Community Advisory Council Event
April 25, 2017, DoubleTree Hotel, Portland, OR
Pacific Northwest Ballroom

7:30 a.m.-8:30 a.m.  Event Registration & Breakfast
8:30 a.m.-8:40 a.m.  Welcome & Introductions
                     Oregon Health Authority (OHA) Transformation Center
                     Chris DeMars & Adrienne Mullock
8:40 a.m.-10:10 a.m. Popular Education: Trust Building
                     Dinamica/Movement Building Activity
                     Multnomah County Community Capacitation Center
                     Pei-ru Wang & Beth Poteet
10:10 a.m.-10:25 a.m. Break
10:25 a.m.-11:55 p.m. Popular Education: Principles
                     Multnomah County Community Capacitation Center
                     Pei-ru Wang & Beth Poteet
11:55 a.m.-12:10 p.m. Break
12:10 p.m.-12:35 p.m. Working Lunch
                     State Health Improvement Plan Overview & Facilitated Conversations
                     OHA Public Health Division
                     Christy Hudson & Sara Beaudrault
12:40 p.m.-1:40 p.m.  Popular Education: Application
                     Multnomah County Community Capacitation Center
                     Pei-ru Wang & Beth Poteet
1:40 p.m.-1:55 p.m.  Break
1:55 p.m.-3:25 p.m.  Best Practices for Recruiting & Engaging OHP Members on CACs
                     Metropolitan Group
                     Olivia Stone & Jennifer Messenger Heilbronner
3:25 p.m.-3:30 p.m.  Closing and Evaluations
                     OHA Transformation Center
                     Adrienne Mullock
Biographies of OHA staff & presenters

Sara Beaudrault
A native Oregonian, Sara has worked for the Oregon Public Health Division for more than a decade. She currently serves as a Policy Analyst with the Office of the State Public Health Director, focusing on public health modernization. Her goals for 2017 are to attend at least one wellness retreat and train her dogs to be on the porch without running away.

Tom Cogswell
Tom Cogswell has served as the Transformation Program Coordinator at the Oregon Health Authority Transformation Center since July 2013. Previous to this position, Tom worked for a number of nonprofit organizations and offices of government, focusing on event planning and program management. He holds a Graduate Certificate in Nonprofit and Public Management from Portland State University, and a Bachelor of Science in Sociology from Central Michigan University. Outside of work, Tom enjoys spending time with his wife and three year old daughter Josie, hiking, bicycling and playing in a local kickball league.

Chris DeMars
Chris DeMars is the Administrator of the Oregon Health Authority Transformation Center. Before joining the Transformation Center in 2013, she spent eight years as a senior program officer at the Northwest Health Foundation. Prior to joining the foundation, Chris spent six year as a senior health policy analyst for the U.S. Government Accountability Office. She holds a Master of Public Health from the University of Michigan School of Public Health and a bachelor’s degree in English Literature from the University of Michigan.

Christy Hudson
Christy Hudson is currently serving as a Policy Analyst with the Office of the State Public Health Director. Prior to this role, she worked with the HIV Care and Treatment Program of the Public Health Division since 2009. Her goals for 2017 include learning to cook Pho and successfully backpacking with her 2 year old daughter.

Adrienne Mullock
Adrienne Mullock is a Transformation Analyst at the Oregon Health Authority’s Transformation Center. At the Transformation Center, Adrienne provides targeted technical assistance to coordinated care organizations (CCO), including the recruitment and engagement efforts of the CCO’s community advisory councils. Adrienne was a Peace Corps Volunteer and implemented a health education curriculum into a middle school in the Republic of Moldova. Adrienne is passionate about yoga and human potential.

Beth Poteet
Beth Poteet is the Capacitation Team Coordinator with the Community Capacitation Center, training Community Health Workers since 2010. She has been a community organizer since 2001, working with individuals and faith-based communities on a range of issues including immigrant rights, US economic and foreign policy in Latin America, and state and national
anti-poverty initiatives. Beth is a co-founder of the Interfaith Movement for Immigrant Justice (IMIrJ) and has served on the boards of several economic justice, racial justice and peace organizations. Additionally, she is a facilitator of the Conexiones Program, a transformational leadership accompaniment process. She holds a Masters degree in Social Work from Portland State University, has a B.A. in Peace Studies from Whitworth University in Spokane, WA, and has served as an adjunct Social Work instructor.

