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Today's Focus


- Defining community & Purpose of Organizing
- Who is Inviting & Who is Being Invited
- Levels of Meaningful participation
- Creating change



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Getting to Change


- Listening and Getting to know the community
- Looking beyond immediate needs
- Appreciating opportunities for change
- Testing readiness: turf, talent, trust, and treasure



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Conceptualizing Change


- Establishing a framework for change
- Setting priorities and testing what works for *this* community!
- Reflecting on experience
- Reaching and checking level of consensus



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Levels of Community Connection


- **Advisory:** "Listen to *our* ideas – tell us what you think"
- **Involvement:** "Volunteer in *our* program-we want to offer these services in your community"
- **Capacity:** "*We can't do it alone – your participation gives our program credibility*"



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Community Engagement

*"You are the **resource** we've been looking for! – we value the ideas, the talents, the struggles, and the diversity of this community and commit to following your lead."*



What we are inviting -

Advisory: We are Content Experts; community is our Audience.

Involvement: We like the idea of community at the table, but are not so comfortable with sharing decision making.

Capacity: We have more organizers and multipliers for our programs; we celebrate our community champions.



When we are engaged and invited -

- We acknowledge multiples roles and resources among the community members and in the environment –
- We listen for what will drive change and we build trust and shared ownership for the process and the outcomes.
- We focus on mission and less on ourselves.



Balancing Process and Action

- Establish a Process for Organizing with the community
- Embrace Planning as a key to success
- Identify Tools for Mobilizing & for Taking Action
- Foster Accountability



Prevention Research Centers

1984

U.S. Centers for Disease Control and Prevention established as administrator for a program that would create opportunities for applied public health research

Three (3) Prevention Research Centers were established

Initially created core teams of academic investigators

15 years later a change was created to link Community Leadership with academic centers



National Community Committee

Prevention Research Centers invite community members to serve on Community Advisory Boards

Community members organize their participation in a network of CAB members

Structure for ongoing engagement with researchers is established

RFA includes requirement for Community Committees



National Community Committee

- Continuous NCC Leadership is formed with full participation on PRC steering committee with CDC and academics
- NCC annual process for learning, planning, and developing health priorities for future research
- CBPR endorsed as methodology for PRCs
- New opportunities for community to lead on cutting edge health issues

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HIV Community Planning Committees

- Consumers and advocates engaged in planning and setting priorities for states' allocations of HIV Prevention Cooperative Agreements
- Planning Committees established mid-'90s
- Customary practice for allocations with state health agencies
- Allocations appreciated based on shared decisions
- Advocacy grows for funding



Organizing for Better Oral Health

- Messages for greater engagement with stakeholders
- Barriers challenged for oral health stakeholders to engage in change
- Trust and shared vision recommended for attaining Access objectives
- New opportunities shaping for engagement



Barriers to Trust

- Is it just a new concept?
- Are the power differentials so great that people are afraid to challenge status quo?
- Are people angry about the current or past conditions that they are not willing to cooperate?
- Are we missing the skills sets?
- Is there doubt that others have something to offer?
- Are there just too many different perspectives?
- Does the idea of consensus or shared leadership challenge too many norms?



Collaborating for Successful Change

- Become advocates for one another
- Share the responsibilities for change
- Encourage Transparency
- Promote civic engagement
- Create a shared mission for optimal oral health for all



Partners at Work for Oral Health



Initiated June 2008 at Statewide Summit

Multiple partners and roles

Work groups established

Community facilitation as a means to encourage shared ownership



Better Oral Health for Massachusetts Video

(Link:

http://www.massoralhealth.org/wp-content/uploads/videos/better_oral_health_summit.wvx)



Moving Forward

- Promote & practice collaboration
- Encourage action based on principles; not personalities
- Attract resources and greater investments in collaborative methods
- Create inclusive opportunities
- Celebrate - Optimal Oral Health

