

Community Engagement in Chronic Disease Prevention

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NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS

Promoting Health. Preventing Disease.



Objectives

1. Describe Community Engagement (CE)
 1. Why it is Important
 2. Is It Effective In Public Health?
2. Describe Models and Strategies for Engaging the Community
3. Provide Examples for Successful Community Engagement



What is 'Community Engagement'?





Community Engagement Definitions

International Association for Public Participation (IAP2) ‘Public participation’ means to involve those who are affected by a decision in the decision-making process

World Health Organization (WHO) says
“Community engagement involves those affected in *understanding* the risks they face and involves them in *response actions* that are acceptable.”



Center for Disease Control and Prevention

PRINCIPLES OF
COMMUNITY **ENGAGEMENT**
SECOND EDITION



“The process of working collaboratively with and through groups of people affiliated by geographic proximity, special interest or similar situations to address issues affecting the well-being of those people”



“Community engagement
is the process by which
organizations and groups
collaborate with members
of the community to
influence positive health
outcomes.” – *U of SC,
School of Public Health*

Process and an Outcome

- Engaging a population in decision making
- Developing relationships with a population you are trying to serve
- Capacity building within that population on the issue

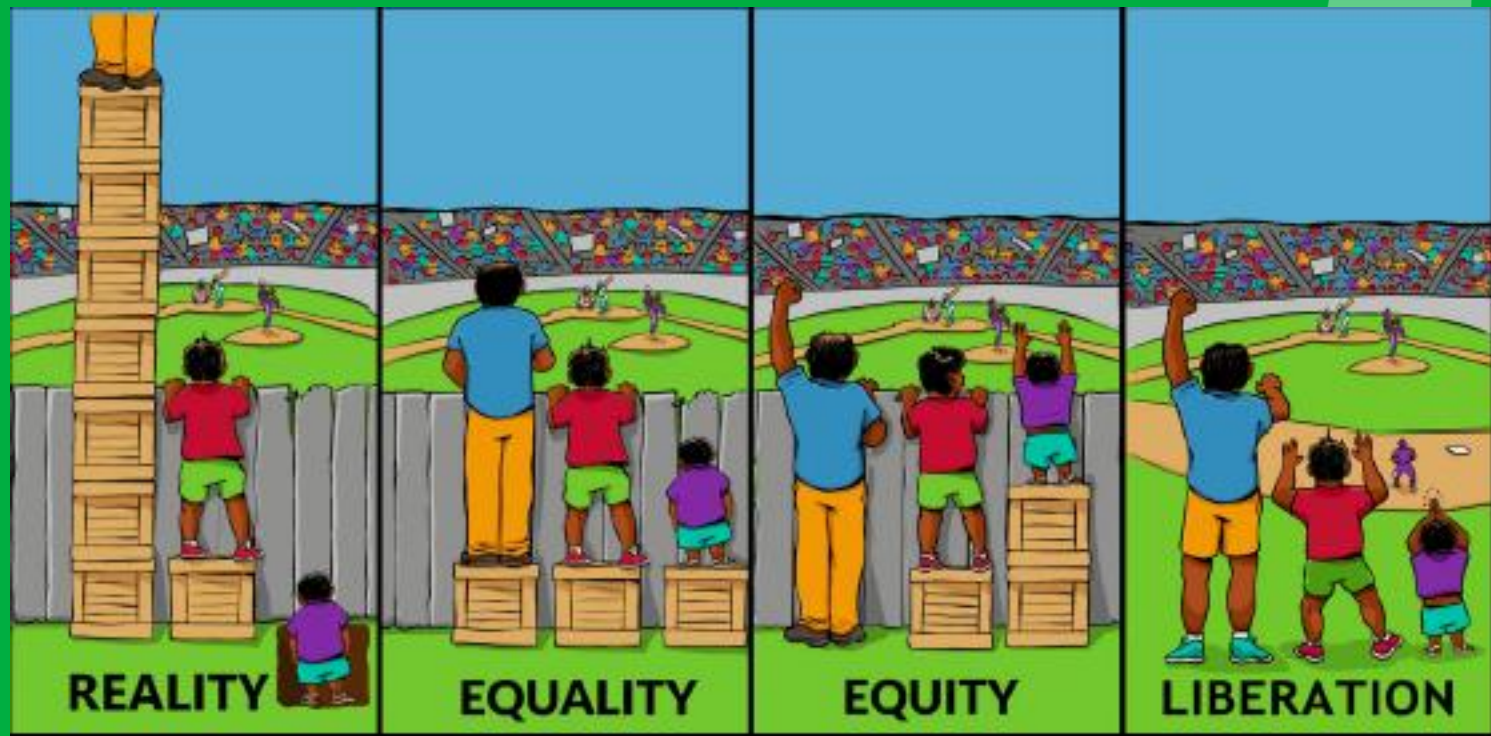




CDC: Community Engagement (CE) Principles

- CE can take many form and partners can include:
 - Organized groups
 - Agencies
 - Institutions
 - Individuals
- CE Collaborators may be involved in:
 - Health promotion
 - Research
 - Policy Making

Why is it important?





