

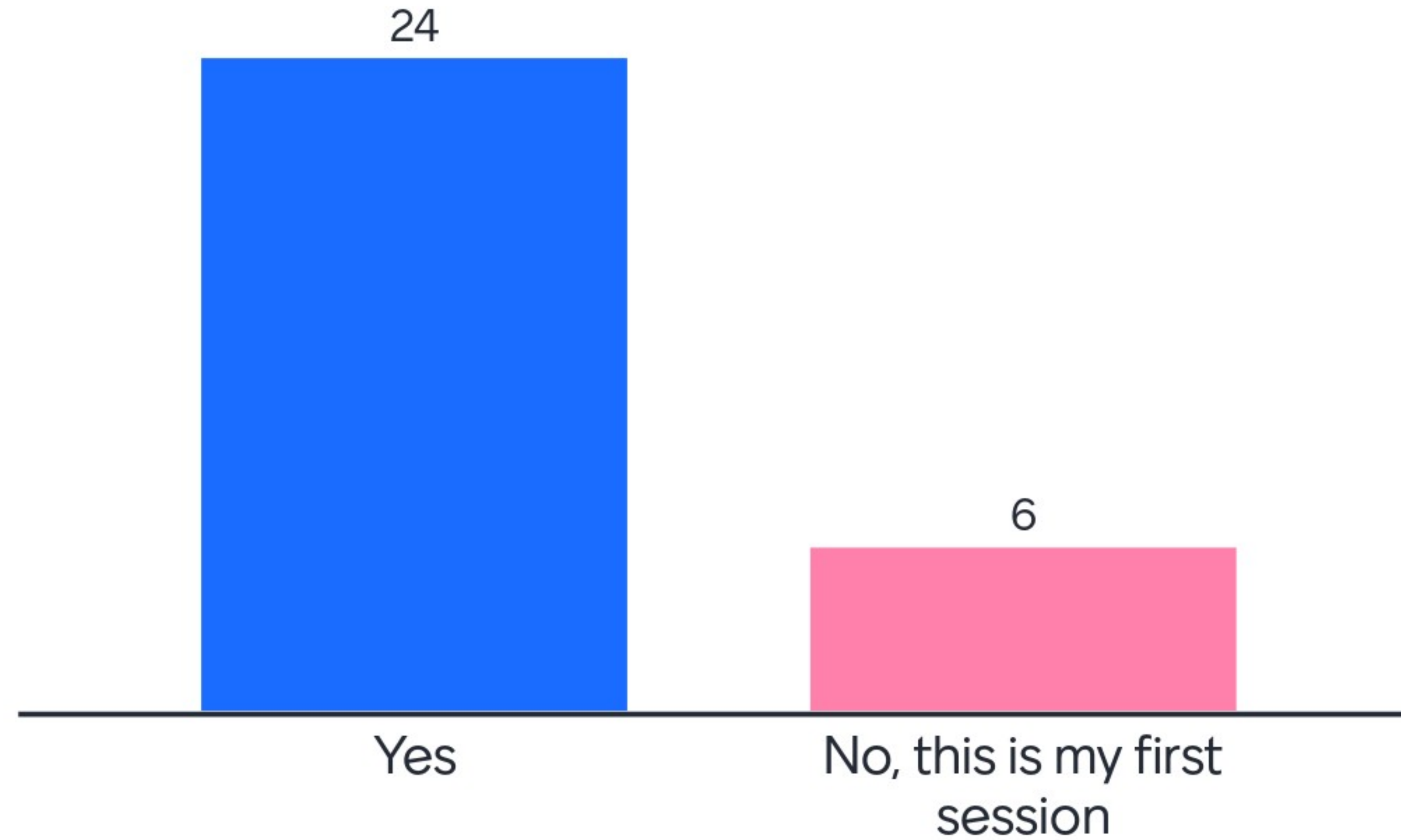


ADVANCING HEALTH EQUITY THROUGH THE STRATEGIC PREVENTION FRAMEWORK SERIES

Session 2:
Capacity and Health Equity



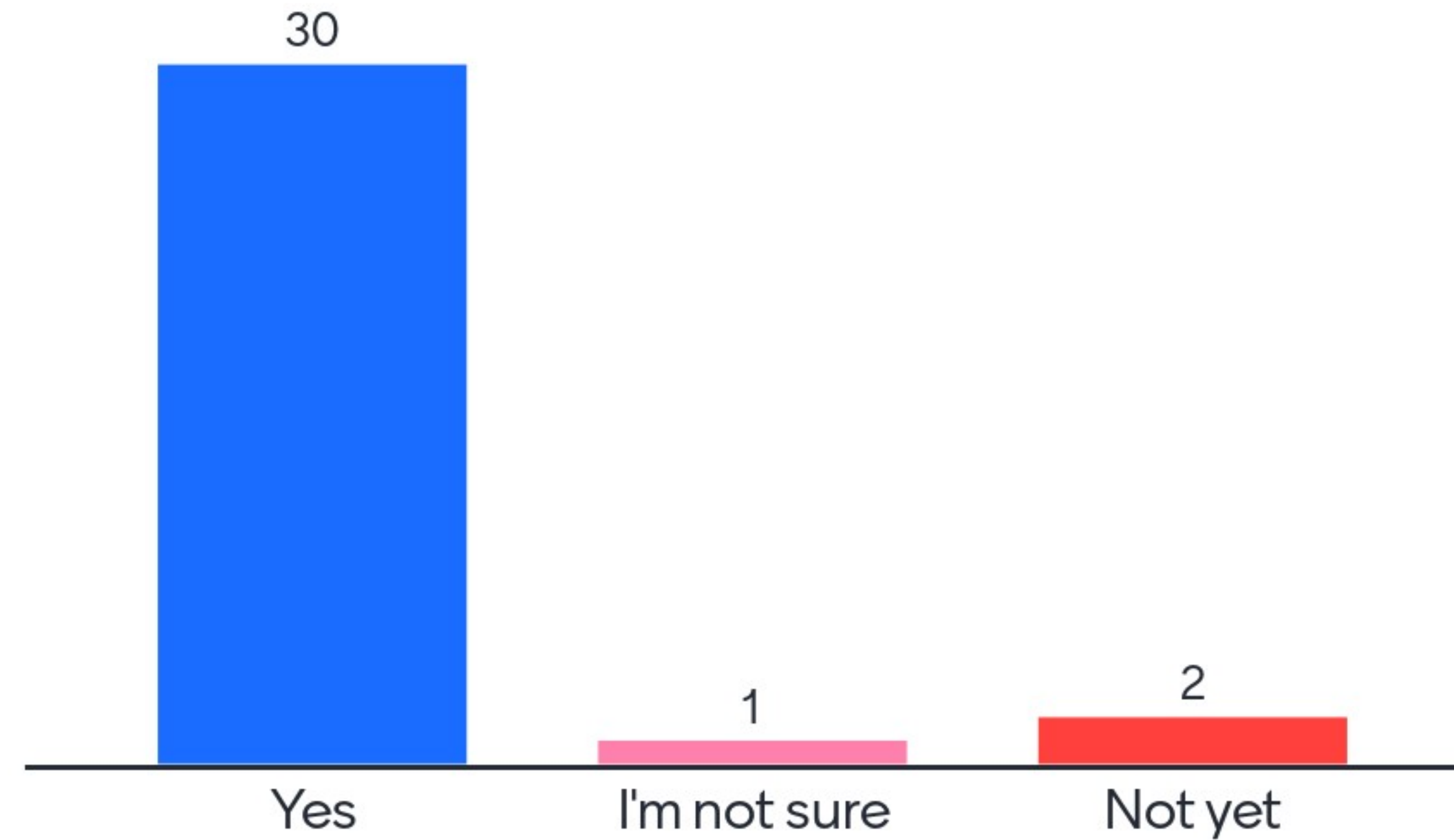
I was here yesterday:



Learning Objectives

- Summarize Step 2 (Capacity) of the Strategic Prevention Framework (SPF)
- Describe how to build capacity for implementing the SPF with a focus on health equity
- Understand how to develop partnerships, engage diverse stakeholders, and build a culture of health equity within organizations

We engage with diverse community members



Capacity

Key Components

- Improve Resources
- Strengthen Partnerships
- Prepare the Workforce
- Establish a baseline



