

# Engaging Community

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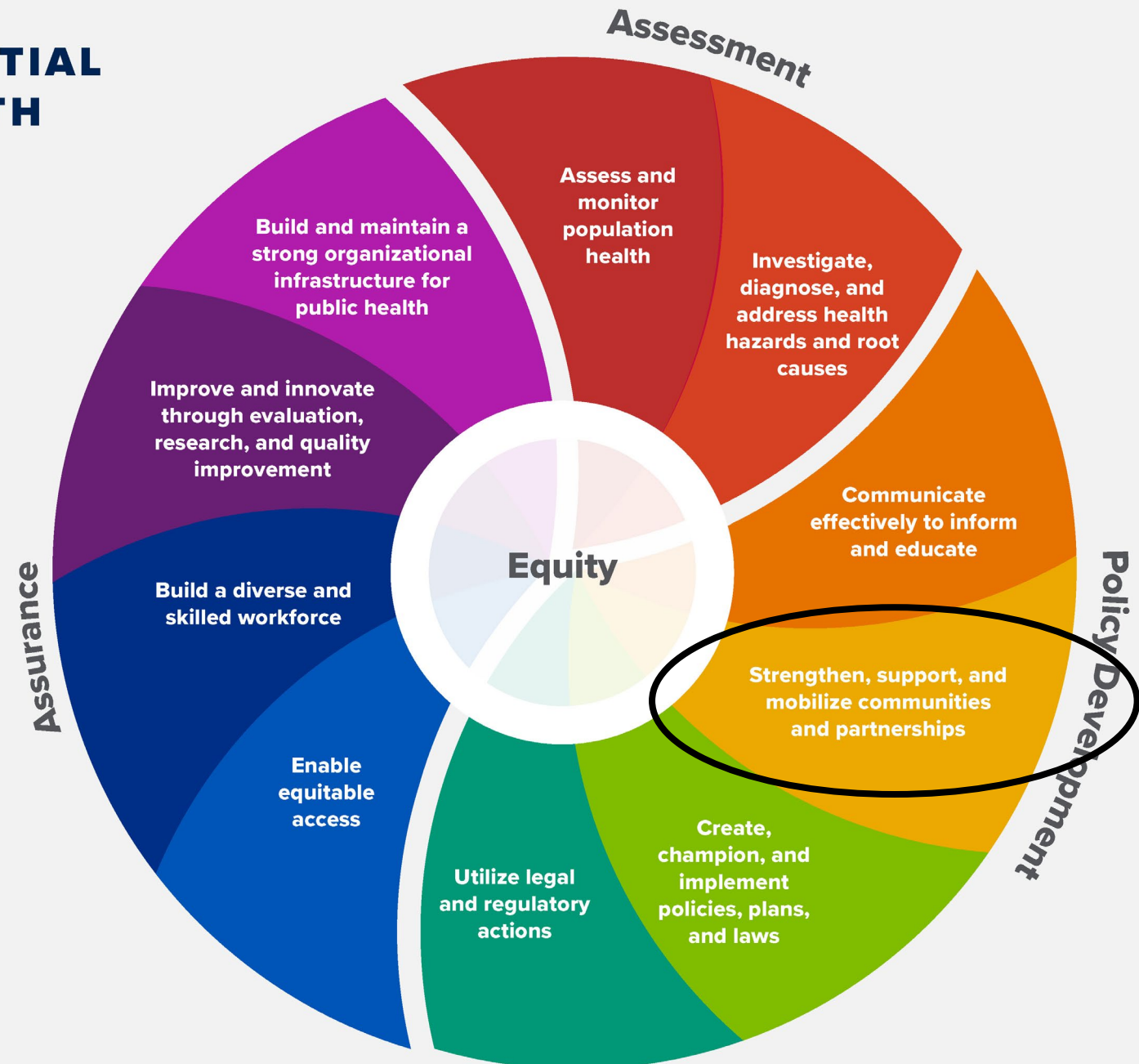
# Why?

- Many social determinants of health are based in community
  - Economic factors
  - Education
  - Culture
  - Social context- ACEs, incarceration rates, etc
- Where people live, work, and play affects health!
- Working together= greater impact

# THE 10 ESSENTIAL PUBLIC HEALTH SERVICES

*To protect and promote the health of all people in all communities*

The 10 Essential Public Health Services provide a framework for public health to protect and promote the health of all people in all communities. To achieve optimal health for all, the Essential Public Health Services actively promote policies, systems, and services that enable good health and seek to remove obstacles and systemic and structural barriers, such as poverty, racism, gender discrimination, and other forms of oppression, that have resulted in health inequities. Everyone should have a fair and just opportunity to achieve good health and well-being.



Created 2020

# Community engagement terminology



<https://www.unco.edu/academic-community-engagement/pdf/cce-terms-indicators.pdf>  
<https://www.merriam-webster.com/thesaurus/coalition>

# Terminology Note

- “Stakeholder” is not considered an equitable term.
- Preferred terms- Working Partners or Community Collaborators
- More info and other equitable terminology suggestions:  
[https://www.cdc.gov/healthcommunication/Preferred\\_Terms.html](https://www.cdc.gov/healthcommunication/Preferred_Terms.html)

# RHI Hub resources



- Examples of evidence-based rural community programs, the needs addressed, the interventions, and the results
- Includes faith-based initiatives, coalitions, collaborations between healthcare and community organizations, and more
- Check it out here: <https://www.ruralhealthinfo.org/project-examples/topics/community-engagement-and-volunteerism>

# Community Health Workers

- AKA- health coaches, lay health advisors, peer mentors, peer navigators, promotores de salud
- A frontline public health worker who is a trusted member or has a particularly good understanding of the community served
- CHW programs help bridge medical care and the community
- May address a variety of health needs
- Check out CDC CHW resources:  
<https://www.cdc.gov/publichealthgateway/chw/index.html>

# Required Readings



# CDC Community Health Improvement Navigator

- Collaborative community health improvement (CHI) process
  - Why it's needed
  - Tools for success- including Engaging community
  - Databases
  - Resources
  - FAQs

## Chapter 7. Encouraging Involvement in Community Work —

- Section 1. Developing a Plan for Increasing Participation in Community Action
- Section 2. Promoting Participation Among Diverse Groups
- Section 3. Methods of Contacting Potential Participants
- Section 4. Writing Letters to Potential Participants
- Section 5. Making Personal Contact with Potential Participants
- Section 6. Involving Key Influentials in the Initiative
- Section 7. Involving People Most Affected by the Problem
- Section 8. Identifying and Analyzing Stakeholders and Their Interests

**Connecting the right people & organizations**

Review | [Open Access](#) | [Published: 16 August 2018](#)

## What do we know about community-based health worker programs? A systematic review of existing reviews on community health workers

[Kerry Scott](#) , [S. W. Beckham](#), [Margaret Gross](#), [George Pariyo](#), [Krishna D Rao](#), [Giorgio Cometto](#) & [Henry B. Perry](#)

[Human Resources for Health](#) **16**, Article number: 39 (2018) | [Cite this article](#)

**17k** Accesses | **167** Citations | **72** Altmetric | [Metrics](#)

# TED : What rural medicine can teach us about a doctor's place in the community

Jonathan Piercy



[https://www.ted.com/talks/jonathan\\_piercy\\_what\\_rural\\_medicine\\_can\\_teach\\_us\\_about\\_a\\_doctor\\_s\\_place\\_in\\_the\\_community](https://www.ted.com/talks/jonathan_piercy_what_rural_medicine_can_teach_us_about_a_doctor_s_place_in_the_community)