



MCH Nutrition Leadership Training Program
& Western MCH Nutrition Leadership Network

UCLA Fielding School of Public Health

AMPLIFYING MCH NUTRITION IMPACT USING I+PSE APPROACHES

Activity 5 Webinar - Community Engagement and Partnerships

Angie Tagtow, MS, RD, LD

Spring 2020

SHORT COURSE OBJECTIVES

Upon completing this short course, participants will be able to:




- Describe the benefits of integrating direct services and policy, system and environmental approaches to address Title V MCH priorities.
- Build knowledge and capacity of MCH workforce and/or agency to advance individual, policy, system, and environmental (I+PSE) approaches.
- Identify the role of community engagement, networks, and partnerships in implementing I+PSE approaches to healthy eating and active living.
- Set specific goals for implementing PSE approaches in MCH state assessments and plans.

I+PSE CONCEPTUAL FRAMEWORK FOR ACTION



Initiate and nurture relationships

EXAMPLE I+PSE STRATEGIES TO SUPPORT HEAL

I+PSE Component	Description	Examples
 <p>Promote Community Engagement & Education</p>	<p>Connect with diverse groups of people with information and resources to promote healthy eating and active living</p>	<ul style="list-style-type: none"> ✓ Conduct community interviews to identify gaps in access to healthy foods ✓ Engage community groups such as girls' and boys' clubs, YWCA and YMCA, summer camps, fitness centers, etc. to promote consistent HEAL messages ✓ Include children and youth with special health care needs in programming for physical activity
 <p>Activate Intermediaries & Service Providers</p>	<p>Inform service providers or intermediaries who will transmit skills and knowledge of healthy eating and active living to others</p>	<ul style="list-style-type: none"> ✓ Work with the healthcare system to launch a fruit and vegetable prescription program ✓ Conduct HEAL trainings for early education and care (EEC) professionals (e.g., teachers, Head Start, and childcare providers) ✓ Develop nutrition and active living education materials for Early Periodic Screening, Diagnostic and Treatment (EPSDT) providers
 <p>Facilitate Partnerships & Multisector Collaborations</p>	<p>Build connections and cultivate relationships with groups and individuals around healthy eating and active living to meet broader public health goals</p>	<ul style="list-style-type: none"> ✓ Leverage local media to promote HEAL messages and events ✓ Work with municipal planners and engineers to assess walkability of neighborhoods and propose enhancements to increase community walkability ✓ Initiate a Community of Practice or Community of Learning (peer-to-peer network) focused on HEAL strategies

IT'S ALL ABOUT
RELATIONSHIPS



BENEFITS OF COMMUNITY ENGAGEMENT & PARTNERSHIPS

- Complex issues requires multidimensional strategies and multidisciplinary partners
- Support more robust program and community assessment and planning efforts
- Develop and implement more effective strategies
- Co-share responsibility and power
- Creates buy-in and trust
- Organize and mobilize others to support strategies
- Increases collective impact
- Resilience



Adapted from NACCHO MAPP Handbook (2017); CDC Agency for Toxic Substance and Disease Registry “What is Community Engagement;” (2015) and The Community Toolbox – Creating and Maintaining Coalitions and Partnerships, The University of Kansas.

TIPS FOR SUCCESSFUL COMMUNITY ENGAGEMENT & PARTNERSHIPS

1

Honor and build community interest, priorities, assets, trust

2

Identify and leverage existing institutional relationships

3

Define and communicate the parameters of joint health department and community efforts

4

Provide support to maximize and maintain community participation

5

Document and communicate the link between community engagement strategies and improved public health outcomes

Adapted from Robert Wood Johnson Foundation, Culture of Health Blog, The Secret to Successful Partnerships (2015); Pestronk R, Elligers E, Laymon B. Public Health's Role: Collaborating for Healthy Communities. *Health Progress*. 2013.

HOW TO IDENTIFY GREAT PARTNERS

- What organizations have a mission, vision or goals that align with the issue?
- Who has the interest, experience, and/or knowledge of the issue or strategy?
- Who will be critical to the success of this issue? What would be their contribution? What is in it for them?
- Who has resources (leadership, infrastructure, communication, relationships, funding) to offer to this issue?
- Who could play a specific role in assessing, planning, implementing, and/or evaluating the initiative?
- What 'power' and level of influence do they bring to the table?

SPECTRUM OF ENGAGEMENT

Support group

Mutual exchanges to support each other's efforts. Build mutual obligation and trust

Partnership, coalition

Link resources to achieve joint goals. Discover shared interests. Build trust by working together



Communication

● *Network, round table*

Dialogue and common understanding. Clearinghouse for information. Explore common and conflicting interests

Contribution



Coordination

● *Task force, council, alliance*

Match and coordinate needs, resources, and activities. Limit duplication of services. Adjust current activities for more efficient and effective results

Cooperation






Collaboration

● *Collaborative*

Develop shared vision. Build interdependent system to address issues and opportunities. Share resources

POTENTIAL PARTNERS TO SUPPORT I+PSE STRATEGIES

I+PSE Component	Description	Potential Partners
 <p>Promote Community Engagement & Education</p>	<p>Connect with diverse groups of people with information and resources to promote healthy eating and active living</p>	<ul style="list-style-type: none"> ✓ Conduct community interviews to identify gaps in access to healthy foods ✓ Engage community groups such as girls' and boys' clubs, YWCA and YMCA, summer camps, fitness centers, etc. to promote consistent HEAL messages ✓ Include children and youth with special health care needs in programming for physical activity
 <p>Activate Intermediaries & Service Providers</p>	<p>Inform service providers or intermediaries who will transmit skills and knowledge of healthy eating and active living to others</p>	<ul style="list-style-type: none"> ✓ Work with the healthcare system to launch a fruit and vegetable prescription program ✓ Conduct HEAL trainings for early education and care (EEC) professionals (e.g., teachers, Head Start, and childcare providers) ✓ Develop nutrition and active living education materials for Early Periodic Screening, Diagnostic and Treatment (EPSDT) providers
 <p>Facilitate Partnerships & Multisector Collaborations</p>	<p>Build connections and cultivate relationships with groups and individuals around healthy eating and active living to meet broader public health goals</p>	<ul style="list-style-type: none"> ✓ Leverage local media to promote HEAL messages and events ✓ Work with municipal planners and engineers to assess walkability of neighborhoods and propose enhancements to increase community walkability ✓ Initiate a Community of Practice or Community of Learning (peer-to-peer network) focused on HEAL strategies

TEAM REFLECTION QUESTIONS

01

Think about your current networks and partnerships. How did they form? What makes them valuable relationships?

02

As you begin your next assessment and planning cycle, who should be at the table and why?

03

How has your program and/or agency shared successes or lessons learned with the community and partners? If yes, what was the response?

NEXT ACTIVITY

- Activity 6
 - Complete the Value of MCH Nutrition Relationships Worksheet

ADDITIONAL INFORMATION

Information and resources to support
this NLN short course are available at
<http://mchnutritionpartners.ucla.edu/>