



# **The Community Engagement Toolkit Companion Guide**

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# **The Community Engagement Toolkit Companion Guide An Introduction to the Toolkit**

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## An Introduction to the Toolkit

- Purpose and Impact Overview

The Coalition to Transform Advanced Care's (C-TAC) purpose is to reorient and reshape healthcare delivery for those with advanced illness. C-TAC desires this delivery to be high-quality, comprehensive, person/family-centered, and supported with aligned payment models.<sup>1</sup>

Reorienting and Reshaping Care requires:

Achieving this purpose will not be easy and is part of a much longer journey. Always remember, you are not alone. Leaders across the country have been in similar positions or are there now, building coalitions to drive transformational change.





## An Introduction to the Toolkit

- Goal and Impact Overview

C-TAC's goal is to reorient and reshape healthcare delivery so it is high-quality, comprehensive and person and family-centered and supported with aligned payment models.<sup>1</sup>

Reorienting and Reshaping Care requires:

- Empowering and equipping individuals and communities to change and personalize the healthcare system.
- Enhancing the awareness and knowledge of healthcare providers to consistently deliver person-and family-centered care.
- Improving public and payment models to help support this type of system.





## An Introduction to the Toolkit

- Defining Community Engagement

Community Engagement: “the process of working collaboratively with, and through, groups of people affiliated by geographic proximity, special interest, or similar situations to address issues affecting the well-being of people.”<sup>2</sup>





## An Introduction to the Toolkit

- Defining Community Engagement

Community Engagement is accomplished through the creation of partnerships and coalitions that:

- Help mobilize resources
- Influence systems
- Change relationships among partners
- Serve as catalysts for changing policies, programs, and practices





## An Introduction to the Toolkit

- Quality Care: A Collective Impact Approach<sup>3</sup>

Partnerships and collaborations that result from community engagement often adopt elements of a collective impact approach.

These elements include:

- A shared purpose and agenda
- Mutually reinforcing activities
- Continuous communication
- Shared results and accountability







## An Introduction to the Toolkit

- Quality Care: A Collective Impact Approach<sup>4</sup>

When a collective impact approach is used, community leaders and practitioners partner together to improve outcomes.

- Use data to integrate effective practices across programs and systems
- Advocacy for best practices to accomplish goals and impact





## An Introduction to the Toolkit

- Community Engagement and Collective Impact

Reorienting and reshaping the health care system requires engaging the community, and striving for collective impact.

### The C-TAC Toolkit:

- Will provide an overall framework for community engagement
- Will help guide communities through the process
- Can be digested in bite-size pieces and used at a pace that is self-directed
- Can be used to initiate the process or address a specific issue





## An Introduction to the Toolkit

- The C-TAC Toolkit Design

The C-TAC Tool Kit includes:

- Ideas and suggestions that can help you how to foster and create community engagement
- An overview of resources and tools that can be used to assist with planning and community action
- Templates of the resources and tools
- Instructions and guidelines about how to use the resources and tools
- Examples from communities across the U.S. that are creating action





## An Introduction to the Toolkit

- Using the C-TAC Toolkit Design

The C-TAC toolkit is designed to help individuals and communities:

- Identify potential candidates and recruit a leadership group
- Establish clear goals and communicate them with a shared vision
- Develop and implement outreach strategies and an action plan
- Measure impact and share with stakeholders
- Grow the effort, and evolve plans, as needed
- Manage relationships with stakeholders





## An Introduction to the Toolkit



You have completed the Introduction of the C-TAC Toolkit.

Please complete the exercise in your C-TAC Toolkit Companion Guide to help you navigate the engagement and impact continuum before going further in the study.

