

Putting It All Together

MODULE 4

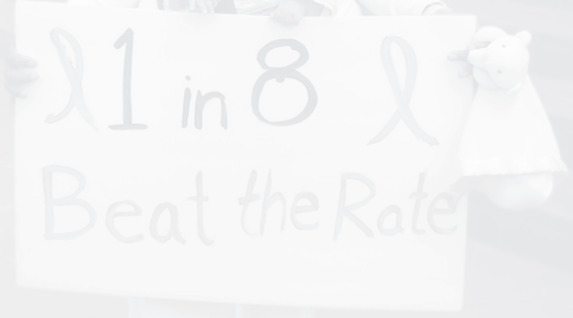
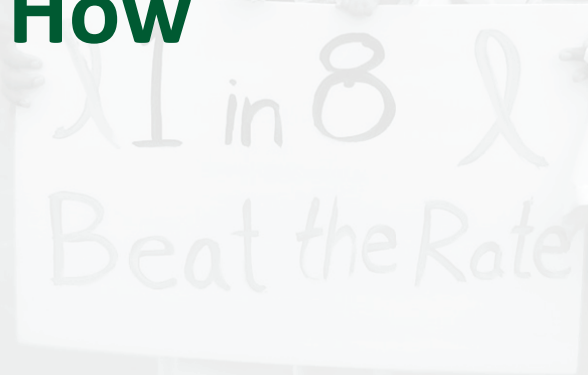


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Recruitment: Who, What, Where, Why and How



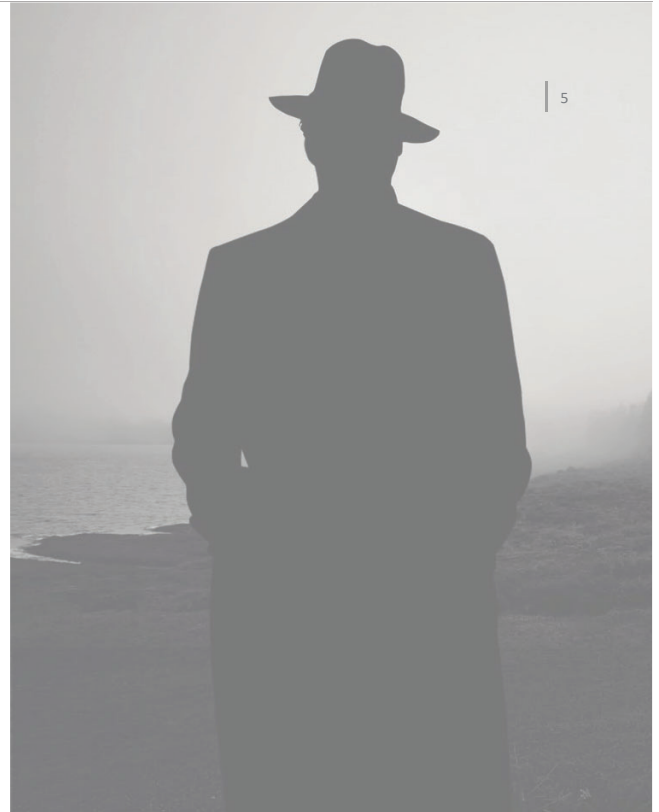
Successful Recruitment Plan

- Reaching goals
- Reaching goal schedule
- Reaching goal within personal limitations



Who

- ❖ Identify targeted communities based on your recruitment GOALS
- ❖ Review existing data
 - Data sources: Alabama Department of Public Health, Medicare, Center Disease Control and Prevention (CDC), Census, others
 - Previous community outreach activities
 - Hospital sponsored events
 - Partnerships events
 - Community groups
 - Activities with Community Groups
 - Partners and stakeholders' information



Who

Uninsured

- Individual not having and/or not covered by insurance, including Medicaid, Medicare.

Underinsured

- Individual having some form of health insurance but does not offer complete coverage. Uninsured individuals will have out-of-pocket healthcare expenses.

