

Greater Columbia Accountable Communities of Health (GCACH)'s Community Engagement – Action Plan

Purpose

The Community Engagement Plan serves as framework for targeting stakeholders, creating messaging and utilizing the messaging effectively. The plan establishes activities to be completed by specific paid and volunteer individuals for immediate and mid-term and long-term implementation of a communications strategy for the Greater Columbia Accountable Community of Health (GCACH).

The regional health improvement plan committee has identified “Community Engagement” as one of its underlying themes.

Quote from Stanford.

Objectives

To support the work of the GCACH as articulated in its bylaws in Article II, Section 1, which is to advance population health through improved efficiency in health care delivery in the region, and empower individuals and communities through engagement, collaboration, and innovation. The communications strategy will focus on:

- a) Community engagement on many levels Disseminating information from GCACH to all of its stakeholders and potential members, as depicted in the Stakeholders Wheel;
- b) Reaching out internally and externally (through activities that inform, consult with, involve and collaborate with community members): to garner support and engage member and non-member agencies to actively participate in GCACH activities and collectively problem-solve challenges related to its mission;
- c) Crafting a distinct brand identity for GCACH that positions the organization as a thought-leader and advocate in health transformation as well as a convener and a facilitator for its stakeholders;
- d) To fulfill GCACH's Vision & Mission

Audience

GCACH stakeholders come from diverse sectors and communities. Recognizing that GCACH stakeholders will continue to grow, all communications will be mindful of the intended audience. With the formation of GCACH in its early stages, there are currently two primary audiences to consider:

Internal Audience: staff of GCACH backbone agency, members of the Leadership Council, members of the Board of Directors, members of GCACH committees, sub-committees, and workgroups.

External Audience: agency-members of GCACH, communities and residents of the GCACH 8-county region, potential members from various sectors, potential funders for GCACH programs, elected officials, and the media.

Strategy

GCACH communications strategy is informed by the collective impact model that the organization utilizes to guide their decisions and actions. Communication protocols will be determined by the Communications Committee and all communications by GCACH are to be open, transparent, and favorable to multilateral discussions with all relevant audiences in mind. Key messages will be developed in line with the objectives and programmatic priorities of the organization and will be used consistently to establish and enhance GCACH brand identity.

Current GCACH Communications Tools

Communication Tool	Frequency	Who Implements?
Website (greatercolumbiaach.org)	Updated with minutes, upcoming events, opportunities and articles as they arise.	Communications Coordinator & Executive Director
Directors Report	Created monthly & presented during the Leadership Council & Board meetings	Executive Director
Electronic minutes of meetings	Developed during and after Leadership Council, Board, and Committee meetings.	Communications Coordinator
GCACH overview sheet	Developed after ACH designation and updated as changes are made to the GCACH structure	Backbone staff
Special event	Media event in February	Backbone staff, media
Emails, Outlook appointments and Freeconference.com meeting appointments	Sent as needed to the entire GCACH distribution list or to subsets such as the distribution list for the Board, the Data Team, the Communications Team, the Behavioral Health Priority Work Group (PWG), Healthy Youth & Equitable Communities (HYEC) PWG, Care Coordination (CC) PWG, Diabetes/Obesity PWG, Oral Health PWG, etc.	Executive Director, Communications Coordinator, Consultants
Freeconfernece.com	As needed. Free tool to allow a large number of members to meet over the phone.	

