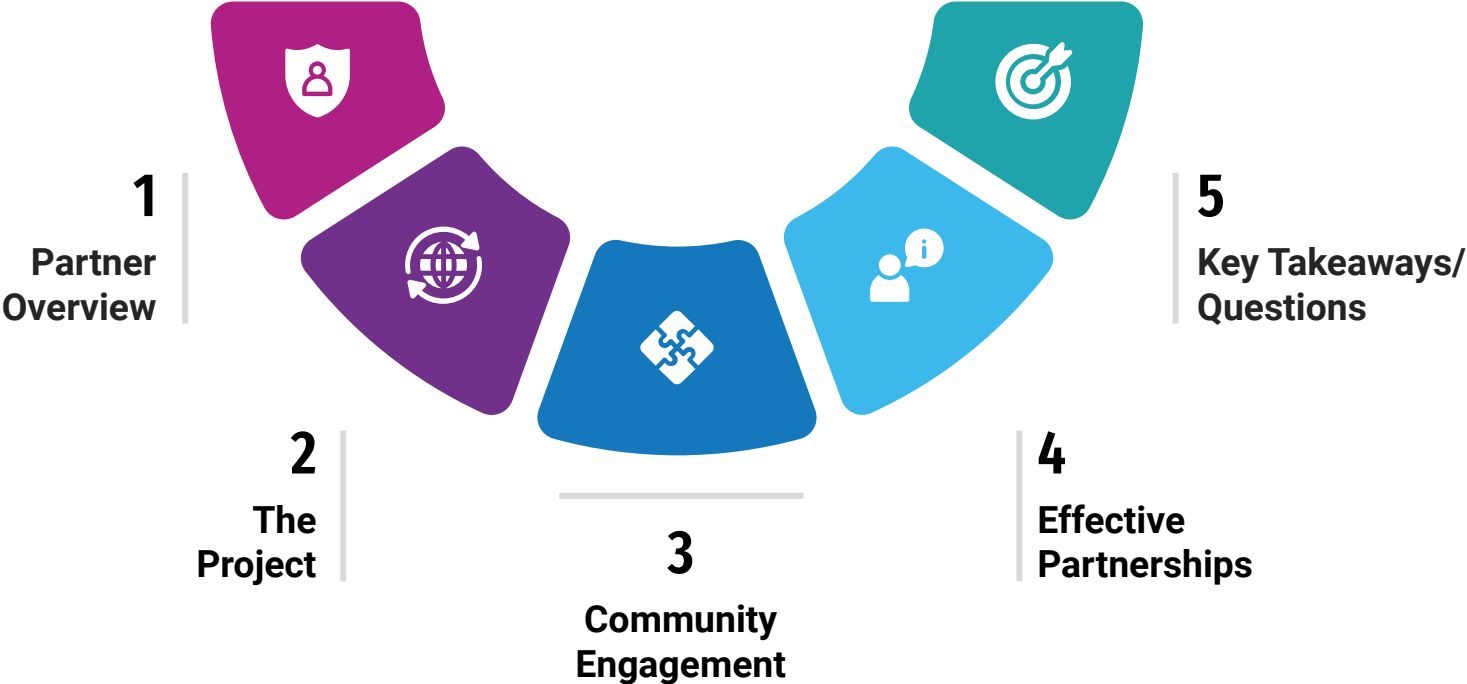


From Transaction to Transformational: A relational approach to building partnership in service of community-driven health solutions

Dana Thomas, MPH,
Jessica Yost (MPH/MSW student),
Lauren Czarnowczan, CHES®

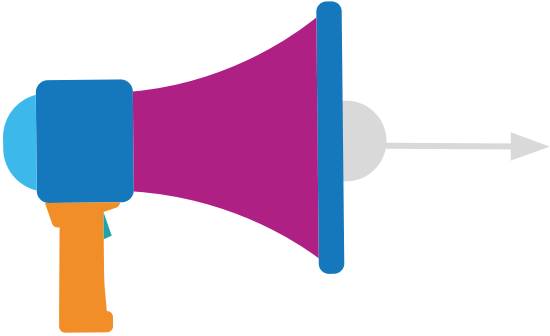


Agenda



Objectives

By the end of the presentation, participants will be able to...



Describe necessary components of creating effective, authentic partnerships to develop community owned resources.

Discuss a community-driven training toolkit to best defer ownership of assets and knowledge to the intended priority population.



