



**NATIONAL  
NURSE-LED CARE  
CONSORTIUM**  
a PHMC affiliate

# **Community Engagement 2-Part Learning Collaborative Series**

**Session 1**

*June 30, 2022*



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a **PHMC** affiliate



The National Nurse-Led Care Consortium (NNCC) is a non-profit membership organization that supports nurse-led care and nurses at the front lines of care.

NNCC, in partnership with the CDC, works to support efforts to build COVID-19 vaccine confidence among nurses and the communities they serve.

Learn more at [NurseLedCare.org](https://NurseLedCare.org)

# ABOUT THE SERIES

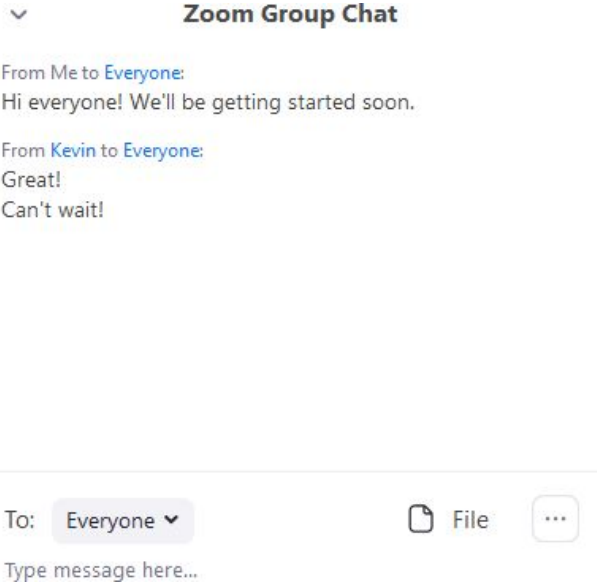
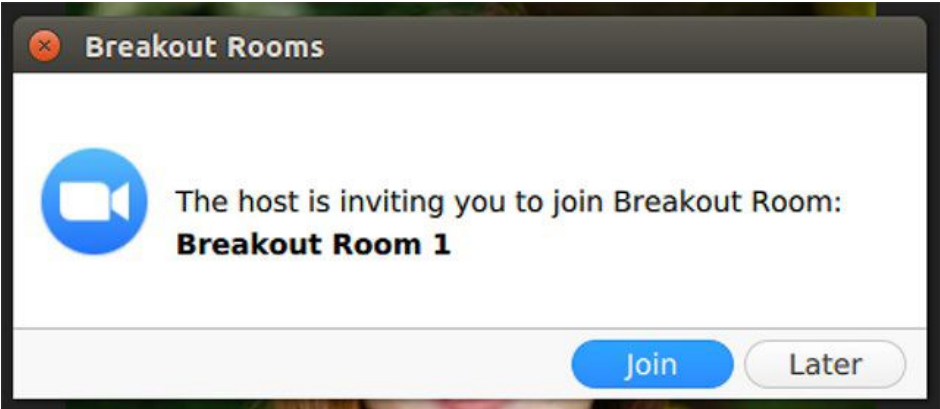
- Free 2-part learning collaborative series for nurses on community program planning, implementation and evaluation.
- 1.5 CEU will be offered for each session attended live. An evaluation will be sent out to attendees following each session, complete the brief questionnaire to receive CEU credit. Learn more [here](#).

*This project was funded in part by a cooperative agreement with the Centers for Disease Control and Prevention (grant number NU50CK000580). The Centers for Disease Control and Prevention is an agency within the Department of Health and Human Services (HHS). The contents of this resource center do not necessarily represent the policy of CDC or HHS, and should not be considered an endorsement by the Federal Government.*

# EXPECTATIONS FOR THE SERIES

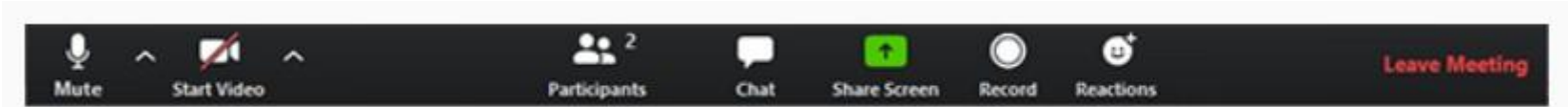
- To complete the pre-series survey and post-series surveys.
- Participate in both sessions of the series if able.
- Through this session, we intend to create a space where we can facilitate supportive conversations and learning across the nursing community.