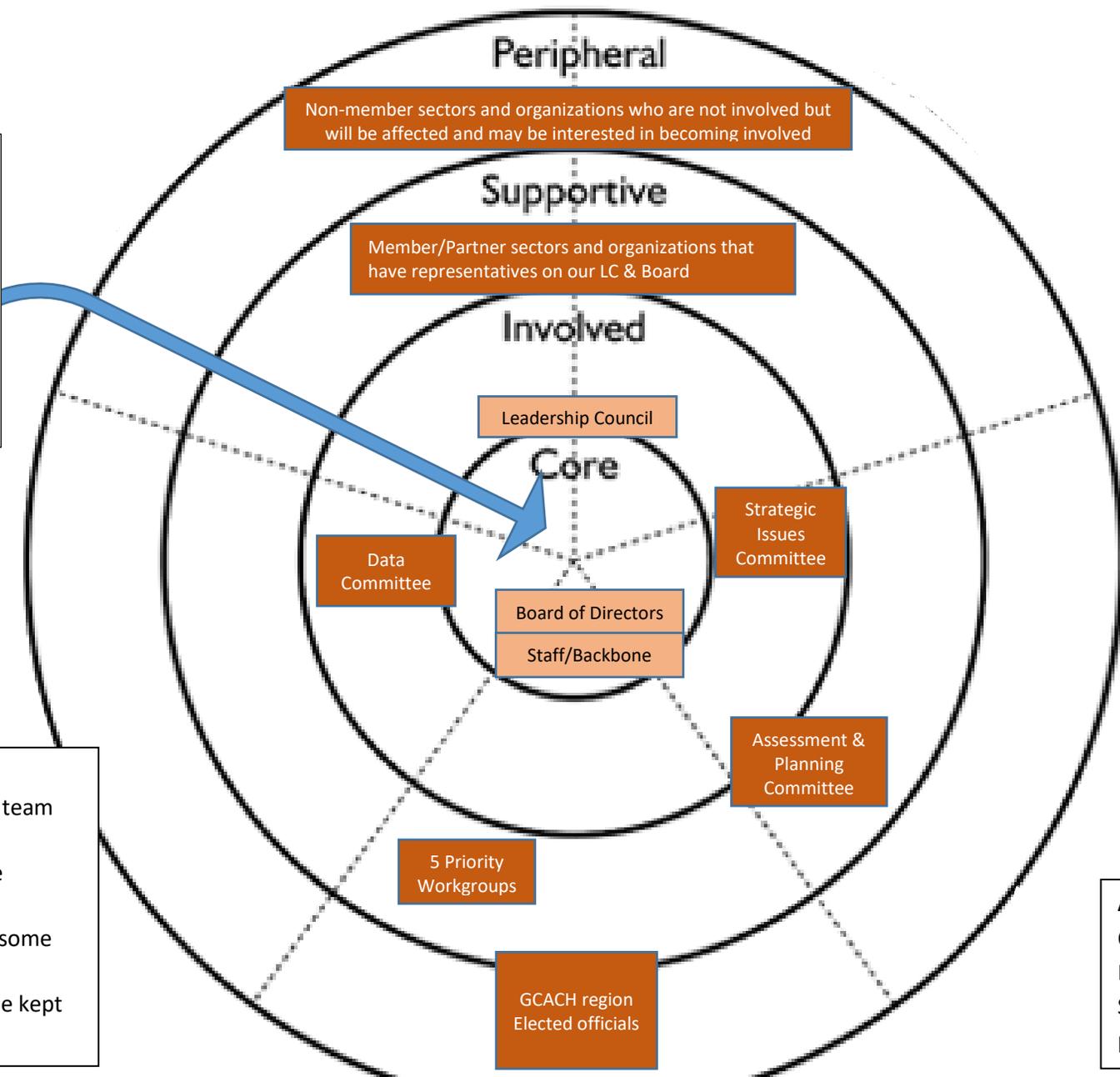
Leadership Council & Board of Directors meetings

Monthly, typically on the third Thursday of the month

Executive Director, Communications Coordinator, Meeting Facilitator, Executive Committee of Board, Consultants, Grant

ing support staff (Julie LaPierre, Greater Columbia health)

Greater Columbia ACH Stakeholders Wheel



Through community engagement, community members on the periphery will get increasingly more involved

Definitions:

- Core: On the planning team
- Involved: Frequently consulted or part of the planning process
- Supportive: providing some form of support
- Peripheral: Needs to be kept informed

Adapted from: Public Health Ontario, Partners for Health. Planning Workbook Online: Step 1- Manage the planning process. Accessed 6.15.16