Medically underserved

- Individuals who are economically disadvantaged, living in urban or rural areas having too few primary care providers, high poverty, high infant mortality and shortage of health care services.*

*HRSA, 2022 <https://data.hrsa.gov>

What



Work with community to come up with viable solutions for recruitment



Discover if your recruitment plan is feasible



Engage community



Follow basic ethical rules for recruitment

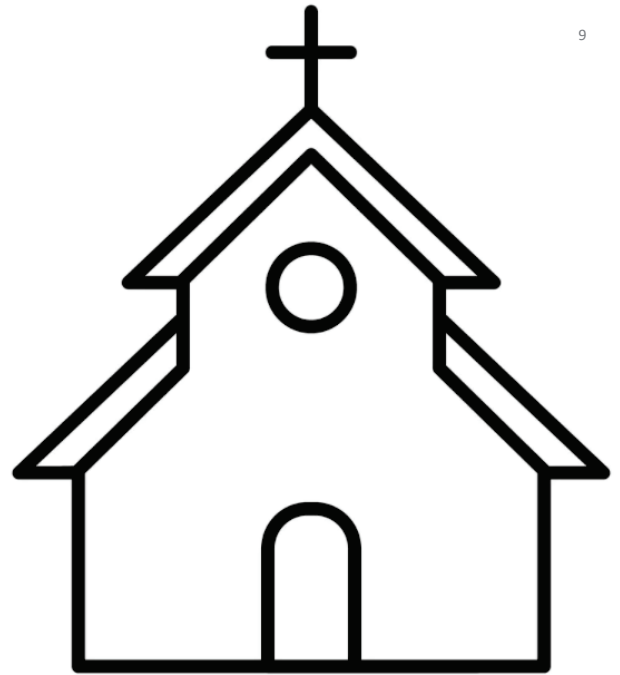
Where - Key Community Areas for Recruitment



Churches

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- Identify churches within your communities
- Make a list of pastors and telephone numbers
- Contact pastors, request names of people in congregations that can assist you in identifying breast, colorectal, and prostate cancer survivors



PTA & Schools

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- Identify schools in your community
- Contact School Offices, request name of PTA Presidents
- Make a list of Presidents, include telephone numbers and schools
- Contact Presidents and request assistance in identifying individuals

Work-Sites & Organizations

- Obtain approval from employer, speak to organization administrator
- Post fliers in common areas such break rooms, corridors, elevators
- Distribute information directly to employees
- Use internal TV monitors to display electronic flyers

Partnership Development



1 in 8
Beat the Rate

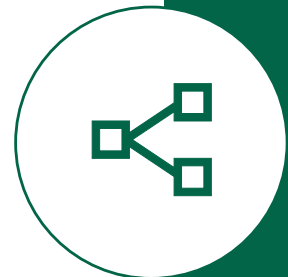
Definition

- ❖ **Partner-** A person associated with another or others in some activity or **common interest**.
- ❖ **Partnership-** An agreement entered into by two or more persons in which each agrees to furnish a part of the labor for a venture.
- ❖ **Coalition-** A union, relationship, or connection by kinship or **common interest**.

The American Heritage Dictionary, 2nd College Edition.

Why Partner?

- ❖ Persons or businesses are asked to partner because of what they bring to the table.
- ❖ Unique perspectives of the partners gives the partnership its strength.
- ❖ Strong partnerships are a “win-win” situation.
- ❖ Ultimately two or more heads are better than one.



What does a successful partnership look like?

Successful partnerships are facilitated:

- Everyone comes to the table with different expectations and priorities, often unvoiced
- Key: get partners to openly communicate.

Have a neutral facilitator or team leader:

- Helps to remove seen and unseen barriers
- Re-open lines of communication
- Re-involve turned off members
- Guides, but does not lead, and is flexible and accommodating
- Creates a safe environment.
- Increases the feeling of belonging to the group.
- Prevents the construction of roadblocks to results.
- There is no one right way to facilitate.