# Session Reminders



- 1.
- 2.
- 3.
- 4.

Share your video during breakouts. Snacks and lunch are okay! Take breaks when you need Respond and participate to breakout discussions.



# AGENDA

- **NNCC Welcome/introduction**
- **Didactic Presentation Part 1**
- **Breakout Discussion**
- **Didactic Presentation Part 2**
- **Report Back and Q+A**
- **NNCC Wrap-up**

# SPEAKER INTRODUCTION



**Dr. Providenza Rocco**  
*JD, MSW, MBE*

# Equitable community engagement: *Creating sustainable programs*

Providenza Rocco, JD, MSW, M.Bioethics  
June 30, 2022





# Agenda

1. Introduction and goals for today
2. Examining why we create programs
3. Steps for successful community programming with case studies
4. Breakout room
5. Continued steps for successful community programming with case studies
6. Examining why programs fail and why they succeed
7. Spotlight on successful community programs
8. Final thoughts and questions

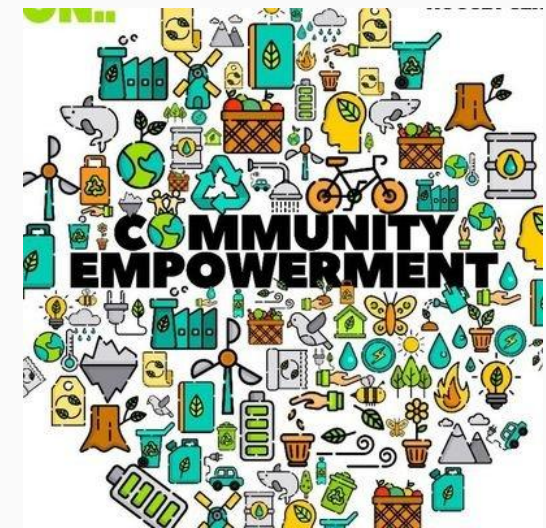
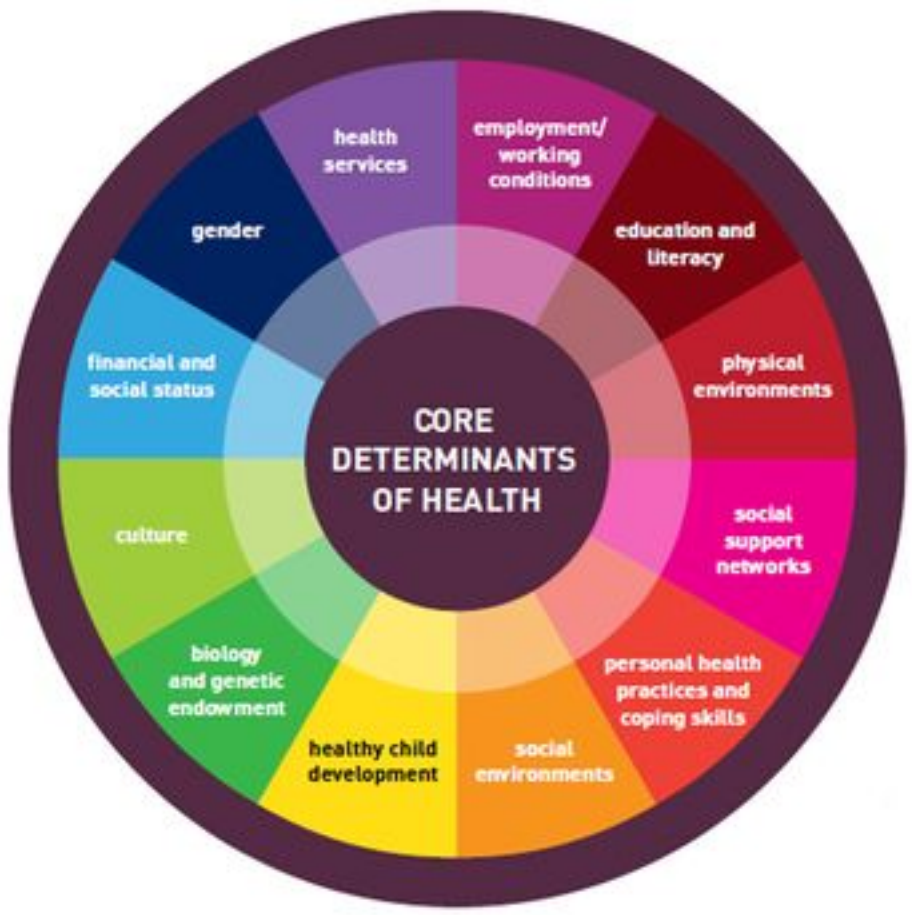


