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

© James Simmons 2018
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.¹

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.¹

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.”

2
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

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

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.