1. Text
phastsurveys
to 22333

OR

2. Go to
[PollEv.com/
phastsurveys](https://PollEv.com/phastsurveys)

3. Add in your
responses
when
prompted!

**Let's get a pulse
for who is in the room!**

What part of Michigan are you from?

Northern MI



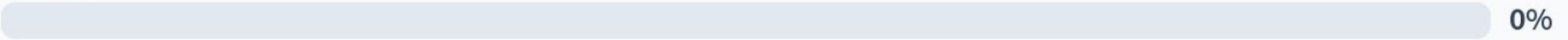
Western MI



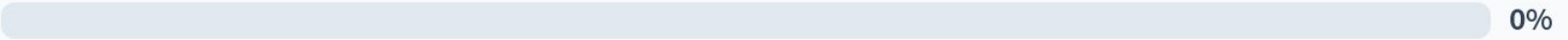
Eastern MI



Mid MI



Southern MI



What type of public health setting do you work in?

Hospital

0%

Nonprofit

0%

Health Department

0%

Nongovernmental organization

0%

Governmental organization

0%

Academia

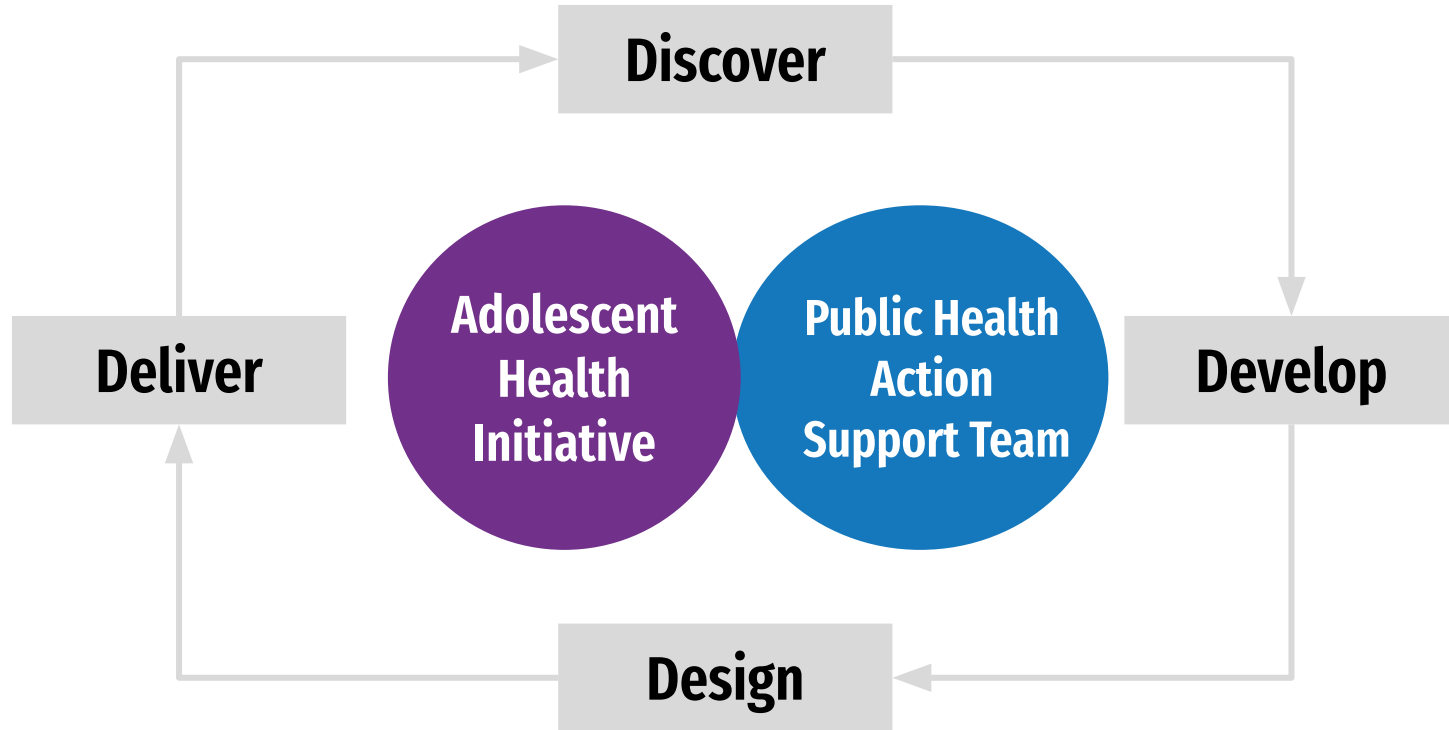
0%

Other

0%



Overview: Who We Are



The Project Partnerships



**Geraldine Powell
aka Lady P**



Mia Lanier



**Lauren Vasquez
Dana Thomas**



**Alex Soos
Jessica Yost
Yijun Zou
Lauren Czarnowczan**



Washtenaw County
Health Department



***Funder**

The Project

GOAL

Increase parent/caregiver communication efficacy with youth.