# ZOOM POLLS



1. How many people **have created a program** alone or as part of an organization (serving as a program manager)?
2. How many people think that their program/programs has/have been **successful**?
3. What is **one word** you think of when you think of **program creation** in community settings?
4. How many people have been part of a program that **did not make it**?

# Why do we make programs?



# What is the **issue**?

- How do you define the problem?
- Do others (especially those impacted) agree?

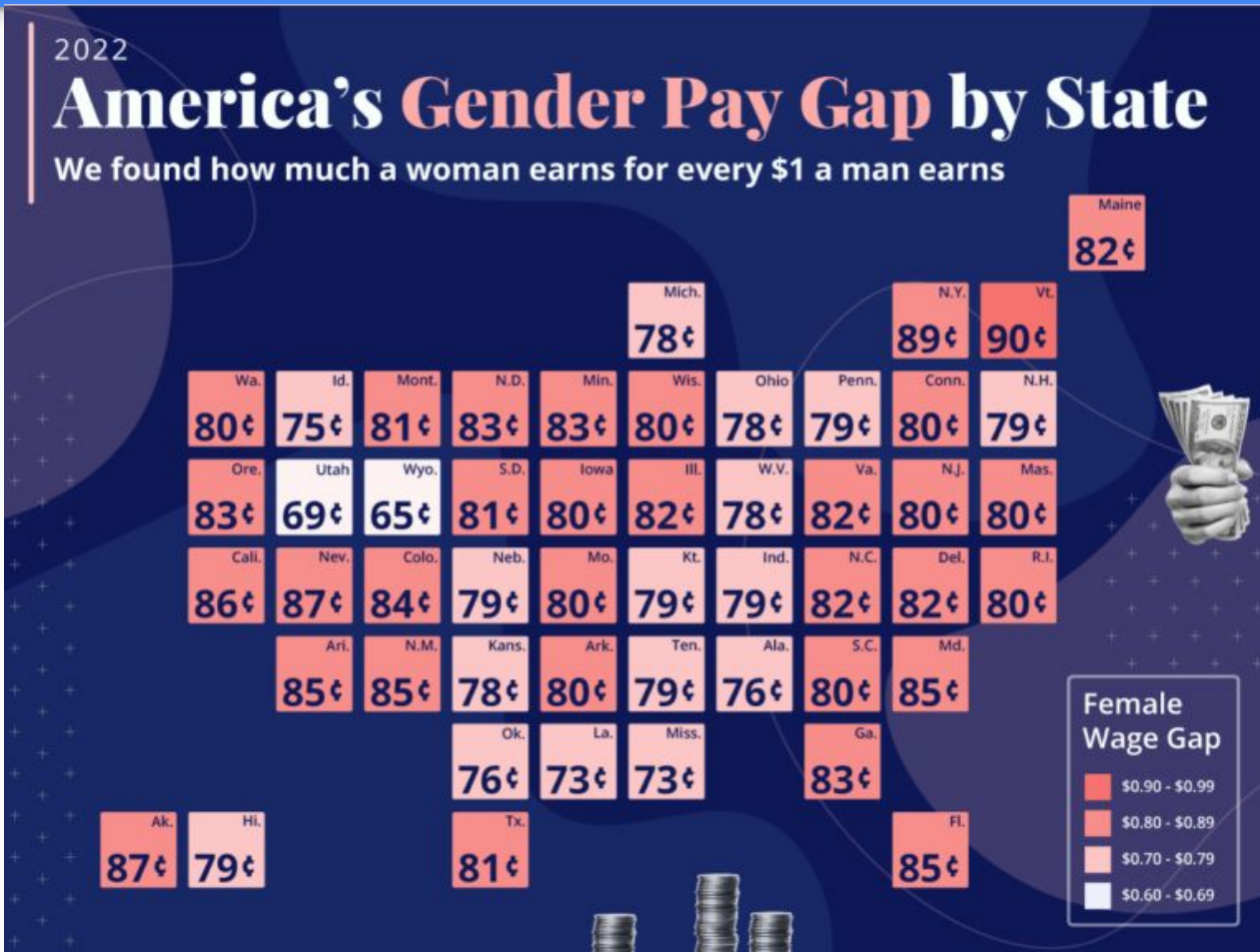


What led to this problem?

# Brief History Of



# Who is impacted? Who is most impacted?



Who is impacted by the problems identified?

Are some groups of people more impacted or impacted differently than others?

Identify all people impacted – including organizations, systems, communities, families.

# Case study: Food insecurity during COVID-19

## FREE FOOD Drive-Thru Giveaway

Friday, June 11, 2021  
9 A.M. to 12 P.M.

Los Angeles City College  
4301 Melrose Avenue, LA, 90029  
(Entrance at New Hampshire Ave)

From Melrose Ave heading west, right onto New Hampshire Avenue

Drive-thru distribution, **No walk-ups**. No eligibility required. Please wear a face covering.

Line formation begins at 8:30 a.m. Strictly enforced.  
**Food distribution in response to COVID-19**



### Additional Food Resources

**CalFresh** for Individuals or Families  
Call 1-866-613-3777 or visit GetCalFresh.org