SAMHSA's Strategic Prevention Framework

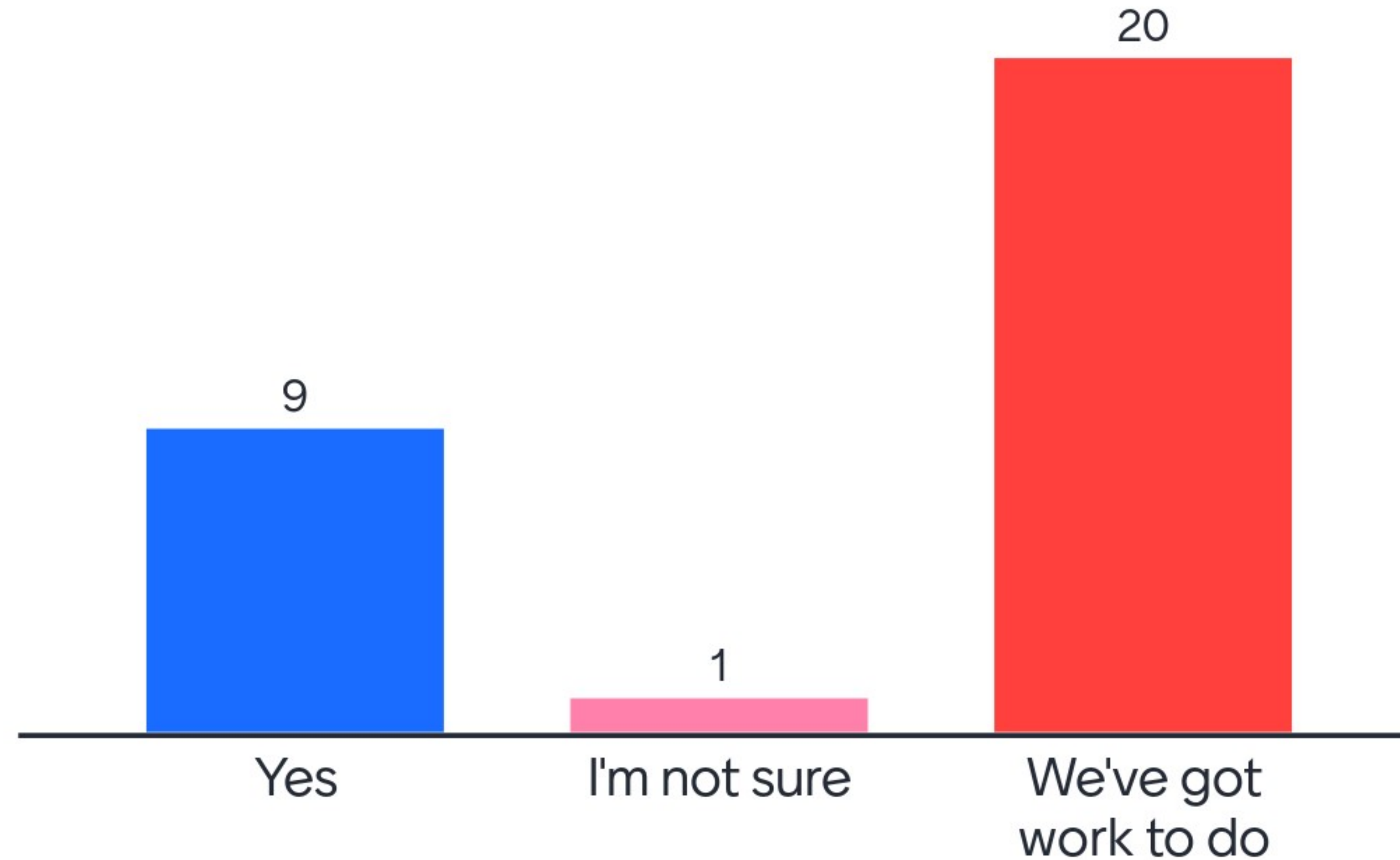
Here are some strategies for building local capacity for prevention:

Engage diverse
community stakeholders

Develop and strengthen
a prevention team

Raise community
awareness about the
issue

Are we trusted by the community we serve?



What strategies are you using to build trust between your organization and the community?

Engaging partners, community members with lived experience

Partnering with well known and well respected orgs!

Engagement and empowerment of residents

Involvement in other organizations and community events in I network and relationship build

Showing up as much as possible

Listening to people.

Attend community meetings to promote our services

Being available to being a community partner

What strategies are you using to build trust between your organization and the community?

Showing up for community events/meetings that our community is hosting.

Using data to validate conversations about needs

Thousand cups of coffee!!

I attend community events and coalition meetings

Active listening

Transparency, following through with commitments, and emphasizing collaboration with partners

Transparency, following through with commitments, and emphasizing collaboration with partners

Outreach events

What strategies are you using to build trust between your organization and the community?

Active listening, asking open ended questions, reflective listening, open and welcoming environment

Follow up and follow through.

Community outreach every chance

Keeping my word, following up when I say I'm going to do something. Being present at events

Reaching out to community centers churches law enforcement schools parents participating in job/health fairs

Reliability.

Understanding the process shouldn't be rushed. It will take time. Be patient and Trust the Process even when the work continues without you

Attending other meetings. Volunteer at someone else's event.

What strategies are you using to build trust between your organization and the community?

We have a community relations specialist specifically for the purpose of bringing in community individuals and providers for collaboration

Honesty. being present

Networking

Be present with the people you are giving your time to.

