

Building Healthier Communities
Access to Care Momentum Team
Notes from July 28, 2009

(I have included all comments, loosely organized into an order and categories that seemed logical/reasonable to me!)

This meeting is to work on the resident engagement plan.

- confusion about whether engagement plan is about:
 - Sept. 12 forum or
 - data collection or
 - overall Building Healthier Communities plan from the Access to Care Momentum Team

Consensus – it is to be about plan in general, although we also need to get residents involved in all aspects of the team and planning

Whatever we do needs to be multi-faceted.

What are we trying to do? We need to define that before we can expect to get residents engaged.

Is the purpose to engage residents to sign up with healthcare insurance or medical homes?

Perhaps we need to try to have the residents define what they want/need/see access to care as meaning – what are their issues in this area – not presenting our idea, but getting theirs.

There needs to be an information-gathering event (Sept. 12?)

Action/research – provide information/education/communication, collaborate and figure out what is wanted

Concerns:

- Same residents are involved in everything – need to get new people involved
- Are our meeting times inclusive and encouraging residents to come?
 - 4-6 p.m. is best to try to engage both organizational reps and residents;
 - Should we have a child-care setup?
 - Have meetings after dinner?
 - Include food at the meeting?
 - House meetings are a good resource for times, etc.;
- If multiple surveys are being conducted, the information gathered can be valuable but it is taxing on the people taking the surveys. There needs to be coordination.
- All the Momentum Teams are trying to do similar things – we need to make sure strategies get communicated because they likely overlap between momentum teams.

Engagement Strategies – 2-pronged effort

There will always be residents we can't reach/engage, and we will want to try to check in with them from time to time to make sure we're on track, but we want to have a pool of residents

meeting with us regularly. There must be a component of getting info back to residents – follow-up of what the surveys said, what happened from the meetings and what is planned next.

There are two types of involvement – fill out a survey for individual involvement, and/or coming to a group like this. There will be more people completing surveys, but people also are needed to attend meetings so that those ideas can build on each other.

Key in this outreach process is how to do the follow-up – select people to talk with people one-to-one and help the House leaders.

To encourage people to attend Team meetings

- We need to ask residents when they can attend meetings, and what would make them more likely to attend.
- Communicate to house meetings that we exist and welcome involvement
- Create fliers and place in all social service agencies in community – re dates/times of meetings, encourage to attend
- Champion/leader at agencies to encourage staff to get buy-in for them to talk with clients
 - e.g., staff in clinics need to know what's going on – they can then talk with the people in the community and get them engaged
- Get in touch with Promotoras – they are good at mobilizing residents
- We need to allow for different levels of engagement - no matter when meetings are scheduled or what is provided, there will be residents who can't come, so we need to have things in place to disseminate info to those who can't come, and a way for them to have input.
- Get info from house meetings to be sure it links
- As natural leaders emerge in connection with the House meetings, they should be nurtured and encouraged to participate more
- How do we communicate about meetings with residents we want to engage in our meetings?
 - set meeting schedule (e.g., 2nd Tues. every month)
 - e-mail
 - phone tree
 - use schools for direct fliers to parents
 - marquees at schools or businesses to announce dates
 - combine/coordinate with other Momentum Teams to produce one flier with all dates
 - through Faith community
 - post on free web-sites and free community events calendars on T.V.
 - keep communication simple and streamlined

To gather data about needs

- Reach out through schools to parents to get input re type of healthcare kids need

- Monroe, Hoover and Rosa Parks schools have clinics in place/medical home. Find out how it is working and engage them as to how it can be replicated if possible – good network already set up
- Get as much input from as many residents as possible – survey – re what concerns them about healthcare.
 - Use agencies that visit people in their homes – get one-on-one time to discuss
 - Use Promotoras to get input from people who can't/don't want to attend meetings
- Use an on-line survey? – Many members of this group don't have full internet access; good resource to have for those who do have access, with a paper version of the on-line survey for those who don't.
- Organize some small teams using some of the SDSU students, spread out over the area and target every 5th or 10th house to reach the people in their homes. Let residents know there's a place to come together and have their voices heard. Then, to develop a plan that has a lot of consensus and voices, set a block of time on a Sat. w/childcare, food, all the momentum teams working in the same place and time to create their plans, have some facilitated focus groups with teens and other demographics, do the survey(s), etc.
- Relevant data/information already collected/known at different agencies represented on this team can be sent out to add to what we have, and distributed to other momentum teams

Surveys

- Combine survey questions from other momentum teams instead of separate surveys from each
- 2 surveys are being conducted at House meetings, with 1st info back Aug. 5
 - Big picture - affordable housing, affordable healthcare, education, programs for youth/kids, how do you feel in this community
 - Do they have access to healthcare – where do they go, who serves them, do their kids have issues, etc.
- If surveys are already put together, and address what we want to know, the Sat. group meeting is a good idea to get residents together and go over the survey
- Move away from creating more surveys – there are a lot already out there.

Categories of residents to be sure to include

- schools
- homeowners
- employed/unemployed
- with children
- w/o children
- single parents
- teens
- Make sure we're going into areas that might be missed by House meetings
- Access to care is very different for those w/and w/o insurance, w and w/o medical home
- Documentation status, refugee status (many are afraid of accessing care, or uncertain of what they can access for fear of affecting their green card or future documentation)

- be sure we have a diversity of input
- House meetings are covering most of the community, most of the neighborhoods, activists and orgs, so we should focus on what they're not doing – schools, unemployed
- Use the demographics from the House meetings to help develop the plan for resident engagement
- Ensure we reach all the demographics – use this group to capture the info from the people served by the various agencies represented here
- Are small employers in the area included under the definition of residents?

Resources

- Do we have a budget for food, translation, childcare, printing, etc.? According to Diana, very little. We should seek in-kind from our organizations to the extent possible.
- Communications/Marketing Resource Team
- Are Resource Teams one direction (we ask them for things) or dual direction (we ask and they also give us what they have without us having to ask)? Resource teams need to bring to us as well as the other way around.
- Do all momentum teams gather their data and give back to Resource Team(s) to collaborate and disseminate as needed?

Assignments

- Rhiannon will draft 2-page (max) Resident Engagement report, then circulate via e-mail for approval
- Maria Bitanga will attend the Aug. 7 meeting at which the Momentum Teams and Resource Teams will meet and discuss resources and strategies; write up notes and send to all
- Gerald, Elaine, Sara, Ryan – commit to read and respond quickly to draft of Resident Engagement report

Other

- Should we stay together as a large group or break up into smaller groups to accomplish specific tasks? Does that change how we meet or engage residents?
For now, stay together; for work on logic models, likely will break into different groups
- What do we want to do on Sept. 12?
We have a meeting scheduled for Aug. 25 to address this
- How are we going to manage the infusion of residents onto the team after Sept. 12?
We should have a kick-off meeting after the 12th to see how they want to engage with us, when etc.
- What are expectations of team members? We need to rotate assignments so the same people aren't doing everything.