THE “WHY”

Effective adult-youth communication reduces risky behaviors in youth such as sexual initiation, substance use, and reduction of STIs.

ACTIVITIES

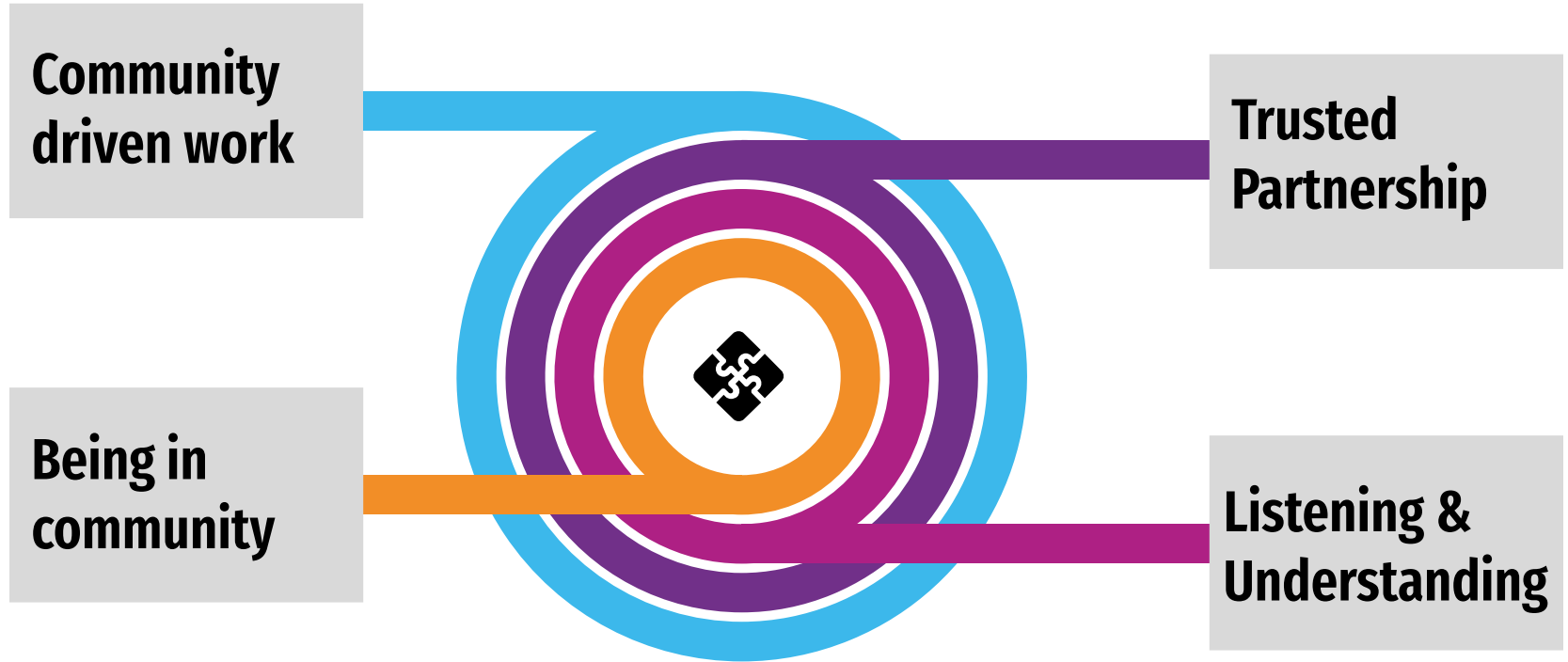
Community driven-focus groups of adults and youth to inform the toolkit development.

OUTCOME

A toolkit with training modules and local resources.