**Jennifer Messenger Heilbronner**
Jennifer leads the public health practice at Metropolitan Group, a social impact communication firm, and is passionate about creating communities that increase health equity and make good health the norm for all. She has worked with OHA—and with county health departments throughout the state—over the past decade on OHP member communication, coordinated care, tobacco prevention, colorectal cancer screening and other issues. Nationally, she works with Robert Wood Johnson Foundation, American Heart Association, The National Campaign to Prevent Teen and Unplanned Pregnancy and others to improve equitable access to health and healthcare. Jennifer is also interested in the intersection between health and education, leading her to advocate for school-based healthcare and to chair the board of All Hands Raised, which works for educational equity in Multnomah County.

**Olivia Stone**
Olivia is a Director at Metropolitan Group, a social change communication firm, working primarily in the strategic communication practice. She has worked on a variety of projects with the Oregon Health Authority, most of them focusing on improving communication with Oregon Health Plan members to help them better understand and access their health care. Olivia also has a passion for reproductive health and volunteers her time working with organizations who help provide access to contraception and pregnancy planning for all Oregonians.

**Pei-ru Wang**
Pei-ru has a PhD in Adult and Continuing Education from Florida State University. Using the Popular Education philosophy and methodology, Pei-ru provides training and technical assistance for Community Health Worker programs and various Community-Based organizations. She has also been leading participatory evaluation projects, involving a collaborative partnership in which all partners participate as equal members and share decision making power and resources. Prior to her work at the Multnomah County Health Department, Pei-ru served as the Community Health Manager for the Immigrant & Refugee Community Organization in Portland, OR.
Community Advisory Council Event

April 25, 2017

Welcome & Introductions

Event Outcomes

The all-day event will provide the opportunity to:

• Share and discuss strategies for empowering the voices of CAC members.
• Share and discuss how to unite CACs around common goals and issues.
• Learn about new strategies for CAC member recruitment.
Community Advisory Council Supports

www.oregon.gov/oha/Transformation-Center/Pages/CAC_Learning-Community.aspx

www.oregoncac.com

CCO Community Advisory Councils

Each coordinated care organization (CCO) has at least one community advisory council. Oregon Health Plan members interested in sharing their voice about how they are experiencing care can apply to serve on their CCO’s council.

Serving on a community advisory council (CAC) helps achieve three important goals: better health, better quality of care and lower costs. CAC members help:

- Talk about experiences assessing care to find solutions to improving care (this can include topics such as finding providers, getting appointments, arranging transportation and other health care challenges).
- Make recommendations about how to improve health care quality and services in their community.
- To join the conversation, contact your local coordinated care organization today.

Contact Information
Find your local coordinated care organization.

Technical Assistance to support CACs

How can we help you?

www.oregon.gov/oha/Transformation-Center/Pages/CAC_Learning-Community.aspx
Objectives
By the end of the workshop, participants will be able to:
• Understand what Popular Education (PE) is and how to apply PE to facilitate empowering meetings
• Learn from other participants about their strategies, challenges and experiences in facilitating CAC meetings.
• Connect with other participants to build a network of support

Overview
• Trust Building
• Dinámica (Movement Building Activity)
• BREAK
• Popular Education Principles
• LUNCH
• Dinámica (Movement Building Activity)
• Popular Education Application
Group Agreements

• Make space, take space.
• Listen to understand, not to respond.
• Once the facilitator says, “I will call on x and then on y and then we are moving on,” please allow the facilitator to move on.
• Please put cell phones on vibrate and put them away, unless you have a small child or an emergency.
• If you take offense at something someone says, speak to the person individually during a break. Please try to do so in a way that does not cause further offense.

Trust Building: Story Sharing Activity

• Share your story
  − Where you grew up
  − Family/community values/traditions
  − Milestones or key events in your life
  − …
• Individually prepare the story (10 min)
• Table sharing (2 minutes per person)

Goals of Popular Education

• The distribution of power and resources in the world is unjust.
• Change is possible.
• The ultimate goal of popular education is the creation of a fair and equal society.
• The specific goal can change from group to group.
• We need to be clear what the goal is.
Why do we use dinámicas?

- Popular education recognizes that we learn with our heads, hearts, and bodies.
- It recognizes the role of feelings and emotions in education and community organizing.
- We use MBA/dinámicas to create an atmosphere of trust so people can share their ideas and experiences.
- MBA/Dinámicas will be challenging for some people at first. Don’t force them to participate. Let them watch and when and if they wish, begin to participate.

