Resident Engagement for Health System Transformation

Catalyzing Rural Health Transformation / Maine Health Access Foundation

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Why is meaningful resident engagement so hard?

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Residents have so many different opinions, behaviors and identities (Community is a very very very complex system)

Obsession with replicating engagement practices instead of understanding the principles

Doing things for people vs. doing things with people
WHAT IS RESIDENT ENGAGEMENT?

**Resident Engagement:** the activities by which people’s concerns, needs, interests, and values are incorporated into decisions and actions on public matters and issues. It usually includes a combination of:

- Circulating information
- Gathering input
- Discussing and connecting
- Providing choices
- Deliberation on major decisions
- Volunteering and public work
Engagement is about the relationship between residents and the institutions that serve them...
...and also about the relationships among residents (social networks, social capital)
What do we mean by community? What do we mean by residents?

By “residents,” we mean everyone!

“Community” is more fluid – generally, we mean the set of people who live in a place or have a stake in its success.
Resident Engagement for Health System Transformation Research project

- To map the current state of the field for resident engagement
- To arrive at a set of conclusions, hypotheses and practices that drive resident engagement
- To develop the value proposition for including residents in a health system transformation strategy
Methodology

- Interviews (50):
  - Understand the issue
  - Examples of practices
  - Analyze enablers and blockers

- Literature review and analysis:
  - Identify the roles of residents, institutions in big cultural shifts
  - Understand the mechanisms of activation

- Sense making:
  - Giving meaning to the experience (our own and of others)
A Set of Common Practices

We have identified common practices that can be organized according to desired outcomes.
Outcome: Resident Awareness and Participation

*Invitational focus on engaging individuals to develop awareness and participate in the organization’s program or service*

- Marketing of services/programs that are provided within the community
- Incentivizing healthy individual behaviors
- Information sharing
- Public reporting
- Flyers
- Newsletters
- Social Media
- Website
- Public awareness campaigns
Outcome: Feedback and Input from residents

Transactional and specific, intended to create a more relevant service or program experience

- Surveys, interviews and focus groups
- On-line social media and feedback
- Town hall meetings/Open forums
- Representation advisory committees and citizen boards
- Community Health Needs Assessment
- "Walk" Audits
Outcome: Resident Feedback and Input (deeper relationship and reputation as a Trustworthy Stakeholder)

The beginning of the inflection point, focus creating sense of belonging and trust. Initiatives rarely begin here. Requires significant time and investment.

- Community meetings and town halls
- Listening campaigns
- Public Deliberation Processes
- Co-design of service or program
- Subtle shifts in decision-making processes (incorporating resident voice)
Outcome: Community activation through building active resident leadership as a means towards organization’s broader purposes

*Deeper and more public integration of resident priorities. Cannot occur without a significant shift in organizational strategy and support.*

- Grants for community driven initiatives
- Offering space for community gathering
- Shared decision making
- Resident leadership training and capacity building
- Deploying a cadre of community organizers
- Participatory budgeting processes
- Co-production
Keeping the practices in balance

If any one outcome is not pursued, there is an imbalance.
Small Group Discussion:
Reflecting on your current practice

• Do the activities actually achieve your desired goals? Is there a gap between your stated goals and possible outcomes?
• Using our three categories, how do you characterize your activities?
• What do you need to do in order to create a more balanced approach?
Power, Trust and Sense of Belonging
How do we “ReThink” Resident Engagement?

• Without **resident power** the most critical issues like individual health behaviors or demand for vital conditions (health and safety, lifelong learning, meaningful work, stable housing, healthy environment, efficient transit) cannot be effectively addressed. We need both individual and collective power to do that.

• **Trust** in organizations and each other is a first step towards collaboration and shift from “doing for to doing with”

• **Sense of belonging** is another critical factor for resident power (we gain our agency/power from various identities we hold).
Anchors

- Trust
- Sense of Belonging

Power:
Residents believe they can make a difference.

Belonging:
Residents engage with each other, engage with organizations.

Trust:
Residents trust each other, trust organizations.
Importance of Equity

- Developing power, trust and sense of belonging without equity as a guiding principle can be risky
- It’s difficult to imaging equity without resident power, trust and sense of belonging
Example – Doing the Community Survey
Conversation with Kelly LaCassa
Community Food Equity Coordinator
Recruitment Strategies
Montgomery Bus Boycott
Recruitment Strategy

PROBLEM:
Institutionalized Racism

ACTION:
Desegregate the buses

SOLUTION:
End Racism

Constituency

Segregation

Segregated Bus

Desegregation

Desegregate Buses
Small Group Discussion:
Brainstorming possible ideas

- What are the issues/everyday experiences that will excite your residents?
- How would you connect them to your purpose and goals?
Who decided?

Who do you think decided what is the issue that they need to focus on?

Take 3 minutes to rethink your strategy
Mission Statement

To achieve better health, and contain costs, we must simultaneously improve population health and fundamentally redesign how we deliver care. The Rippel Foundation’s mission is to seed and support innovations at the frontiers of this challenging work.