**WIC** for Moms, Babies & Kids under 5  
Call 1-888-WIC-WORKS or call 2-1-1

Call 2-1-1 for walk-up food distribution sites  
[covid19.lacounty.gov/food](https://covid19.lacounty.gov/food)

**#LetsFeedLACounty**



## MONROE COUNTY DRIVE THRU FOOD DISTRIBUTIONS

**PRE-REGISTRATION IS REQUIRED.**  
No walk-ups will be served.

Foodlink is partnering with sites across Monroe County to distribute emergency food supply boxes in response to the COVID-19 public health crisis. These will be drive-thru, no-touch distributions.

Each registrant will receive 40+ pounds of perishable groceries for their household.

**TOWN OF IRONDEQUOIT - DPW**  
2629 East Ridge Road – 14622  
Tuesday, June 2 – 1pm to 3pm

**ROCHESTER PUBLIC MARKET**  
280 N Union Street – Rochester 14609  
Wednesday, June 3 – 2pm to 4pm

**THE PORT OF ROCHESTER**  
4800 Lake Ave – 14612  
Thursday, June 4 – 9am to 11am

**WILSON MAGNET SCHOOL**  
501 Genesee Street – 14611  
Tuesday, June 9 – 10am to 12pm

**ROCHESTER PUBLIC MARKET**  
280 N Union Street – Rochester 14609  
Wednesday, June 10 – 2pm to 4pm

**HENRIETTA DEPT OF REC**  
605 Calkins Road – 14623  
Thursday, June 11 – 10am to 12pm

**FOODLINK**  
1999 Mt. Read Blvd – 14615  
Saturday, June 13 – 12pm to 2pm

**TO PRE-REGISTER FOR AN EMERGENCY FOOD BOX DISTRIBUTION  
PLEASE CALL 2-1-1 OR TEXT 898-211 TODAY.**

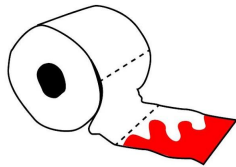
*First to call, first to be served.*  
More distributions will be scheduled in the coming weeks.

