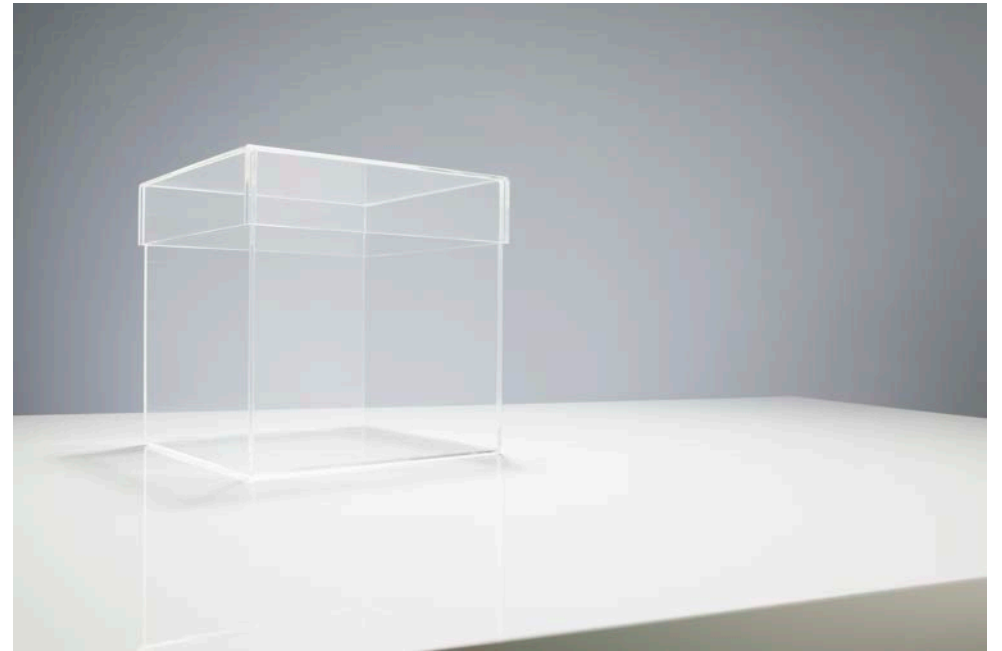
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Learning Objectives

- Participants will identify barriers to genuine consumer/community engagement
- Participants will identify a variety of models for consumer/community engagement
- Participants will consider ways that consumer/community engagement can be meaningfully included within their own work

Why is everyone talking about community/consumer engagement?

- The Evolution of the Movement
- Nothing for Us Without Us
- Requirements from government entities and funders
- Evidence Based Outcomes



Language Barriers

Barriers to having the conversation

Willing to risk misunderstanding

Barriers to Community/Consumer Engagement



Tokenism



No plan for implementation - missing structure



Fear of Inappropriate or Offensive Behavior

Barriers to Community/Consumer Engagement



Distracting Client from Goals or Treatment



Conflict over Agenda, Purpose, Mission



Staff Support Loses Focus
Conflict of Interest for Staff

Barriers to Community/Consumer Engagement



Sustainability



Inability to communicate boundaries



Challenging Cultural Norms

Breakout Session One

What barriers to consumer engagement has your organization faced?

Why is this hard to talk about?

How do we determine the best method for consumer engagement?

The importance of sustainability
Do not start what you cannot finish

Levels of Engagement



INFORM

Providing communities with balanced information to assist in understanding public health or city issues, opportunities, alternatives, and potential solutions.



CONSULT

Informing communities of public health or city issues or decisions that need to be made, obtain their feedback, and report back on how their input helped shape decisions.



COLLABORATE

Establishing shared decision-making roles with community and committing to work together to identify public health or city issues, joint projects, and solutions.



TRANSFER DECISION-MAKING

Guiding and providing sufficient resources to communities, so they can lead the development and implementation of public health or city strategies, projects, and public policies.



COMMUNITY DRIVEN & LED

When invited to partner, BPHC will support community-identified public health or city issues, plans, strategies, and public policies based on availability of BPHC resources and capacity.

Patient/Consumer Engagement Options

Client or Consumer Advisory Board

Surveys

Client or Consumer Workgroup

Client or Consumer Panel

Consumer Consultant(s) or SMEs

Board members with lived experience

Staff with lived experience

Peer Support

Community Collaborations

Developed by Existing Collaborative Groups
Developed by Groups Representing Consumers
Developed by Government Entities
Developed by Consumers

Breakout Session Two

What models/levels of consumer engagement have you tried?

What has worked?

What has not?

What models seem best suited to your agency?

Where do we begin?

- Evaluate current consumer engagement efforts – how is this already happening?
- Inspire funders, board, administrators, staff
- Count the cost (compensation, investment of time and resources, implementation plan)
- Identify leaders with the community



Equitable Community Engagement Toolkit

Resources

National Health Care for the Homeless Council: <https://nhchc.org/consumers/>

Camden Coalition:

Kane, E., Hodges, D., Richard, O., Birdick, S., & Shaw, S. *Exploring Consumer Engagement Experiences*. (2021, April). Retrieved April 28, 2021, from <https://www.nationalcomplex.care/wp-content/uploads/2021/04/National-consumer-scholars-brief-4.20.21-.pdf>

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