Key Points to Develop Partnership



Identify shared populations, geography, services



Determine shared vision, values and goals

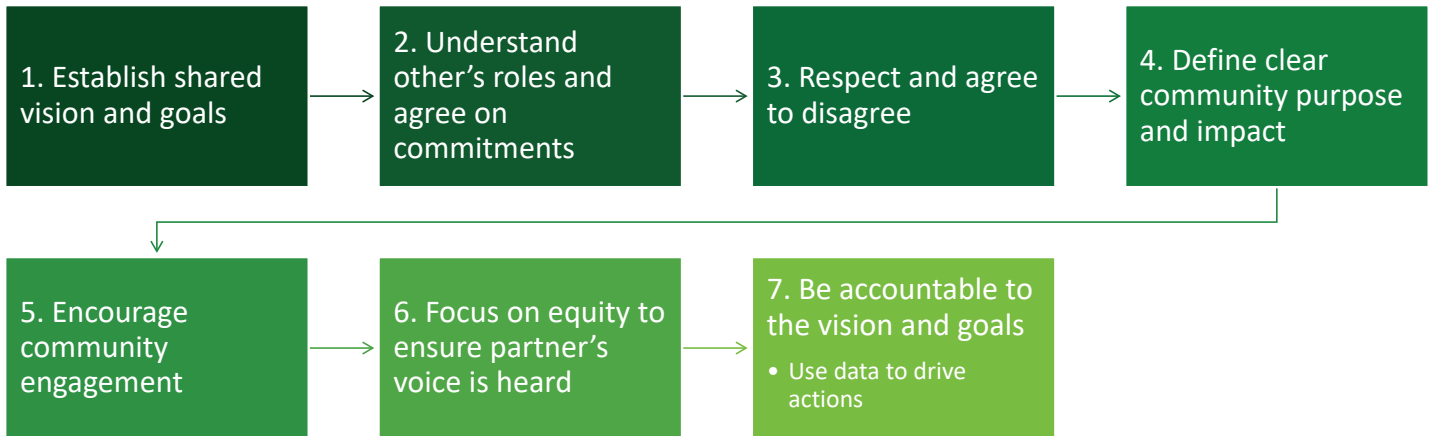


Create a defined goal and scope



Leverage each organizations' strengths

Principles and building trust



The Partnership for Public Health. AHA, 2022. <https://www.aha.org/center/community-health-well-being/partnership-public-health>

Principles

Recognize **the community has its own identity**

Builds on **strengths & resources within the community**

Facilitates **collaborative, equitable coalition** in all phases of the program

Promotes **co-learning capacity** building among all partners

Integrates and achieves a **balance between research and action** for the mutual benefits of all partners

Emphasizes **local relevance of public health problems** and ecological perspectives that recognize and attend to the multiple determinants of health and disease

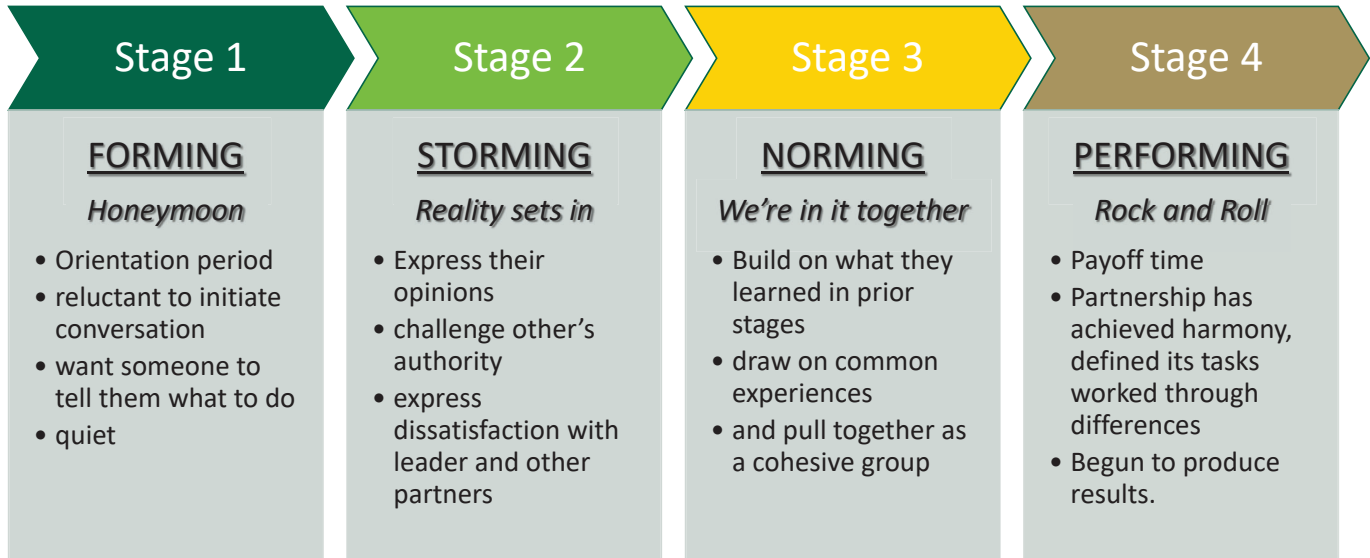
Involves systems development through **a cyclical and iterative process**

