


Module 7: Partnering

Preventive Services ToolKit
Module 7: Partnering


- reaching out to the community
- to secure outcomes not otherwise achievable



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A Theoretical Anecdote

- a pulmonologist
- asthma
- children in a specific neighborhood
- options?



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Partnering is

- A group process
- Leverage
- Outreach
- Joint Initiatives
- Shared Goals and Objectives
- Model Cities Immunization*



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Partnering is Not


- Command and Control
- Co-optation
- Public Hearing Process



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Traps and Pitfalls


- Staff and data support
- Trust
- Promises/expectations
- Hijacking
- Invasion of turf
- Lies



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Community Data Model – Four Domains

- 4 Domains
 - Social (cultural and economic)
 - Physical
 - Biologic
 - Political and Administrative




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Data Model for Community Diagnosis


- -- for each domain
 - Resources
 - Problems
 - Environments



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Evidence and Proof


- Complexity
 - 4 Domains
 - 3 sets of issues per domain
 - Half-dozen simultaneous interventions
 - Cluster of related problems
- Conventional study design
 - controlled field trials
 - statistical significance
- Possible alternative study designs
 - Qualitative research
 - Pattern analyses
 - Theoretical modeling
- Note re organizational culture



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Community Resources


- Health professionals think in terms of problems
- Community people think in terms of resources
- Agency resources = funding and staff
- Community resources = people and connections



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Community Problems


- Problems
 - (poverty, bad housing, corrupt leadership, etc.)
- Three things to understand
 - Power of risk factors
 - Community anatomy and physiology
 - Not ours to fix
- We can :
 - Compensate
 - Partially correct
 - Empower



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Domain: Social (Cultural and Economic)

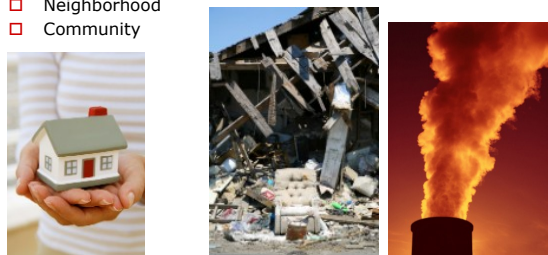
- Problems
 - Poverty, illiteracy, language barriers, alcohol, drugs, crime, unemployment
- Need to understand
 - Not ours to fix
 - Minimize new dependencies and unintended consequences



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Domain: Physical

- House
- Neighborhood
- Community





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Domain: Biologic


- Functional:
 - Access to fresh fruit and vegetables
 - Access to alcohol and drugs
 - Access to health care
- Psychological:
 - Stress
 - Fear, anxiety
 - Hopelessness

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Environments - Political and Administrative Domain

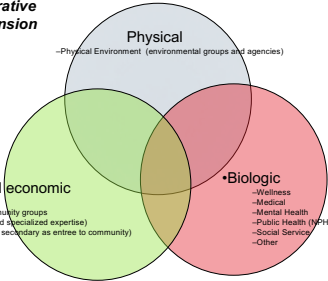
- Power
- Organization
- Leadership
- Interface with political mainstream
- Quality of provision of health and social services
- Disaster preparedness

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Community Domains Overlap

Political/Administrative domain = 3d dimension



Physical
-Physical Environment (environmental groups and agencies)


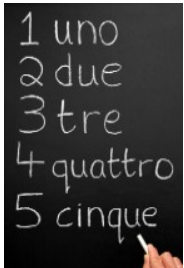
•Social, cultural and economic
-Community residents
-Churches and other community groups
-Academia (re research and specialized expertise)
-Educational (primary and secondary as entree to community)
-For-profit entities
-Government

•Biologic
-Wellness
-Medical
-Mental Health
-Public Health (PH/PHSP)
-Social Services
-Other

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Role of the Health Professional


- Science
- Translation

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Epi Approach to Translation


- Numerators
- Denominators
- Patterns of cause and effect
- Identify interventions and outcomes
- Time dimension
 - Project levels of intervention and outcomes by quarter and year
 - Enable mid-course corrections
- Data needs for evaluation
- (p values and statistical significance)



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Syndemics

- "synergistic epidemics"
 - <http://www.cdc.gov/syndemics/overview-definition.htm>
- Community view




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Examples of Syndemics


- Youth
 - STDs, AIDS, Substance Abuse, Unplanned or undesired pregnancy
- Elderly
 - Diabetes, metabolic syndrome, cardiovascular and cerebrovascular disease
- Urban inner city
 - Lead poisoning, asthma, interpersonal violence, depression, drug use, alcohol abuse
- Suburban sprawl
 - Obesity, poor physical fitness, auto accidents, depression, tobacco use



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Data Models

- Medical
- Public Health
- Community, Mental Health and Behavioral



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Medical Data Model


- Medical Diagnosis
 - Heart disease
 - Cancer
 - Stroke
 - Lung disease
 - Injuries
- Medical Procedure Codes
 - Per Mokdad et al, JAMA 2004; 291:1238-1245



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Public Health Data Models

- Risk factors
 - Tobacco
 - Diet and exercise
 - Alcohol
 - Microbes
 - Toxins
- Skilled use of public data sets
 - Census and demographics
 - Vital records
 - National surveys
 - Per Mokdad et al, JAMA 2004; 291:1238-1245



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What Partnering can Accomplish

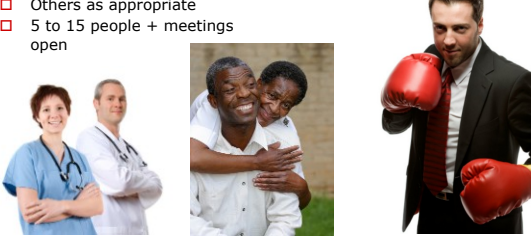
- Stratification and targeting
- Community diagnosis
- Integrated solutions
 - multiple stakeholders
 - multiple problems
- Joint initiatives
- **Outcomes not otherwise achievable**



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How – The Cluster Committee

- Staff of host agency(ies)
- Community members
- Others as appropriate
- 5 to 15 people + meetings open



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What the Cluster Committee Does

Community Problem Resource

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Cultural Sensitivity

- Patient/client/social
 - Language
 - Culture
- Organization and stakeholder
 - Use of language
 - Mindsets
 - Data models
- In-the-box thinking

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The COPC Bible

Rhyne, R; Bogue, R; Kukula, G; Fulmer, H: Community Oriented Primary Care: Health Care for the 21st Century. American Public Health Association, Washington DC. 1998
<http://www.apha.org>

Community-Oriented Primary Care: Health Care for the 21st Century

Edited by Robert Rhyne, M.D., Richard Bogue, Ph.D., Gary Kukulka, Ph.D., Hugh Fulmer, M.D.

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Community Benefit- Definition

- Required of non-profits in most state tax codes
- Charity care for the poor beyond the services provided for payment
 - Outreach
 - Education and counseling
 - Transport
 - (and more)
- Provides a source of funding for preventive and outreach services that might not be considered

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