Meet people where they are at.

I've actively been working to engage college campuses - I ask to visit them on campus to get to know them and their needs more!

look for common goals and collaborate to meet them

Share trainings and relevant websites. Supporting their ideas and providing other resources

What strategies are you using to build trust between your organization and the community?

Making their participation valuable in the work being done, not just sitting at the table.

Visiting folx on their campus with the goal of just learning about them and their needs!

Attempting to increase participation in regular community coalition groups in more regions of the city. We are currently having regular meetings in S philly and w philly, want to increase participation

open meetings, evaluations

Ways to approach people and organizations in the community to participate in your prevention efforts:

- Call known contacts, particularly those with overlapping interests
- Attend and speak up at community meetings and events
- Ask partners to contact their partners
- Keep potential partners well informed about prevention activities and progress made
- Meet with key players, including public opinion leaders and local decision-makers
- Anticipate and overcome roadblocks (e.g., address the concerns of those who might oppose or hinder prevention efforts)

Different ways to encourage stakeholders who are already engaged to get more involved in prevention efforts:

- Meet face-to-face to discuss overlapping goals and agendas
- Extend an invitation to attend a prevention team or task force meeting
- Once prevention planning is underway, make more specific requests for involvement
- Extend invitations to attend future prevention events and activities
- Maintain relationships by keeping stakeholders informed of prevention activities and progress made

What are examples of how you recruit new partners or engage current partners in your work?

Invite self to agency staff meetings.

Tabling Events

Invite them to step or or speak out/share

Send a personal invite or held a open house at my office

made contact to integrate with state idd population

Support our staff to join a community organization of their choice and attend meetings during working hours

Write them into the grant

MOA

What are examples of how you recruit new partners or engage current partners in your work?

Engaging partners in prevention projects, such as law enforcement handing out red ribbon week items

Meet them at outreach events

look for common goals and collaborate to meet them

Emails calls and going to locations of community partners introducing myself and the coalition and providing resource materials regarding prevention/intervention techniques and training we can offer

Attend there events and programs

Community fun events.

Connecting our missions together!

Visiting folx where they are - I work with campuses and learn more about them and their needs and follow up with any resources that might be helpful!

What are examples of how you recruit new partners or engage current partners in your work?

Build relationships before you ask

Have lunch with them

Understanding their ideas and providing additional resources

Learn about our individuals and partners. Tap into their interests

We send personalized thank you cards, and celebrate that orgs success at meetings

Strategies for Raising Community Awareness

- Meet one-on-one with public opinion leaders
- Ask task force members to share information in their own sectors
- Submit articles to local newspapers, church bulletins, neighborhood newsletters, etc.
- Share information on relevant websites and social media outlets
- Host community events to share information about and discuss the problem
- Convene focus groups to get input on prevention plans

Health Equity Questions

Does coalition membership reflect the cultures present in the community?

Has anyone assessed readiness levels within various communities? If so, how do they differ across communities?

Is your “priority problem” viewed differently across communities?

How do you ensure there is a diversity of voice and experience at the table?

Head count

Invite nontraditional
leaders

Needs assessment

Evaluate every year

Making sure everyone has
a chance to speak to feel
heard.

Survey the coalition for
satisfaction

Annual coalition member
survey to examine coalition
membership makeup and
identify areas to improve

Pay those with lived
experience for their time.

