



Engaging Patients and Public in Social Needs Screening Design

Tuesday, April 20th | 1:00 PM – 2:00 PM

ICEBREAKER

An alien scientist needs to place a call for an inter-stellar Uber ride home – who do you want on your team to help him place his space call and why? Drop the name of your team-member and your reason for choosing them on the screen or in the chat...





Housekeeping

INTRODUCE YOURSELF

Type your name & health center in CHAT BOX



If possible, please keep your camera on while speaking



Mute your microphone when not speaking

?????

Type questions/comments in CHAT BOX
or unmute yourself during Q&A



Link to webinar slides, recording & handouts will be emailed

EVENT EVALUATION

Click on link in CHAT BOX to fill out Event Evaluation



Today's

Format



INTRODUCTIONS

Evelyne Kane, MPH (She/Hers)

Program Manager for Community Engagement at the Camden Coalition

Janice Tufte (She/Hers)

Patient Advocate at Hassanah

Rose James, PhD (She/Hers)

Director of Research and Evaluation at Urban Indian Health Institute

LEARN FROM OUR EXPERIENCED GUESTS

Learning Objectives

- Identify ways to improve community outreach to patients and the public for the design of a social needs screening program;
- Learn one new method for including patients in the design and development of a social needs screening program;
- Identify best practices to overcome barriers to patient participation in the design and development of a social needs program.



Evelyne Kane
Camden Coalition

How can health centers strengthen their current community engagement efforts in terms of engaging their population in the design and development of a Social Needs Screening program?

Suggested Stretch



Spectrum of community engagement



| Levels of engagement | How consumers can participate |
|----------------------|--|
| Informing | <ul style="list-style-type: none"> > Participate as an audience member in symposia and other events. > Receive health information and research news through newsletters, emails and other media. |
| Consulting | <ul style="list-style-type: none"> > Participate in consultation activities such as surveys, focus groups, consultative workshops and interviews. > Storytelling to support communications, program development or delivery: interviews, writing, video-based. |
| Involving | <ul style="list-style-type: none"> > Speaking engagements/panel member at events on behalf of an organisation. > Reviewer roles in research, education, training and communications (or other areas where there are materials to be reviewed with a consumer lens). |
| Partnership | <ul style="list-style-type: none"> > Represent the consumer perspective on steering committees, working groups and interview panels. > Program and project involvement via liaison, advisor, team member, project governance. |
| Consumer-led | <ul style="list-style-type: none"> > Engagement in governance, strategy, policy and evaluation. > Advocacy, leadership, evaluation and continuous improvement of consumer engagement practice. > Provision of strategic advice on consumer engagement and on consumer-led education and research priorities/initiatives to organisational leadership team. > Drive a program of consumer-led consultation to build relationships and knowledge base in the diversity of experiences and needs. > Foster networking, information sharing, two-way communications and collaboration. |

Image credit: viccompncancerctr.org

Building Authentic and Mutually Beneficial Partnerships with Complex Care Consumers

1



Define the specific role and level of engagement consumers will have.

2



Support participation of consumers with varied backgrounds and experiences.

3



Compensate consumers fairly for their time and efforts.

4



Let consumers know the outcome of their participation.

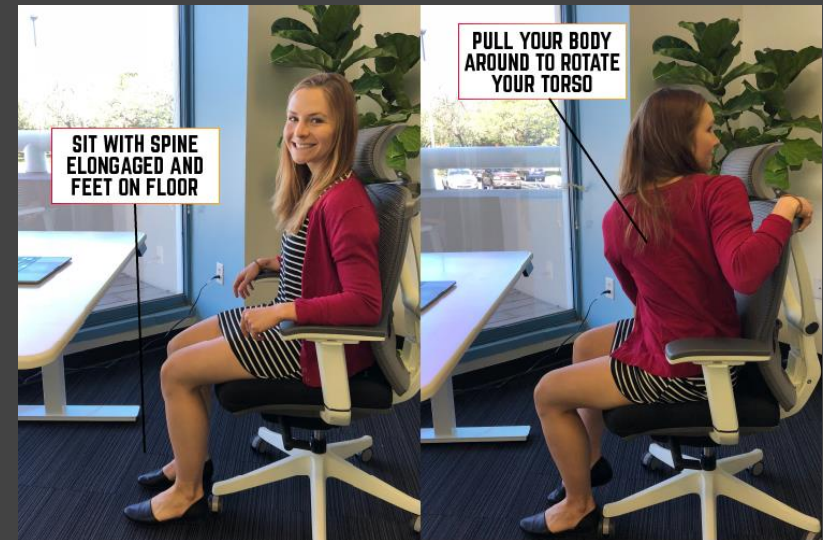
Read more at: www.bettercareplaybook.org/plays/building-authentic-and-mutually-beneficial-partnerships-complex-care-consumers



Janice Tufte
Hassanah

What are some ways health centers can overcome barriers to addressing any ethical or equity issues that may arise during the design process? For example, reimbursement for time, training needs, access to care, or other barriers that might keep the public or patients from being able to participate as equals in the design of the program.

Suggested Stretch



Include Patients in All Co-Design Efforts for Community Relevance & Guidance

Volunteer - Collaborator Ask
Emphasize Value Added
Knowledge - Skills - Attitudes
Trust Building Activities
Design Methodologies
Appropriate Compensation
Authentic Partnership
No One Cookie Cutter Approach





Shared Strategy

Prioritization

Results

Intervention / Implementation

Direction

Evaluation



Rose James
Urban Indian
Health Institute

How can we use community assessments or other resources to inform us about which patient populations should be involved in the design of a social needs program?

Suggested Stretch





Thinking about your work in engaging your communities and patients, what are some things that make that engagement feel authentic vs. things that make it feel tokenizing?



Washington
Association for
Community Health

Q&A

Please feel free to unmute
yourself or type your question
into the chat box



What stakeholders should be included in the design of the screening program?

How do you integrate required UDS demographic data with your SDoH projects?

Other Social Needs Training and Collaboration Opportunities

**Collaborative Screening:
Guidance for Person-
Centered Inquiry**
June 21st, 23rd and 25th

**The Gravity Project
Washington State Workgroup**
Contact: knicholas@wacommunityhealth.org

A recording of this webinar will be available on our website at:
<https://www.wacommunityhealth.org/>

CONTACTS



Hannah Stanfield

Role: Coach

hstanfield@wacommunityhealth.org

Contact for:
Collaborative participation &
troubleshoot issues



Patricia Gepert

Role: Coach

pgepert@wacommunityhealth.org

Contact for:
Collaborative participation
& troubleshoot issues



Karie Nicholas

Role: Data Support

knicholas@wacommunityhealth.org

Contact for:
Data considerations, field survey
techniques & screening tools



Ashley Lile

Role: Collaborative Lead

alile@wacommunityhealth.org

Contact for:
Participation agreements &
funding issues