Disseminates findings to all partners and all partners will be involved in the dissemination process

Involves a **long-term process and commitment**

(Israel et al., 2003)

Stages of Partnership Development



Advantages

- ❖ ↑ Participation (recruitment and retention)
- ❖ ↓ Loss to follow-up - loss of participants during the process
- ❖ ↑ External validity – practical and easy to apply to other places and realities
- ❖ ↑ Individual and community capacity
- ❖ ↑ Sustainability



CHALLENGE



Challenges

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- ❖ Threats to internal validity – it is difficult to account for all the factors that can play a role in the targeted behaviors
- ❖ Difficulties with randomization
- ❖ Highly motivated intervention groups
- ❖ Expectations vs. results – interpretation?
- ❖ Interpersonal conflicts and individual “agendas”
- ❖ Scientific publications



Issues to keep in mind

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- ❖ Willingness to truly “listen” – which applies to everyone (academics, community, etc.)
- ❖ Willingness to share power – financial issues
- ❖ Trust is earned and it takes time
- ❖ Slow process
- ❖ Clash between community needs and funding restrictions (e.g., disease-focused; time limitations)
- ❖ Patience

Stakeholder Engagement

Why?

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To ensure that planned program is relevant and addresses concerns and needs of population, health professionals and policy-makers

- ❖ Stakeholders must be included from initial planning
- ❖ Collaborative role
- ❖ Provide essential input
- ❖ Increase the success of programs

Laird, Y., et. al. (2020). Stakeholders' experiences of the public health research process: time to change the system?. *Health research policy and systems*, 18(1), 83. <https://doi.org/10.1186/s12961-020-00599-5>



Practical Ways to Engage

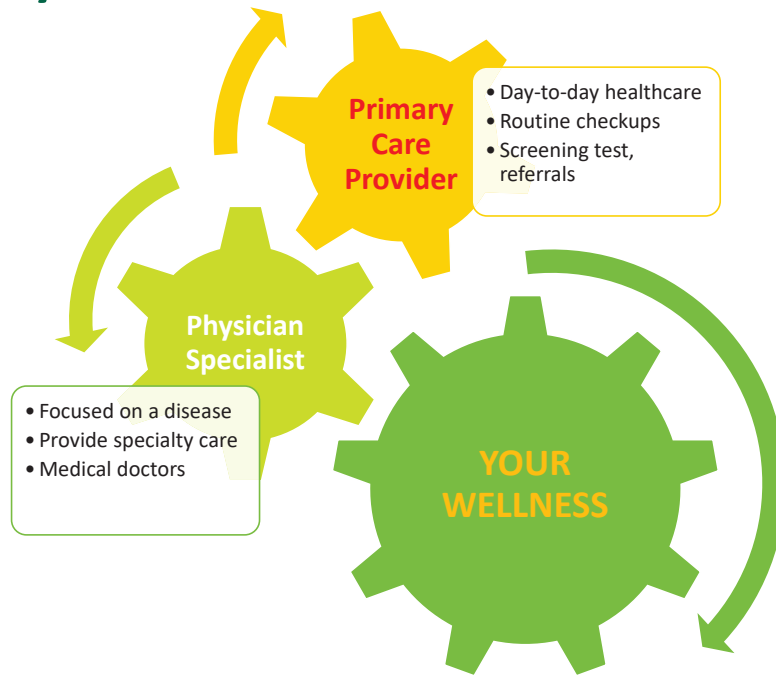
- ❖ Ask your stakeholder what are issues more important to them in the community
 - Survey, meetings
- ❖ Visit your stakeholder in person – meet in its environment, take time to connect
- ❖ Participate on activities and events hosted by your stakeholder
 - Contribute with sharing your knowledge, offering your services
- ❖ Any other way?