Training modules cover: Being an “askable adult”, the adolescent brain development, strength based approaches to sexual health, & resources

The Project



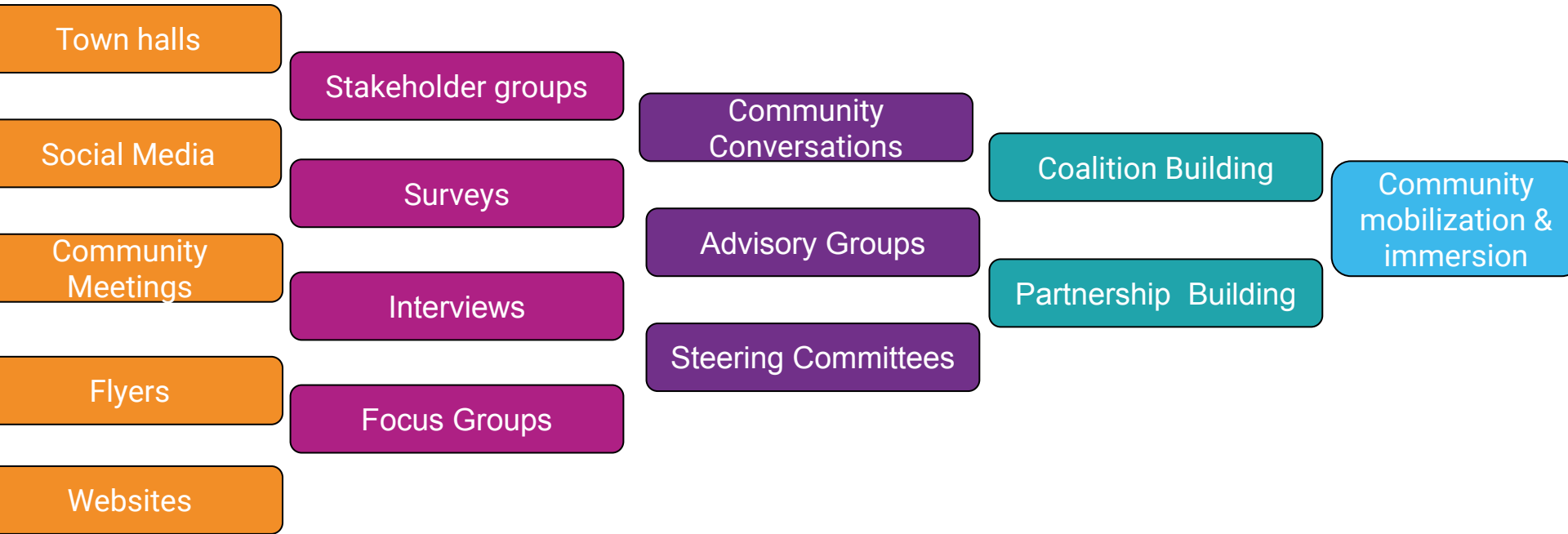
How do you engage with communities?

Nobody has responded yet.

Hang tight! Responses are coming in.



Types of Community Engagement



Adapted from the CDC's Community Engagement Continuum (1997) and King County Community Engagement Continuum (2011).

Continuum of Community Engagement

INFORM

Provide information

Outcome: Establish communication channels

CONSULT

Get and incorporate feedback

Outcome: Develop connections

INVOLVE

Ensure needs and interests are considered

Outcome: Partnership visibility

COLLABORATE

Partner and share decision-making power

Outcome: Partnership building

(EM)POWER

Support and follow the community's lead

Outcome: Broader health outcomes; strong bidirectional trust

One Way Communication

Two Way Communication

Application: Continuum of Community Engagement

INFORM

Provide
information

Outcome: Establish
communication
channels

Actions:

- Attend community-led meetings
- Listen to their needs
- Volunteer

Application: Continuum of Community Engagement

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CONSULT

Get and incorporate feedback

Outcome: Develop connections

Actions:

- Show up
- Provide expertise/knowledge at no financial cost
- Listen

Application: Continuum of Community Engagement

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Ensure needs and interests are considered

Outcome: Partnership visibility

Actions:

- Make connections between your work and the needs of the community
- Keep a list of community identified priorities and check in on them

Application: Continuum of Community Engagement

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Support and follow the community's lead

Outcome: Broader health outcomes; strong bidirectional trust

Actions:

- With the opportunity, collaborate with principles of power sharing at the forefront

Tying it all together!