*A special thanks to the Town of Irondequoit, Town of Henrietta, Rochester City School District, 2-1-1, and our network of emergency feeding partners.*

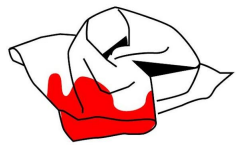
# Do other people know this is a problem?



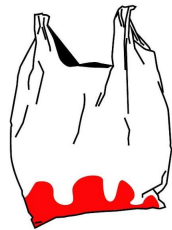
Sock



Toilet roll



Old rag



Plastic bag

## How well known is your issue?

Period poverty: 14.2% of college menstruating people in the U.S. had experienced period poverty in the last year.

10% of menstruating college students experience this monthly.



# Community spotlight: The SPOT Period

- Local mother-daughter duo fighting stigma of period poverty with the nation's first crowd-funded menstrual hub in Philly



# What do you want to do?

**LET'S  
DO SOMETHING  
ABOUT IT**

What is your  
intervention?

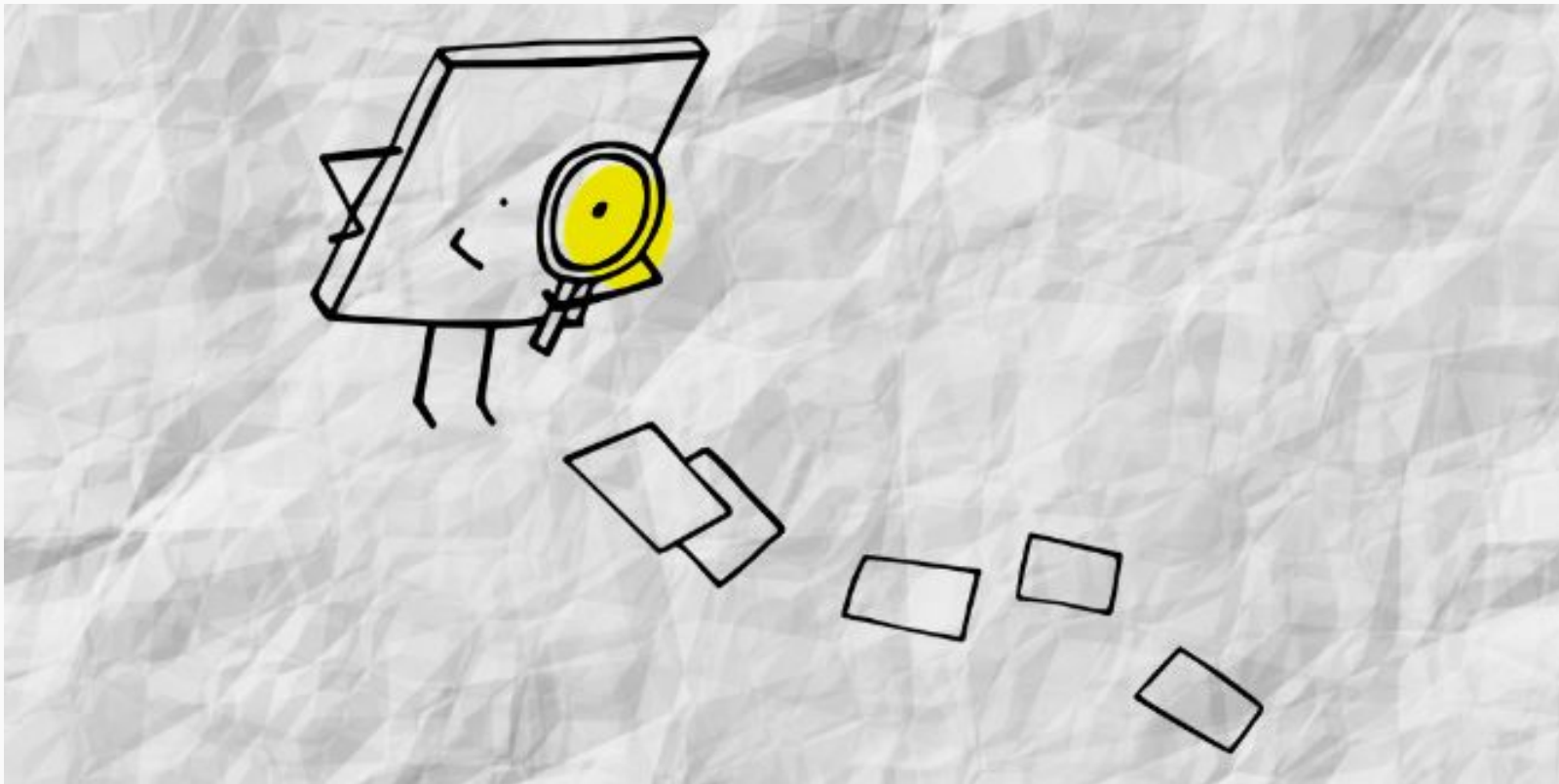
# Does this program exist already?