Systems to Linking Individuals to Community Care



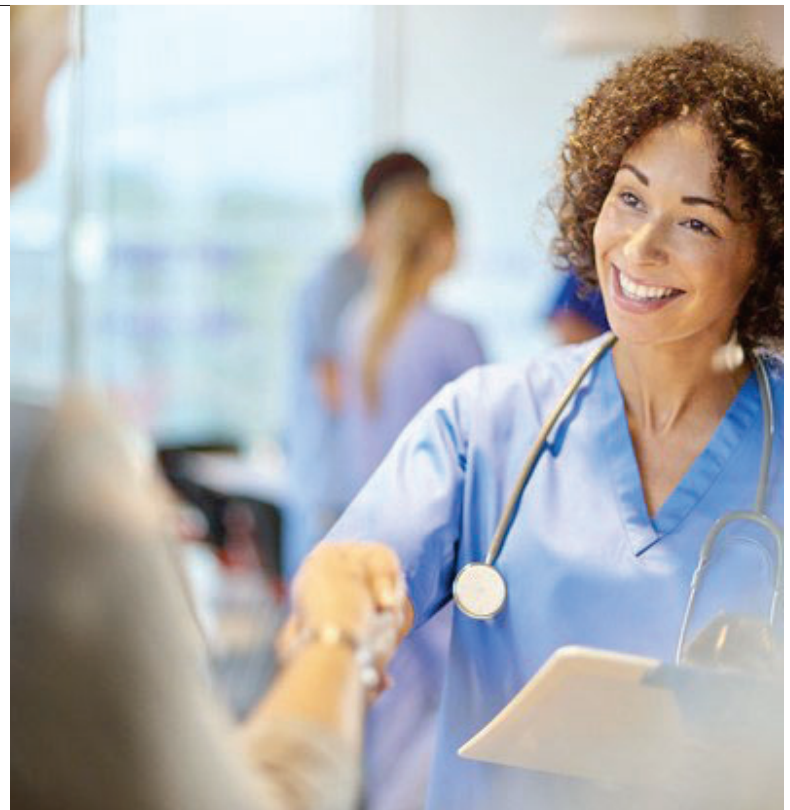
Our Local Health System

- System is based on a Primary Care Provider



Basics

- ❖ System is based on a primary care provider who first screens the patient before sending to specialty care
- ❖ Provides Health care, testing coordination
- ❖ Must have primary care provider
 - Also called general practitioners
 - Healthcare professional you see for annual health check up and day-to-day healthcare, routine check ups, vaccines, screening and tests
- ❖ Insurance
 - Uninsured - check first for resources, documents needed to apply for discounted services