“Engaging members of
disadvantaged
communities in public
health initiatives has
been suggested as a
way to reduce health
inequities”

O'Mara-Eves et al BMC Public Health (2015)
15:129

Surgeon General Jerome Adams, MD, MPH



Better Health through Better Partnerships

*“importance of engaging
non-traditional partners...”*

*“Local conversations and
finding common ground is
key...who else is not at
the table”*

*“Health equity includes
veterans, those with
disabilities and people in
rural areas”*

Why is Community Engagement Important? WHO response

- Everyone has a right to know
- Culturally appropriate information
- Action taken by individuals, families and communities affected are key
- Communities must be at the heart
- It is critical to know and understand communities
- Multiple strategies and tactics should be used to engage communities



Is Community Engagement Effective?





The effectiveness of community engagement in public health interventions for disadvantaged groups: a meta-analysis

Solid evidence that community engagement interventions have a positive impact on a range of health outcomes across various conditions

Insufficient evidence to determine whether one particular model of community engagement is more effective than any other



Exploring the role of community engagement in improving the health of disadvantaged populations: a systematic review

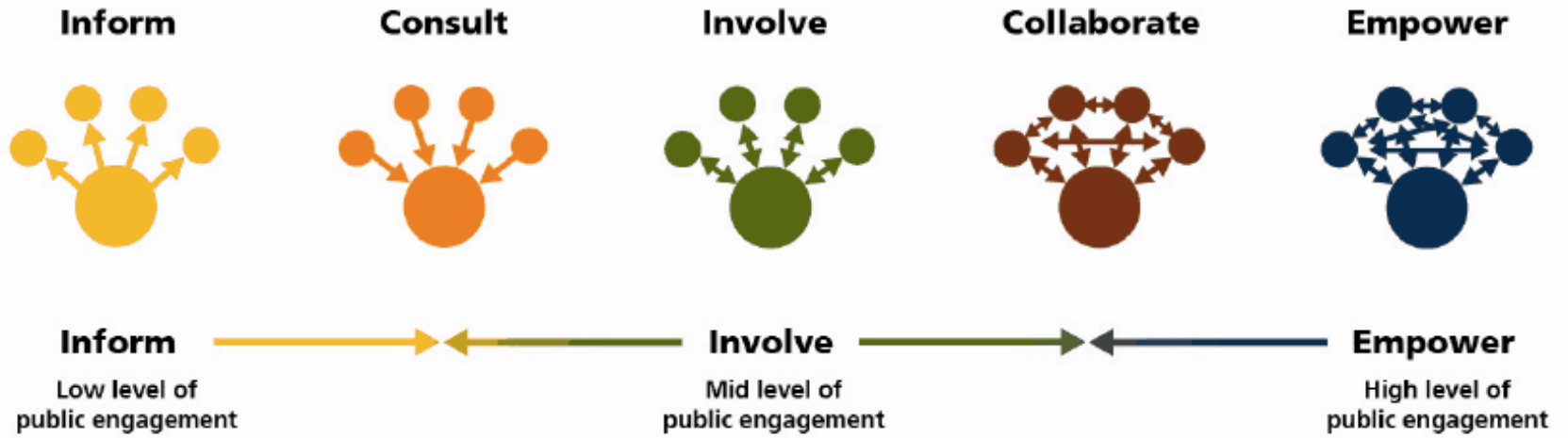
CE models can lead to improved health and health behaviors among disadvantaged populations if designed properly and implemented through effective community consultation and participation.