Are there other people/orgs tackling this issue in your institution, town, city, state, country?

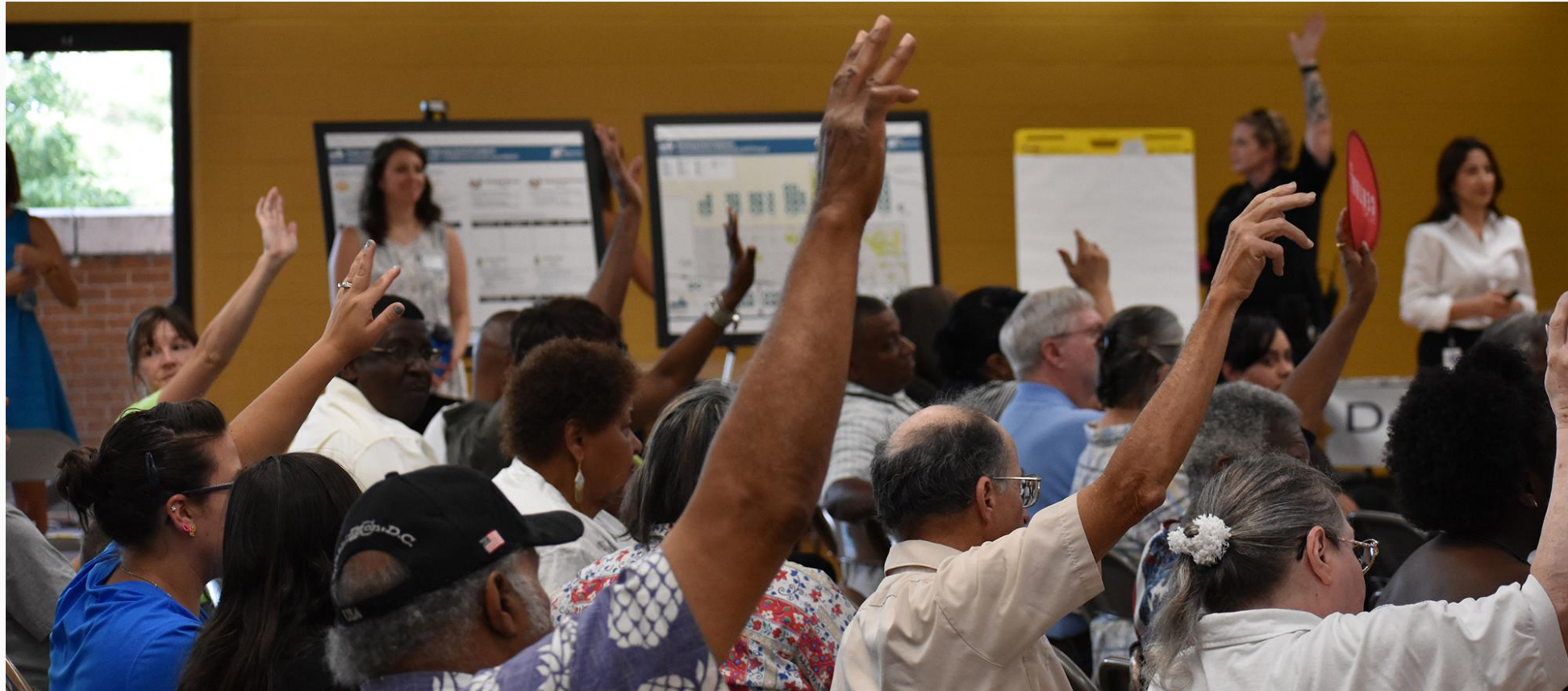
Can you collaborate with them?