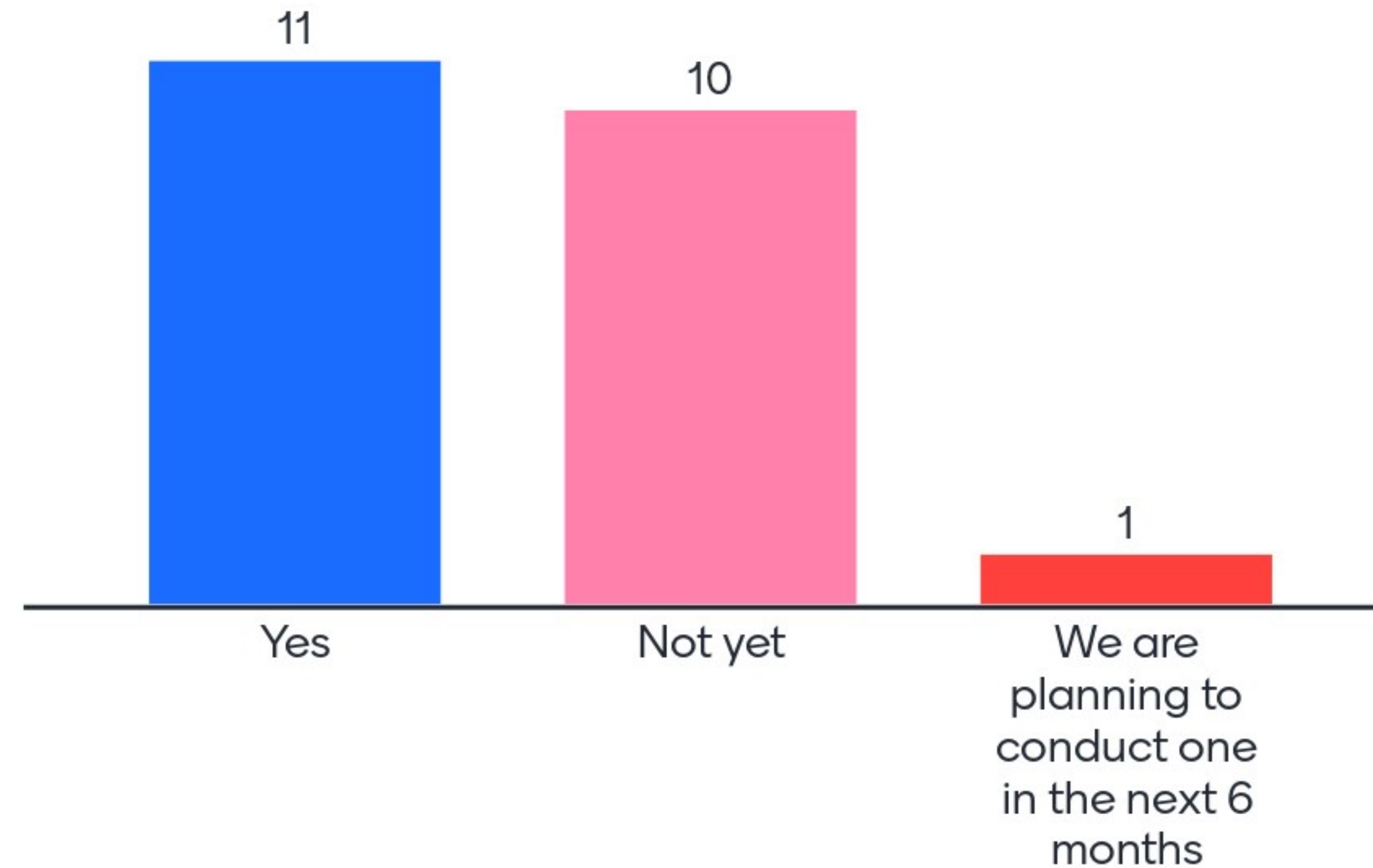
How do you ensure there is a diversity of voice and experience at the table?

Check community demographics via census data.

Our division has a DEI team that offers regular training, education, safe space lunch and learn focus groups to help raise awareness of these issues across the workforce

By reaching out to everyone not just one group of people

Have you conducted a community readiness survey?



Actionable steps for applying an Equity lens to the Strategic Prevention Framework – Capacity Phase

- Establish a high level of trust and reciprocity with the community you are serving
- Create resources that will help bridge the gaps identified during the assessment phase
- Nothing About Us Without Us: continue to involve the community throughout each step of the process
- Be inclusive and culturally sensitive when establishing and building your resources (health literacy, language accessibility, etc.)

What's circling in your mind?

56 responses



What are you taking away from this session?

Just how important readiness is in the process

Understand community readiness

ideas to apply to our health equity plan

Strengthening trust and engagement with community leaders

We really need to do a readiness assessment

Our work is very much data driven

We (community) can all work together.

You are great Nicole!!! I'm taking away confidence in my knowledge.

What are you taking away from this session?

Fresh look at my project

Engagement with others
and listening to
understand is important.

Readiness and equity

Prepare the soil for the
community development
seeds!

importance of building
trust with the community

I have more work to do
which is good

There is a wealth of strength and
knowledge in the room and I would
love to hear about how others
creat activities to include your
partners in the work.

Deeper understanding of
capacity building

References

A Guide to SAMHSA's Strategic Prevention Framework

<https://www.samhsa.gov/sites/default/files/samhsa-strategic-prevention-framework-guide-08292019.pdf>

CDC: Health Disparities Prevention Framework

<https://www.cdc.gov/healthyyouth/disparities/index.htm#:~:text=Health%20disparities%20are%20preventable%20differences,experienced%20by%20socially%20disadvantaged%20populations.>

South Southwest PTTC: Capacity Building examples

<https://pttcnetwork.org/centers/south-southwest-pttc/capacity-building-examples>



THANK YOU