

BUILDING SORH CAPACITY
THROUGH COMMUNITY
ENGAGEMENT



Hello!

I am Kirby Lecy

I am passionate about community
engagement & empowerment.

Massachusetts SORH:

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TODAYS ROAD MAP

- How SORHs practice Community Engagement (CE)
- Best Practices for CE
- SORH CE Experiences
- Take Home Exercise

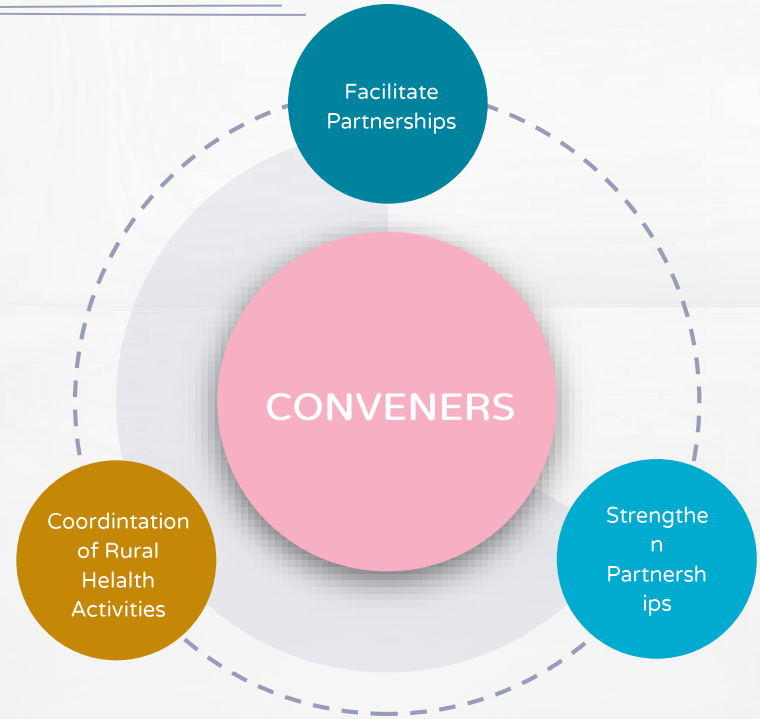
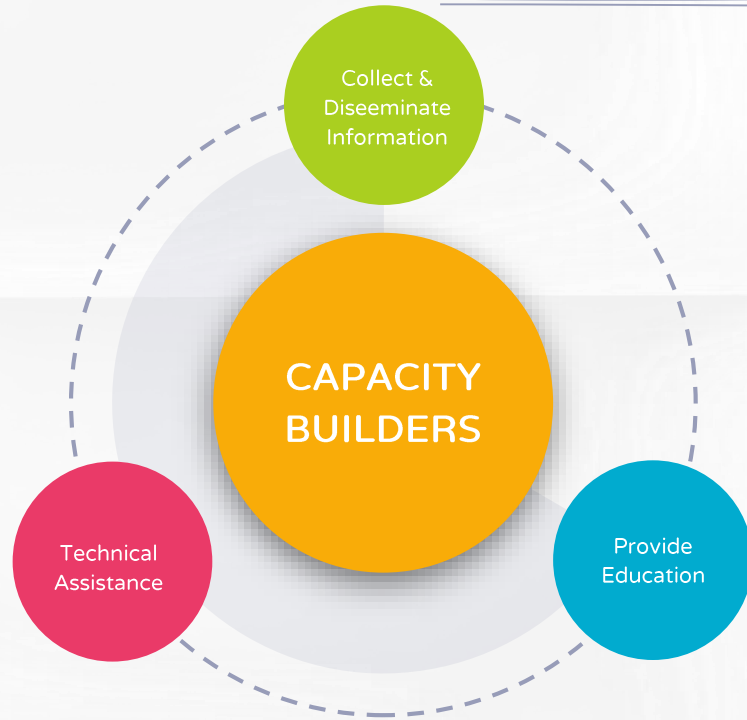
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I don't believe in charity. I believe in solidarity.
Charity is so vertical. It goes from the top to the
bottom. Solidarity is horizontal. It respects the other
person. We have a lot to learn from other
people.

-Eduardo Galeano

State Offices of Rural Health



Current Engagement



Website



Newsletter/
List Serv



Provide
Education



Attend
Community
Meetings



Provide
Technical
Assistance



Organize
Community
Meetings or
Listening
Sessions



Facilitate
On-Going
Meetings or
Groups

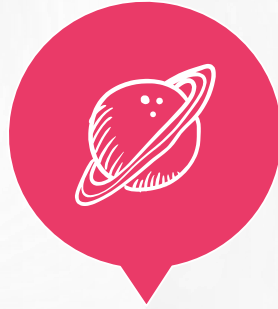
Easier Lift

Harder Lift

Setting the stage.

Question / Listening
Activity

This doesn't happen with
just our ears.....



Authentic Community Engagement

Begins with your ability to ACTIVELY listen

Community Engagement Best Practices

Mutually Beneficial



We are not the all knowing Oz. Those we work with have equal expertise and knowledge. Respect this with your actions.