# Is your idea evidence-based?



Practical application of findings that match current research

Who is with you? **Who will help you?**



# How are you going to **pay** for it?



- Grants
- Individual donors
- Foundation support
- Institutional support
- Member fees

Startup costs v sustainability costs

Supplies

Staff

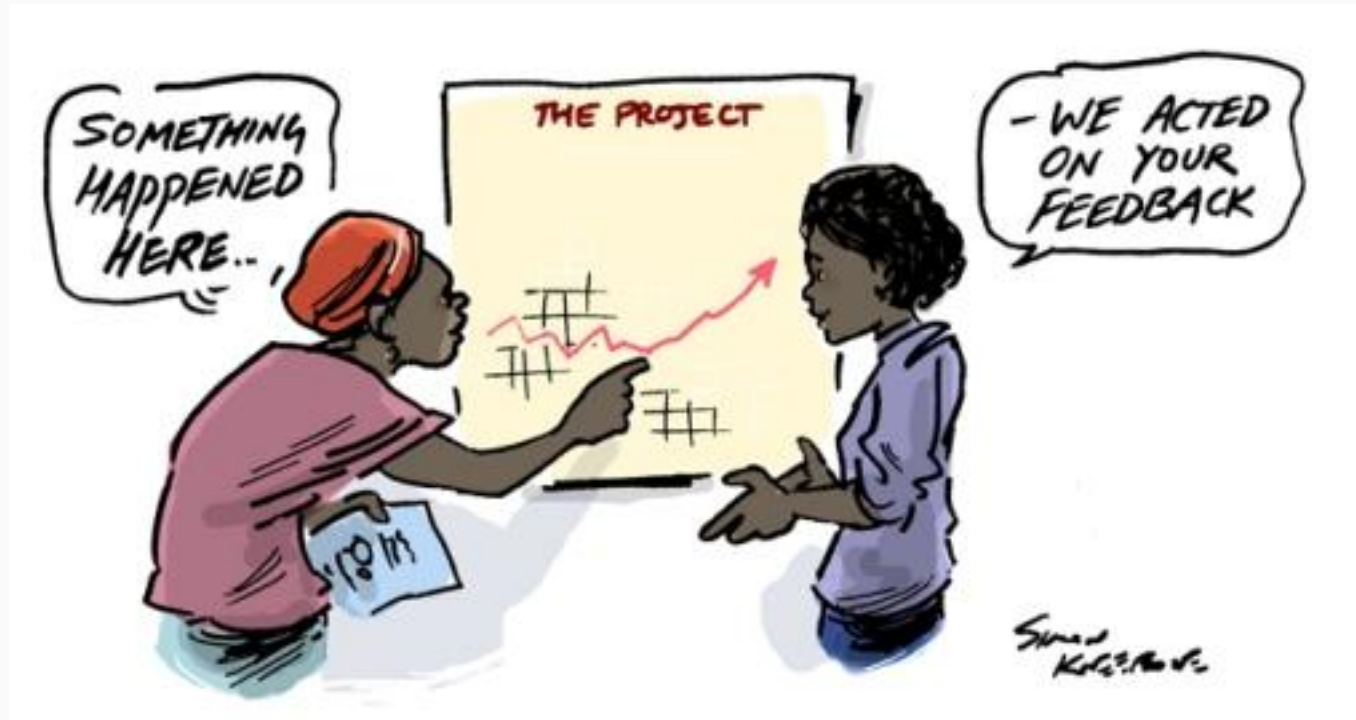
What else?