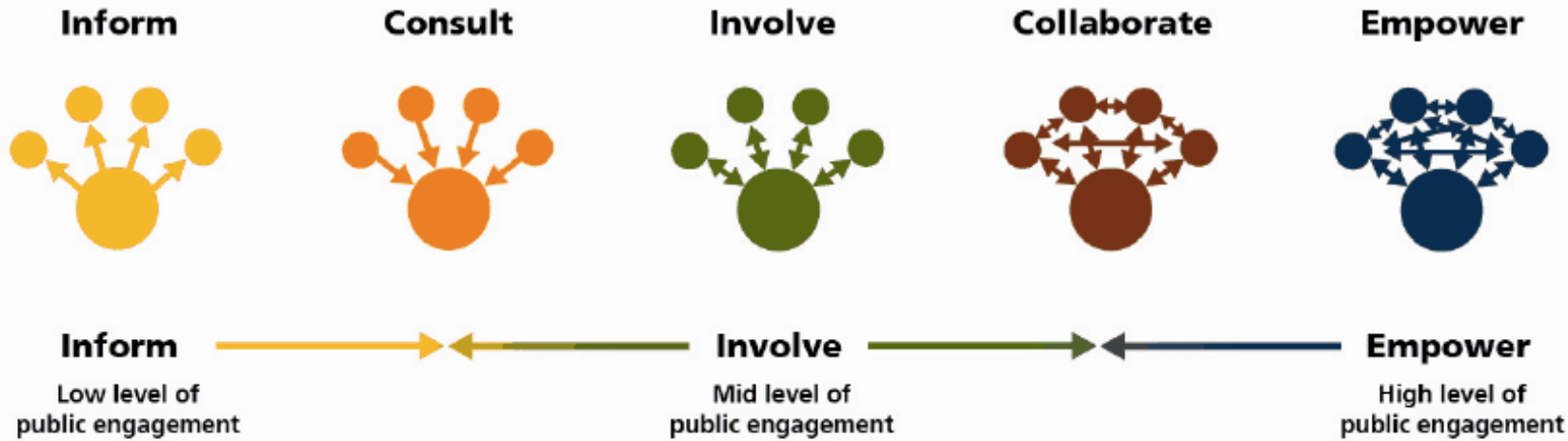
Quick question:

How many of you in your current position or in any previous positions implemented a community engagement approach?

Using the definition, I shared earlier...

Have you on behalf of an organization or group ever 'collaborated with members of the community to influence positive health outcomes'? YES or NO?





Inform	Consult	Involve	Collaborate	Empower
Provides community with information	Gets information or feedback from the community	Involves more participation with community	Forms partnerships with community on project	Strong partnership is formed (and nurtured)
Established communications channels	Develops connections	Visibility of partnership, increased cooperation	Partnership building (nurtured) and trust built	Strong bi-directional communication and trust



Case Study: Childhood Obesity Prevention and Treatment project at National Institute for Children's Health Quality

- Interviewed 28 families across the country over the summer about their participation in Medicaid obesity programs
- Families were asked to explain what matters most to them about their health
- Families said learning how to make healthier meals, and program accessibility or program hours was critical.



4 Key Considerations for Community Engagement in Public Health

1. Embrace community members as equal experts
2. Make sure it's meaningful
3. Be clear about the commitment
4. Remember that one voice represents one person

Kelley Devlin, MPH, RD, is a senior project manager at NICHQ

<https://www.nichq.org/insight/4-key-considerations-family-and-community-engagement-public-health>



Thinking through the following questions and issues will help in the planning and design of community engagement.

- What level of participation is it hoped will be achieved?
- How to identify the stakeholders?
- Communications.
- Stage of the engagement process.
- Resources.
- Are there any limitations?
- Timely feedback and next steps.
- Tools to help choose a method.
- Methods.



What is the purpose and scope of the community engagement process?

- Identify or prioritize what the needs and priorities for Community Planning should be?
- Develop a consensus on a proposal or plan?
- Inform the decision-making or service delivery of a community, council or department?
- Develop new or collaborative ways of implementing elements of the Community Plan?



Tools for creating community engagement

- Discussion groups
- Individual interviews
- Household and facility observations
- Community walk/observation
- Storytelling
- Causes and effects
- Visioning for action

Ex. Good and Healthy SD Tribes

- Took the Smoke-Free Air Act forward several times to the Tribal Health Committee before it was passed
- Tribal Leaders asked for more community education
- Coalition members asked community members to submit letters of support to the CRST Tribal Secretary
- Letters were necessary to prove the need for the ordinance

Group question:

- Have you on behalf of an organization or group ever ‘collaborated with members of the community to influence positive health outcomes’?
- If YES, can you identify if you
 - Informed, Consulted, Involved, Collaborated or Empowered the community you were working with?
 - What strategies did you use? Discussion groups? Individual feedback/survey? Community observation?



References:

- <https://gradonline.sc.edu/.../why-community-engagement-matters-in-the-field-of-public-health.aspx>
- O'Mara-Eves et al. BMC Public Health (2015) 15:129 (DOI 10.1186/s12889-015-1352-y)
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- “Community Engagement: Module B5” World Health Organization (WHO)
- <https://www.nichq.org/insight/4-key-considerations-family-and-community-engagement-public-health>

Thank you!

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