Examples of Primary Care Provider



Ways to Find PC Providers

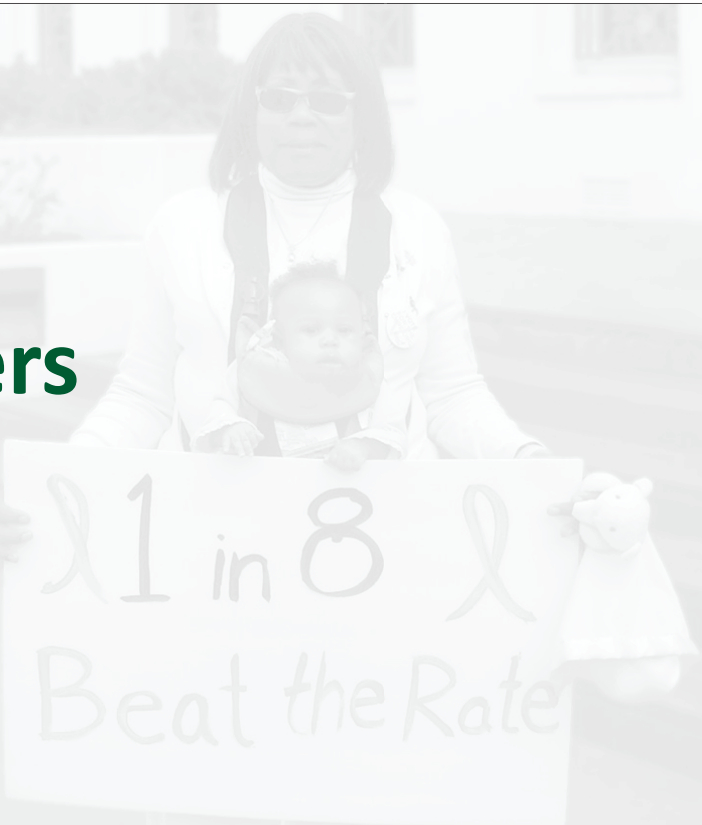


Finding Care in the Community

- Public health facilities
 - [Find a Health Center \(hrsa.gov\)](https://findahealthcenter.hrsa.gov)
(<https://findahealthcenter.hrsa.gov>)
 - [Driving change in health care delivery | Mobile Health Map](https://www.mobilehealthmap.org/map)
(<https://www.mobilehealthmap.org/map>)
 - [https://dph1.adph.state.al.us/Facilities Directory/](https://dph1.adph.state.al.us/FacilitiesDirectory/) 800-252-1818
- Private practice
 - Information through insurance carriers
- Teaching hospitals/medical school programs. Example: UAB



Addressing Barriers to Screening



Identify Barriers



Ask input from stakeholders (partners and community members) or patients



Identify partnerships with organizations that can address barriers in the community

Address Barriers

Transport

- Partnership with organizations that use vans, taxis, or other
- Use mobile screening units

Finances

- Partnership with organizations that provide financial assistance
- Reduce out of cost to client
- Disseminate free screening programs provided by government

Structural

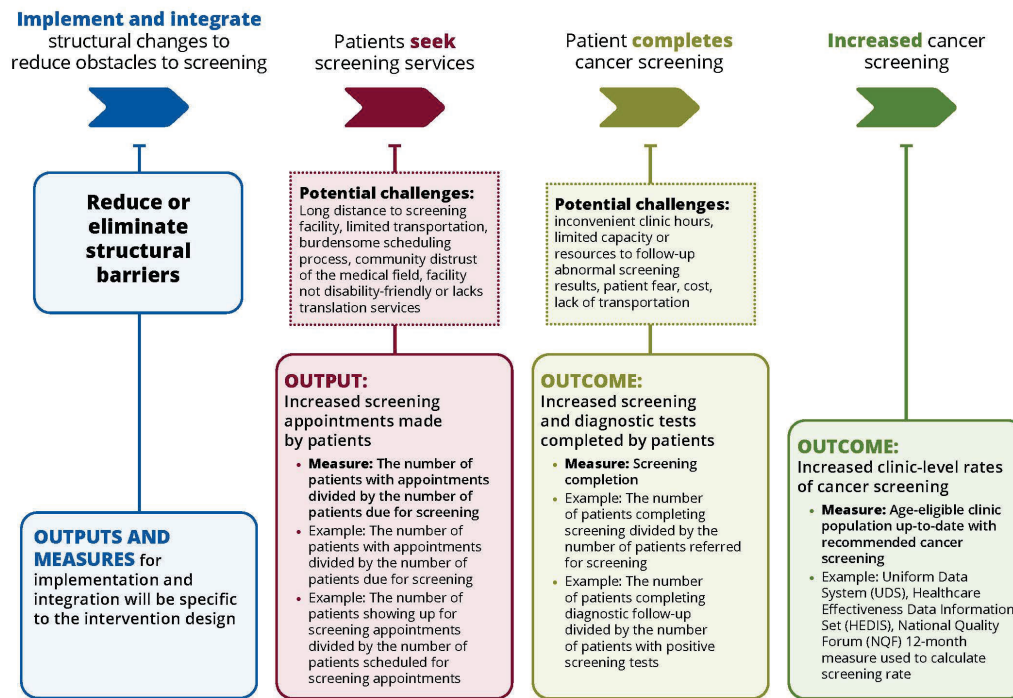
- Navigators or community health workers can assist patients to navigate system
- Tailor navigation
- Prompt individual with reminders for screening
- Reduce steps for referral & testing

