



Minutes - CDC Health Council Training: Stakeholder Engagement

Monday, December 20th, 1PM-3PM

[Link to Agenda](#)

[Link to Saved Chat](#)

Minutes

1. Introduction and Principles of Stakeholder Engagement - Anne Hays Egan

- a. See a model of Stakeholder Engagement in the [handout](#) for today's training.
- b. Engagement tools and strategies checklist
 - i. **General Outreach** – to large group, through emails, website, newsletter, blasts.
 - ii. **Digital Outreach** – social media, videos, podcasts, storytelling.
 - iii. **Sector Specific Outreach** – involving groups that work in areas of need, planning priorities, DOH SHIP, and council goal areas.
 - iv. **Personal Contacts & Relationship Building** - meetings, discussions, planning, mapping, events, working in goal areas. Through relationships, we share how being involved makes a difference. People see how engagement benefits their organization and supports it in a larger landscape.
 - v. **Shared Leadership** – involving many voices, equity focus, engaging diverse stakeholders in meetings, task forces and projects to collectively shape plans and council work. Engaging the community in planning, and multiple community agencies in collaborative work to plan, develop council goals, engage in community organizing, public policy, and shared funding.
 - vi. **Equity-Based Community Organizing** – mapping groups and networks, engagement strategies, phone trees, specific strategies to involve and engage people in meetings, task forces, planning, collaborative work around goals.
- c. Stakeholder Engagement happens by tiers.
 - i. **Foundational engagement** includes general outreach through email blasts or a newsletter and regular meetings with notifications and reports
 - ii. **Varied, Mixed Methods engagement** includes diverse, representative leadership and sharing work, engaged community members, topic-related communication, equity focus, relationship building, use of social media, and partnership development
 - iii. **Highly engaged, interactive engagement** includes active, engaged, shared, and equitable leadership. The community is engaged in planning and providing feedback. Multiple stakeholders are engaged in a range of activities, collaborations and partnerships.

2. Presentations from Health Councils

- a. Troy Campbell - Pueblo de San Ildefonso Health Council
 - i. They used to send out paper newspaper, started doing home visits during COVID

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- ii. They also use a web-based voice message and text message/emails systems that sends information out to people about COVID-19 vaccines and possible exposures
 - iii. They use lots of social media platforms
 - iv. They are most proud of their podcast
 - 1. Podcast - semi scripted version of community engagement
 - 2. Their staff will take turns providing information to the community
 - 3. It will happen in real time, so people can comment and discuss as the information is being shared
 - v. Reach out to Troy Campbell at Pueblo de San Ildefonso Health Council for more information.
- b. Diana Good - Community Wellness Council (Valencia County)
- i. Principles for stakeholder engagement they abide by:
 - 1. Interactive Engagement is not just for kids (try to focus on appealing to different learning styles).
 - 2. There is no “higher” or “lower” stakeholder for them. Everyone is treated as equal.
 - 3. How can they focus on the way events impact people’s lives?
 - 4. If you ask someone to do something, give them something in return.
- c. Christopher Hudson - McKinley County Health Alliance
- i. They partner with many intersectoral groups around their community and the state
 - ii. They work with all stakeholders and try to place people in roles according to their strengths
 - iii. They have a roster of about 150 individuals who they share information with and regularly work with
 - iv. They are now building their social media through Facebook
- d. Lauren Reichelt - Rio Arriba Community Health Council
- i. Gather people around topics and try to find funding, utilize strengths
 - ii. If you have someone that comes to you, develop resources that are prioritized for those community members. Connect interested people with the health council, and use it to advocate for their voice

3. Vaccine Equity Plan and Stakeholder Engagement

- a. Thinking practically about stakeholder engagement for your vaccine equity plan. Questions to ask:
 - i. If you are in a very rural area - where might be a place that you can connect with a lot of people? (Post Office, Food Pantry, Churches?)
 - 1. Base the groups you connect with on who is most involved in the community. Don’t limit yourself to only the obvious groups. (ex. If there is a bank that is very involved, try to work with them)



- ii. How will you translate materials to fit your population? Are there local folks that you can refer to check translations to ensure it matches by grammar and dialect? Could graduate students in the area help with this?