Built on Trust



Relationships take time to develop. This can happen in small ways, sometimes just by being present.

Respects Community



Learning and understanding the past history of community is important. Understand boundaries and barriers.

Community Engagement Best Practices

Keep Commitments



Be honest and transparent. Don't over promise and build on small successes.

Shared Decision Making



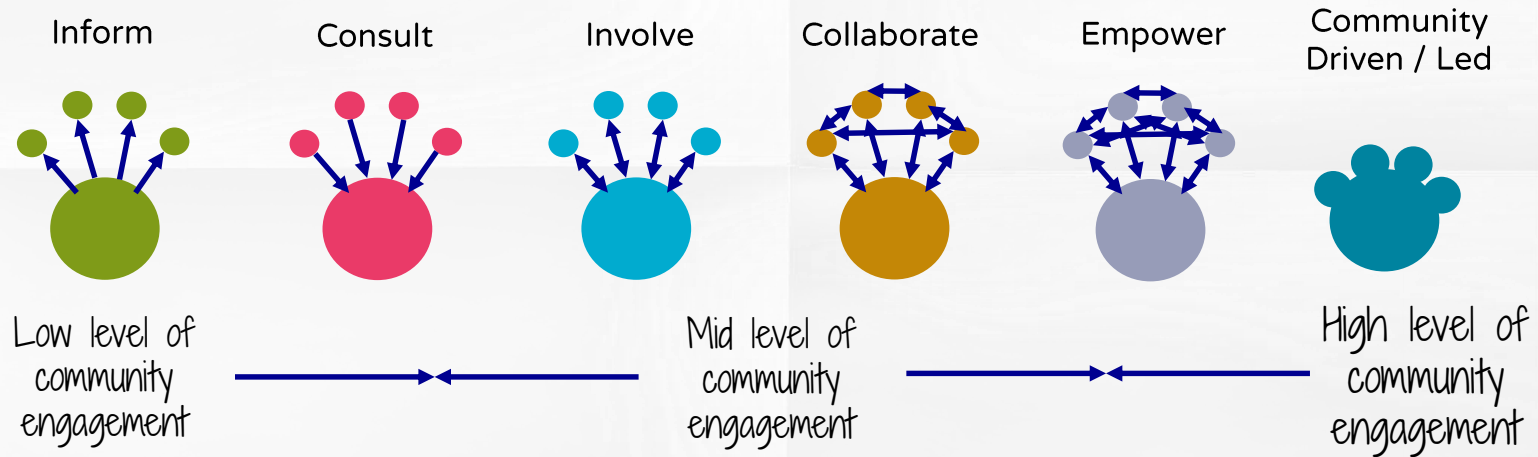
and Governance, and Participation. How do we replace power and control with facilitation and capacity building.

Empowers All



Providing the knowledge, confidence, means, or ability for communities to make decisions for themselves.

Continuum of Community Engagement



Source: MA DPH - Adapted from International Association for Public Participation, www.iap2.org