Dinámica Brainstorm

In your table groups, please brainstorm and write your ideas on flip chart paper:

1. List of dinámicas / opening activities that would be good for your CAC meetings.
2. Considerations when designing a dinámica. For example, language, level of physical activity, level of trust, etc.

After the brainstorm, use the criteria you created to evaluate your initial list of dinámicas. Which dinámicas will work the best in your CAC meetings? How might you use different dinámicas to achieve different goals?

Be prepared to share back one dinámica and one consideration.
A Just, Equal & Truly Democratic Society

Critical consciousness  Take actions  Grassroots leadership
Lived experience  Learners and teachers  Head, heart, and body  Reflect on personal experience
Atmosphere of trust  Learn skills to work collectively  Start with people know and do

Principles of Popular Education

- One principle per table
- Table Discussion (20 min):
  - What does this principle mean?
  - How can applying this principle help empower the voices of the community?
  - How will you teach the workshop participants about this principle?
- Teach back in a creative way

A Just, Equal & Truly Democratic Society

Critical consciousness  Take actions  Grassroots leadership
Lived experience  Learners and teachers  Head, heart, and body  Reflect on personal experience
Atmosphere of trust  Learn skills to work collectively  Start with people know and do
• 15 minute break
• Put your papers and other belongings on your seat
• Place meal tickets on table where you will be seated

State Health Assessment & State Health Improvement Plan

Christy Hudson & Sara Breadwell
Office of the State Public Health Director

State Health Improvement Plan 2015-2019 Priorities

• Prevent and reduce tobacco use
• Slow the increase of obesity
• Improve oral health
• Reduce harms associated with substance use
• Prevent deaths from suicide
• Improve immunization rates
• Protect the population from communicable diseases
Facilitated Discussion

- To what extent was the CAC involved with the development of your CHA/CHIP?

- What are lessons learned from your local CHA/CHIP process that might be helpful for the state health assessment (such as engaging community and external stakeholders, CAC involvement, challenges, processes that worked/didn’t work)?

Popular Education: Application

In your CCO/CAC group, please discuss and take notes on your flip chart paper:

- What are some strategies or actions you can apply in order to facilitate your CAC meetings in a more participatory way?

Be prepared to share two ideas with the large group.
Best Practices for Recruiting & Engaging OHP Members on CACs

Presented by Olivia Stone & Jennifer Messenger Heilbronner
(Metropolitan Group)
April 25, 2017
Why is it important to have OHP members on your CAC?

How to use the handbook

• Review the best practices in the first column
• Identify those to adopt or improve
• Review the suggestions and examples
• Use the additional resources on Transformation Center website
• Set achievable goals for growth

1. Establish clear structure & principles

• Clear organizational structure
• Guiding principles, values and goals
• Common language
• Provide resources
2. Support CAC members to succeed

- Provide clear orientation with roles and expectations
- Design relevant and engaging agendas
- Use outcome-based agendas and allow for full participation
- Pair new CAC members with a “buddy”
- Be aware of members’ life circumstances and needs
- Share info in advance
- Create opportunities to build relationships
- Provide training and leadership development

3. Recruit OHP members

- Clearly defined job description
- Use simple application
- Provide opportunities to learn more before committing
- Develop effective marketing materials
- Identify prospects and conduct one-on-one outreach

3. Recruit OHP members (continued)

- Focus on diverse outreach
- Empower CCO staff and partners to promote the CAC
- Offer opportunities to visit CAC meetings
- Use all available communication
4. Help CAC members see their value

- Connect CCO leadership and CAC
- Provide regular communication on CAC’s impact
- Provide opportunities for member input
- Develop process and projects to keep members engaged
- Celebrate success!

Biggest challenge recruiting or engaging OHP members on the CAC?

Best thing your CAC does to engage OHP members on the council?
Questions?
Thank you!

Upcoming Webinars

How to manage conflict and disruptions in meetings
Presenter: Carolyn Waterfall
April 27, noon-1 p.m.
Register here: https://attendee.gotowebinar.com/register/2491704836245169922

How CCOs are advancing health equity through health system transformation
Presenter: Ignatius Bau
May 16, 2017, 11 a.m.-noon
• Register here: https://attendee.gotowebinar.com/register/7552151027747260931

Closing & Evaluations