INFORM

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Outcome: Establish communication channels

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- Volunteer

CONSULT

Get and incorporate feedback

Outcome: Develop connections

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Key Takeaways for Building Effective Partnerships

1. Needs of partners were identified first, and then funding source was identified (not vice versa as is common)

2. Plan to have long term relationship with community partners that are nimble and move back and forth on the continuum

3. "If you're doing the work, you need to be in community"
So when you see the opportunity, you're ready

4. This work does not happen behind a computer - take the work to the community and build relationships

5. There is a need for intentionality in all components of this work - avoid unilateral decision making

6. Relationship building takes time

Activity: Self- Reflection

**CONSIDER THE
FOLLOWING...**

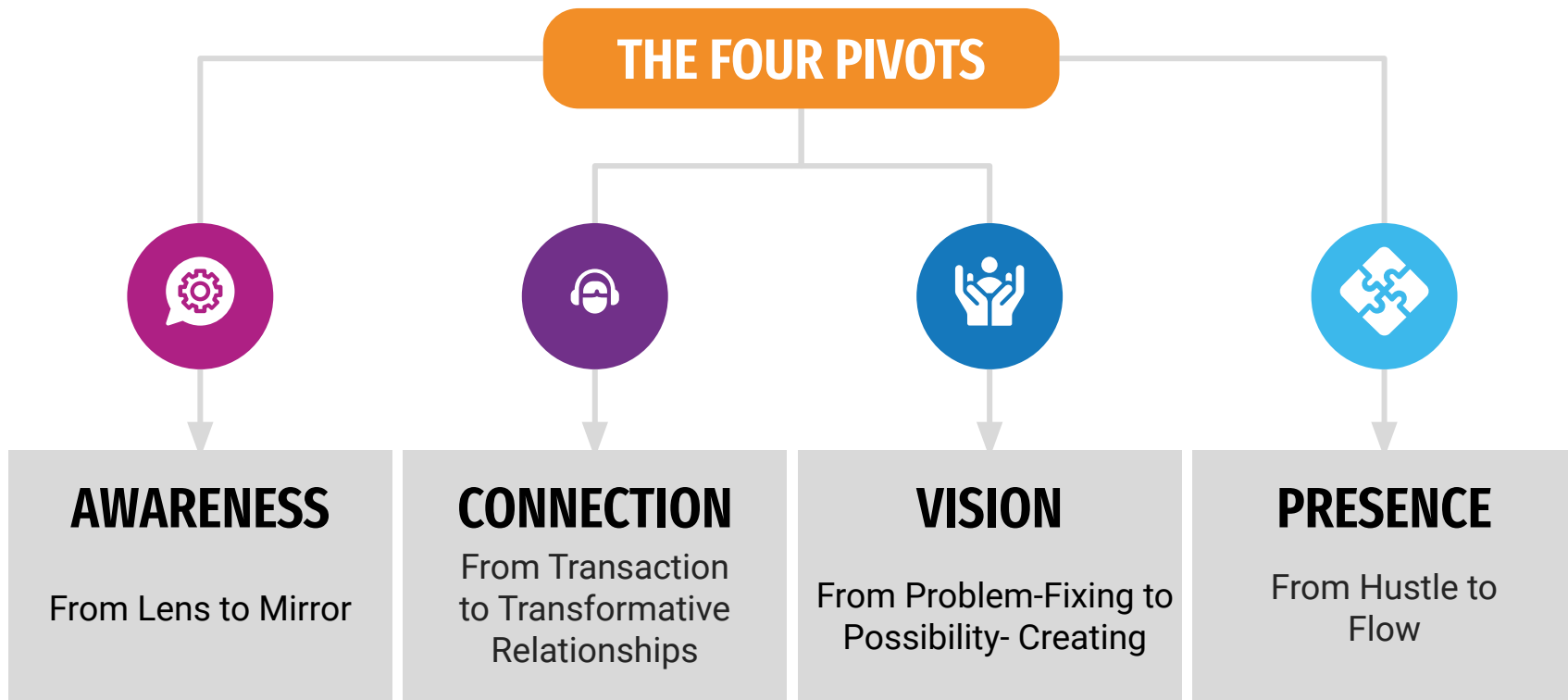


How are you showing up for this work?



Reflect on where your current work is with community partners on the continuum of engagement. What would you need to do to strengthen your own partnerships?

Wrap Up



Wrap Up

CONNECTION:

From Transactional to Transformative Relationships

- **Building** and **Rebuilding Trust** within our organizations, communities, and ourselves
- The ripple effects of transformative relationships can be felt throughout the community

Questions?

Community involvement in research

COMMUNITY INVOLVEMENT IN RESEARCH



Source: "Community Involvement in Research" Diagram from the "Building Equitable Environmental Justice Partnerships Curriculum"

Thanks!

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Jessica Yost | jessyost@umich.edu

References