Community Engagement has important intersections



Examples - on the continuum

Inform



Consult



Involve



Collaborate



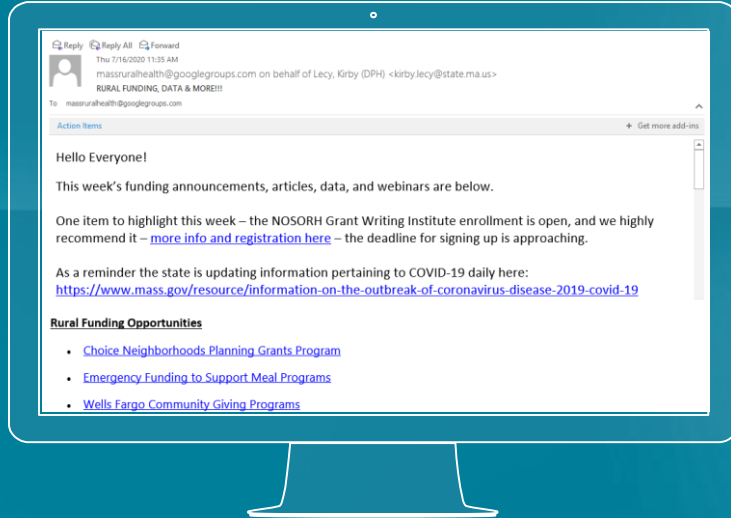
Empower



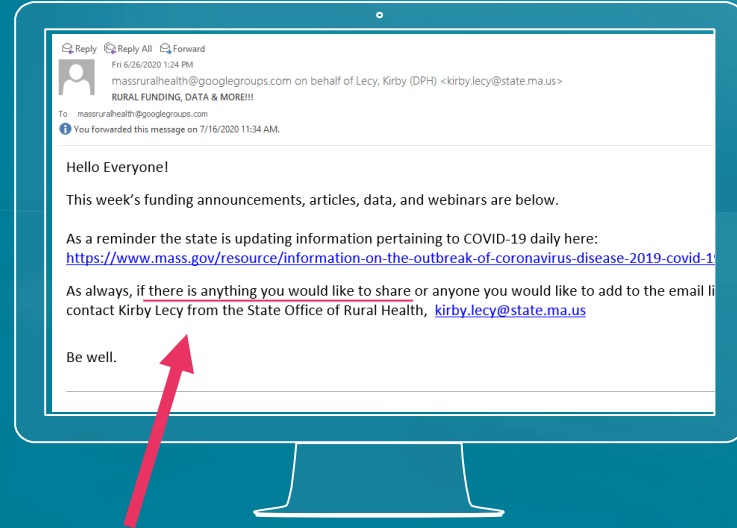
Community
Driven / Led



INFORM



CONSULT



INVOLVE



CHARTER OF THE MASSACHUSETTS RURAL COUNCIL ON HEALTH



MASSACHUSETTS DEPARTMENT OF PUBLIC HEALTH
State Office of Rural Health

- OFFICIAL DESIGNATION:** Massachusetts Rural Council on Health (MARCH)
- HISTORY AND AUTHORITY:** Former MDPH Commissioner Howard Koh established the first MDPH Rural Health Advisory Council that operated from 1998 through 2011. This charter is proposing a smaller re-configured group called the Massachusetts Rural Council on Health (MARCH) that meets more often with a more focused approach. There would also be a broader statewide MARCH Network that meets at least once a year for educational and networking opportunities.

Although there is not currently a federal or state statute mandating the Council, this Council does meet the Federal Office of Rural Health Policy/HRSA's expectation that programs operate with the advice and engagement of community members and stakeholders.
- OBJECTIVES AND SCOPE OF ACTIVITIES:** MARCH will offer recommendations, advice, and guidance to the Department of Public Health on health care and public health issues affecting rural communities and the rural health care system.
- DESCRIPTION OF DUTIES:** MARCH will examine ways to improve access to health and enhance services for rural communities. The Council will discuss health programs and policies that impact the provision of health care and public health services in rural areas. The Council will assist with identifying and strengthening new models of care. The Council may submit information to the Commissioner as it deems necessary to describe its activities, deliberations, and findings. The Council will provide comment and advice on the SORH annual work plan and advise on the



COLLABORATE

Massachusetts Rural Council on Health (MARCH) Meeting Agenda - March 21st 2017 10:00 AM - 3:30 PM TEA - ☺

10:00 - 10:15 AM

Greetings!
Welcome, Introductions & Housekeeping Items

10:15 - 11:00 AM

Updates from the SORH
Current Projects, Priorities, & Future Developments

11:00 AM - 12:00 PM

Sharing from MA Rural Partners
Rural Best Practices

12:00 - 12:45 PM

Munch Lunch and Talk Shop
Lunch with Networking
All - Bounce Ideas, Ask Questions, Make New Connections

12:45 - 1:45 PM

Telehealth

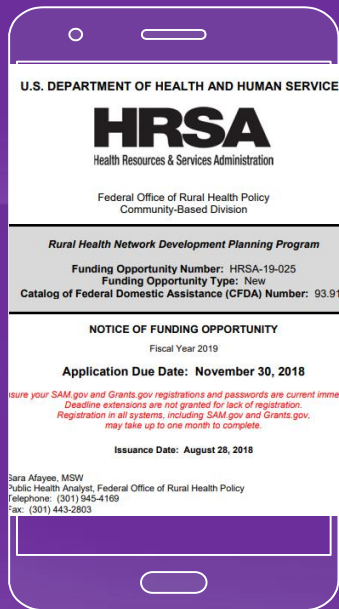
1:45 - 2:45 PM

Rural Services Report
Look at progress, any updates?, what to champion.

2:45 - 3:15 PM

Rural Workforce Report
Choosing variables, shaping the report.

EMPOWER



Show Up

Advocate

Remove Barriers

Be Intentional

Empowerment
101

COMMUNITY LED



Partner

Support & Invest

Recognize Expertise

Participate

Community
Support
101



SHARE

What are you doing in your office that is community engagement ?



My Challenge to you!
In the next 6
months push
yourself to move
one activity further
on the continuum.

Who Benefits?

From this interaction/project/etc.

Who Decides?

Who holds the power?

Who is missing?

Are those impacted there?

Resources

- **Community Tool Box** - <https://ctb.ku.edu/en>
- **International Association for Public Participation** - <https://www.iap2.org/mpage/Home>
- **Community Engagement MA DPH** - <https://www.mass.gov/doc/community-engagement-guidelines-for-community-health-planning-pdf/download>
- **Community Planning Toolkit** - <https://www.communityplanningtoolkit.org/sites/default/files/Engagement.pdf>
- **CDC Community Health Improvement Navigator** - <https://www.cdc.gov/CHInav/>
- **National Coalition for Dialogue and Deliberation: 4 Streams of Dialogue and Deliberation** - <http://ncdd.org/exchange/files/docs/ddStreams1-08.pdf>

Thanks!

Any questions?

You can find me at kirby.lecy@mass.gov or [978-895-1028](tel:978-895-1028) or
<https://statema.webex.com/meet/kirby.lecy>