Community Engagement
Reflections from a 2-Part Learning Collaborative Series

In summer 2022, the National Nurse-Led Care Consortium (NNCC) conducted the **Community Engagement 2-Part Learning Collaborative** training series for a national nursing audience. Each 1.5hr live session would begin with a five-minute check-in, followed by a didactic presentation and a breakout activity in separate groups. Breakout groups would then reconvene and share their discussion highlights. Participants were also given time to discuss any further points or ask questions.

The series focused on:
Session 1: *Creating equitable and effective community programs*
Session 2: *Equitable and effective community program evaluation and future steps*

Featured Speaker: Providenza Rocco, JD, MSW, M.Bioethics

Session Goals
Session 1: *Creating equitable and effective community programs*
In this session, Dr. Rocco presented on areas of program planning and creation within community-based and health-focused settings. The session highlighted the importance of centering core determinants of health, impact, and community empowerment. Through a step-by-step process, Dr. Rocco emphasized the need to define the problem, understand what led to the problem (e.g., health inequities and other historical context), identify people impacted, and raise awareness. Using case studies, such as the organization SPOT Period (a crowd-funded menstrual hub in Philadelphia focused on fighting stigma of period poverty) and Black Doctors COVID-19 Consortium (a mobile COVID-19 testing and vaccination operation in PA), Dr. Rocco speaks to the importance of identifying an intervention, researching if the program already exists, and if so, building collaborative efforts. Other discussion areas included issues relating to risk (why do programs fail or become successful?), timelines, cost (i.e., whether to rely on grants, individual funders, foundation or institutional support, etc.), and the use of evaluation, advisory boards, volunteer management, recordkeeping, stories, and core people to rely on.

Session 2: *Equitable and effective community programs: Evaluation and future steps*
Dr. Rocco's second session focused on areas specific to research and evaluation including assessing programs for quality and value. Discussion reviewed possible barriers to data collection and what the goal of such data may be, including the importance of trust, difficulty assessing ongoing programmatic information (e.g., difficulty in tracking participants and information), language needs, etc. Participants discussed the benefits of program evaluation and potential challenges to prepare for. Areas for

consideration should emphasize ethics, including informed consent (which may look different across populations) as well as knowing your participants, tools for gathering information, and goals (e.g., research, publication, improvement, sustainability, effectiveness, and accountability). Final points emphasized the use of pilot projects, learning about impact, and accountability. To close her presentation, Dr. Rocco provided examples of pilot programs and survey tools.

Discussion: Emerging Themes and Participant Perspectives

What are some ideas for programs that you have for your community?

Community awareness
Health issues
Children in need of additional resources
Increase STD screening/testing in adolescents in lower socioeconomic communities
Work with underserved communities in this country and globally in natural medicine
Advance directives – programming to increase completion
Pathways for community members and staff to have careers in healthcare
Working with schools for water safety and garden safety initiatives
Working with local businesses
Housing for homeless individuals
Provide free safety/reflective gear for individuals who are unhoused in Alaska
Relocate individuals especially underaged and unhoused females

How do you want to gather that information and what do you hope to do with it?

Gather policy/background info for stakeholders/participants
Want to learn how to evaluate community engagement strategies/how to shape new community engagement strategies upon that evaluation
Surveys online/SurveyMonkey
There's an opportunity to collect feedback and understand patient satisfaction
Info is useful for program evaluation and for hospital improvements
Focus groups, conversations with people, online or in-person
Helps to define a strategy to reach those voices not represented
Already have the early adopters or cheerleaders
Start with surveys and follow with focus groups
Engage more in the community and inside the office

Highlighted Resources:

- **City of San Diego Case Study: Clean Syringe Exchange Pilot Program**
- **Community Tool Box** (University of Kansas)
- **US Household Food Security Survey Module**