4. Breakout Rooms

a. Questions

- i. What are your most effective stakeholder engagement strategies, and why?
- ii. What challenges are you facing with stakeholder engagement?
- iii. What are your priorities for building stakeholder engagement that provides diversity, equity and inclusion, and what tools and resources would you like from NMAHC?
- iv. What tools, methods and strategies do you find helpful for addressing vaccine equity? In developing your plan and supporting events?

b. Links to Jamboards

- i. [Room 1](#) - Facilitator: Susie
- ii. [Room 2](#) - Facilitator: Anne
- iii. [Room 3](#) - Facilitator: Victoria
- iv. [Room 4](#) - Facilitator: Susan
- v. [Room 5](#) - Facilitator: Sharon
- vi. [Room 6](#) - Facilitator: Gerilyn
- vii. [Room 7](#) - Facilitator: Joan

5. Post-breakout room debrief

a. Effective stakeholder engagement strategies

i. Communication strategies

1. Use several platforms: Social media, flyers, using “nixel” to text everyone in the community about something important, Marquis
2. Use positive messaging to keep people engaged, especially around COVID-19.
3. Schools have text message services, you can connect with large school networks through this
4. Adjust communication based on who you are trying to reach:
 - a. Email blasts
 - b. Social media
 - c. Involve different messengers (besides government)
 - d. Some people have more luck with social media and others have more luck with printed mediums (based on rurality)
5. Give people a call to action in your communications
6. Have clear and well-defined topics and objectives for meetings and communications

ii. Engagement tips and frameworks

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1. Use focus groups, facilitated dialogue sessions, to engage more deeply with community
 2. Communicate with people in person when you are able
 3. Leverage existing personal relationships to expand your professional network
 4. It is very effective to offer food at meetings
 5. Have one-on-one meetings when possible to build relationships
 6. Schedule follow-up meetings to maintain engagement
 7. Merge events - ex. hold a health fair in partnership with some other event in order to increase reach
 8. Put effort into forming sustainable networks for important health topics
 9. There is strength in shared priorities. Who can you work with in your community that has similar priorities to you?
- b. Challenges in stakeholder engagement
- i. People are having trouble connecting and making new relationships during the pandemic
 - ii. How can you address COVID-19 burnout among stakeholders?
 - iii. It is difficult to expand your reach in very small communities. How can we reach other people and hear their voices? Difficulty expanding can lead to stagnation.
 - iv. How to address lack of internet access for community members?
 - v. How to build comfortability for **all** community members to be able to be confident engaging with decision makers in the community?
 - vi. How to have conversations that resonate with community members in the Zoom world?
- c. Priorities for diversity, equity and inclusion
- i. Hold events/meetings in spaces and at times that are accessible and comfortable to the community
 - ii. Use trusted messengers - ex. Doctors that have been in the community for a long time. People will really listen to these individuals.
 - iii. Have trusted people volunteer at events, and engage with the community. Helps people feel more comfortable at events.
- d. Tools and resources that are needed
- i. Training on best practices on stakeholder engagement
 - ii. Social media tools (tools to keep social media positive)
 - iii. Training on how to use the translation function of Zoom for accessibility
 - iv. Equity training
 - v. Community organizing training
 - vi. Training on canvassing

6. Closing - Anne Hays Egan

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- a. There are so many things that Health Councils are doing across the full spectrum of Stakeholder Engagement
- b. Closing reflection: How can we find joy as we come out of tragedy, a period of adversity, having worked through hard things together?

7. Reporting Q&A

- a. **Should we report on vaccine activities in our Vaccine Equity Plan that will only happen in January, or all planned events for the next few months?** Answer: Reporting submitted should include plans for the next few months. You can update as you get further along with more details as you get them.
- b. **If our office will be closed for the end of December, should we report before or after we get back?** Answer: Reporting should encompass activities for the whole month, so even if you start your report now, wait until the end of the month to submit. You have until the 5th of January to submit your report. Also, wait until you receive your updated invoice and report each month, because updates will happen to these documents each month.
- c. **Should we submit a capacity assessment this month?** Answer: No. The capacity assessment was pushed back, so you do not need to submit that with this monthly report

Reminder: Part 1 of your Vaccine Equity Plan should be submitted with your December Monthly Report - due January 5th 2022.

Upcoming Meetings:

- 1. **Health Council Capacity Assessment - Monday, January 3rd 2022 (1PM-3PM)**
- 2. **NEW! School-Based Health Centers Supporting Children's Health Care Needs: How Expansion Can Happen, and How Health Councils Can Help.** Learn about collaboration with schools and school based health centers, with a highlight on COVID-19 vaccination collaboration. Presented by: Nancy Rodriguez, Executive Director for New Mexico Alliance for School-Based Health Centers. **Thursday January 13th 2022, (3PM-4PM).** Zoom link: <https://us02web.zoom.us/j/5756219684>. More information on our [website](#).

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