GCACH Community Engagement Matrix

	INFORM	CONSULT	INVOLVE/INTERACT	COLLABORATE	EMPOWER/ COMMUNITY DIRECTS
COMMUNITY PARTICIPATION GOAL	To provide the community with balanced, factual and culturally-appropriate information to assist them in understanding the problems, alternatives and/or solutions.	To obtain community feedback on analysis, alternatives and/or decision.	To work directly with communities throughout the process to ensure that community issues and concerns are consistently understood and considered.	To partner with communities in each aspect of the decision, including the initial development of alternatives and the preferred solution.	To place final decision-making in the hands of the public or community.
MESSAGE TO THE COMMUNITY	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and provide feedback on how community input influenced the decision.	We will work with you to ensure that your concerns and issues are directly reflected in the alternatives developed and provide feedback on how community input influenced the decision.	We will look to you for direct advice and innovation in formulating solutions. We will incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.
EXAMPLE TOOLS	<ul style="list-style-type: none"> • Press releases • Fact sheets (overview sheet & org chart) • Open houses, community presentations • Attend community events e.g. local festivals • Meet with legislators/community leaders • Go to Council of Governments • Flyers/pamphlets to post around the community • Social Media/Online <ul style="list-style-type: none"> ○ GCACH website (minutes, articles, calendar & other resources posted) ○ Visuals like photos, videos, art • E-newsletter • Director's report • E-bulletins (forwarded information): webinar reminders, grant 	<ul style="list-style-type: none"> • Public comment • Focus groups • Surveys • Public meetings, listening sessions, study circles to surface community concerns • Informational interviews 	<ul style="list-style-type: none"> • Workshops • Forums • Coalitions • Go to where the community members live <ul style="list-style-type: none"> ○ Community tours ○ Hold meetings within politically neutral sites • Show evidence in our documents and plans that community members' voices have guided the work • Priority Workgroups • World Café • Public polls on website <ul style="list-style-type: none"> ○ Interactive participation at 	<ul style="list-style-type: none"> • Community advisory committee(s) • Consensus-building • Participatory decision-making and budgeting <ul style="list-style-type: none"> ○ Invitations to public meetings where decisions are made (e.g. Leadership Council meetings & A+P Meetings) • Create new cross-sector coalitions • Train local coalitions and/or organizations about GCACH, COH & RHIP • Community-based participatory research 	<ul style="list-style-type: none"> • Juries • Ballots • Delegated decisions • Board membership • Proactively recruit, cultivate and train new community leaders who reflect local demographics in the content & skills needed for leadership roles

	opportunities, trainings & announcements		community events such as local festivals		
WHO IS INVOLVED	All members of the public or the community	A sample of members of the community who respond or participate	Invited representatives of communities	Volunteer and invited representatives of communities	Members of the public or communities acting within a formal structure
BUDGET EXAMPLES	0.1 to 0.5 FTE, unpaid members of the public	0.5 FTE plus cost of focus groups and surveys, stipends for participants	0.5 to 1.5 FTE, payments to organizations representing the public, stipends	1.5 FTE to 4 FTE, payments to organizations, stipends	4 FTE or more, including salaries for liaisons, stipends, infrastructure support
TIMEFRAME EXAMPLES	Usually fast, often time-sensitive. For example, 1 day to 1 week.	Often episodic, usually tied to one-time projects, decisions or grants. Often 1 week to 1 month, e.g. 30-day public comment periods.	Variable, often several months. Moving toward on-going relationships rather than episodic, e.g. 4 to 6 week RFP response times.	Often several months, to on-going.	Variable, often weeks, months or on-going.

Sources: © International Association for Public Participation (framework and Spectrum used with permission and available at: www.iap2.org), King County Continuum of Community Engagement (example tools at: www.kingcounty.gov/equity), Community Liaison Networks Overview Matrix (budget examples, at: www.livingcities.org/resources/294-webinar-racial-equity-and-community-engagement-in-collective-impact) and Communities of Opportunity experiences (timeframe examples at: www.kingcounty.gov/coo) Adapted to GCACH.

Definitions:

Word/Phrase	Definition
Backbone Staff	Consists of Executive Director, Communications Coordinator/Administrative Assistant, Facilitator, Consultants, Grant Writers (as of July 25, 2016). See org chart for names.