Knowledge

- Educate community about screening
- Empower patient with information about what to expect
- Audience relevant education materials

CDC, 2022. <https://www.cdc.gov/screenoutcancer/ebi-planning-guides/reducing-structural-barriers-planning-guide.htm>

Reducing Structural Barriers Planning Guide



Healthcare Services

HEALTH CARE INVOLVES –PHYSICAL, EMOTIONAL, SPIRITUAL, SOCIAL

❖ PRIMARY

- Preventive, vaccinations
- Screenings, lab, test

❖ SPECIALIZED

- Oncology
- Dental
- Physical Therapy

❖ URGENT

- Less serious medical needs outside normal business hours or primary care doesn't have openings
- Treat, diagnose, stabilize
- Follow up with primary care

❖ EMERGENCY

- Serious medical needs that require immediate attention
- Treat, diagnose and stabilize
- Doesn't substitute for primary care
- Follow up is highly recommended

Resources for Uninsured

Uninsured

- Have a support person
- Ask for a social worker
- Work with the healthcare system for in-house financial assistance programs

Programs for uninsured

- National- ACA,(800-318-2596) Medicare 800-772-1213
- State-Medicaid 800-362-1504
- Local –health departments and medical ministries
(<https://www.alabamapublichealth.gov/index.html>) 800-252-1818

Tips & More Resources

Insured

- ❖ It is important to USE health care coverage and benefits
 - Example- insured, fall injury, hospitalization, cancer diagnosis, outcome
- ❖ Private insurance
- ❖ Veterans (<https://www.va.gov>)
 - 800-698-2411
- ❖ Specialty Interest Programs
 - AARP- 888-687-2277
 - LLS- 800-955-4572
 - Cancer Care 800-813-4673
 - [Home - Black Women's Health Imperative \(bwhi.org\)](http://www.bwhi.org) <https://bwhi.org> 202-787-5931

Uninsured

- ❖ It is important to seek health care coverage
 - ACA –Affordable Care Act Market place
- ❖ Specialized treatment programs
 - Physical therapy
- ❖ Teaching/research /treatment facilities that offer clinical trials and charity care
- ❖ Local health departments
 - AL Public Health <https://www.alabamapublichealth.gov>
 - Alabama breast and cervical cancer early detection program 877-252-3324
 - Medicaid 800-362-1504
 - Mobile health clinic (<https://www.mobilehealthmap.org/map>)
- ❖ Free clinics-sliding scale fees-for regular check ups
- ❖ Dental schools



WORKSHEETS

Developing Partnerships

Potential Partner	Why Partner?	Approach	Timeline
Whom do you want to recruit?	Why do you want to partner? What do they bring to the table?	What actions will you take to recruit?	What is your timeline for engagement?

Inspired by the Prevention Collaboration in Action under the Substance Abuse and Mental Health Services Administration's Center for the Application of Prevention Technologies task order. Reference #HHSS283201200024I/HHSS28342002T.

MAKING A RECRUITMENT PLAN

Define the characteristics of your population of interest

Where do they live, work, shop, and spend time?	
Would they likely have other co-morbidities?	
Are there different characteristics among different racial, ethnic, and socioeconomic groups?	
Where do they get information in general and health information in particular?	
What is their level of health literacy and experience with health care systems?	
Where do they get information in general and health information in particular?	

Identify potential barriers to participation and retention

<p>Does your site serve a large geographic area? Will there be a lot of travel time involved if they participate?</p>	
<p>Could people in your target population have transportation problems?</p>	
<p>Do they have family responsibilities: child care, elder care?</p>	
<p>What is the burden of time and inconvenience? Will they need to take time off of work? Is there anything you can do to make participation more convenient?</p>	
<p>How might they feel about medical research?</p>	

Reaching your audience

Online	
Local advertising	
Social media	
Healthcare settings	