# What is your **timeline**?

Do you have a year, a month, a few weeks, days? No warning at all?

And how long do you hope this program will last – weeks, months, years+?

What are your **goals** and what do you want to **measure**?





# BREAKOUT Room

- What are some ideas for programs that you have for your community?
- What is your goal in starting this program?
- What tools can you use to start developing that program?
- What are your greatest strengths and obstacles in creating this program?

# Are there any risks?

What risks does your program carry?

Risks to volunteers, workers, to the product being delivered?

Example: Do you need consent forms for volunteers because your institution requires them?

Is your site accessible?

Do you need informed consent docs for program participants?

## Volunteer Waiver – CVHS ECO Club

I do hereby agree that I will indemnify and hold harmless Carnegie Vanguard High School and Houston Independent School District, its officers, agents and assigns, and its members, from any and all liability or claims of injury of whatsoever nature which may be incurred by me as a result of my voluntary participation in the program/event sponsored by Carnegie Vanguard High School's ECO Club, including but not limited to the following activities:

Hiking, camping, gardening, archery, or other outdoor activities as planned by the CVHS ECO Club.

I further represent and certify Carnegie Vanguard High School and Houston Independent School District, its officers, agents and assigns that I am physically able to do the various things enumerated above without limitation, and that I have no disabilities which might prevent me from doing the same.

I certify that either I am eighteen (18) years of age or older, or that my parent or court-appointed guardian has full knowledge of my participation in this event and has given me permission to participate, as evidenced by his/her signature below.

Undersigned has read the above and understands this waiver

Print Name: \_\_\_\_\_

*Required Signature*

X \_\_\_\_\_  
STUDENT DATE

X \_\_\_\_\_  
ADULT / PARENT DATE

Could this program cause **harm**?



# Make participation EASY!



Consider your audience!

# Now your program is up and running – now what?

Evaluation – it's ongoing!

Advisory boards

Volunteer management

Recordkeeping

STORIES

Core people to rely on

# Advisory Boards

Who is at the table?

"A seat at the table means that you are part of a conversation."

*Roxane Gay, best-selling author and contributing opinion writer for The New York Times*



Reginald Cunningham

# Why do programs **fail**?

When you have seen a program “fail,” what does that mean to you?

Write in the chat!

# What makes a program **successful**?

Sustainable

Inclusive

Strengths-based

Ability to measure impact

Trained staff

Amplify community voices





What does success look like?



# BLACK DOCTORS

|| COVID-19 || CONSORTIUM<sup>®</sup>



THE VILLAGE AT TWENTY



# BEACON HILL VILLAGE





# Laying the groundwork steps

1. What is the issue?
2. What led to this problem (historical, societal forces)?
3. Who is impacted? Who is MOST impacted?
4. Do other people know this is a problem?
5. What do you want to do? Narrow in focus!
6. Is your idea evidence-based? Based on stats? Lived experience?
7. Does this program exist already?
8. Who is with you?
9. How are you going to pay for it?
10. What is your timeline?
11. What are your goals and what do you want to measure?
12. Are there any risks?
13. Could this program cause harm?
14. Make participation easy!

# Questions

# NNCC PROGRAMMING AND RESOURCES



Nurses make  
change happen.

Be a part of history.

This toolkit was created to give nurses the tools to do their part in the national vaccine effort. It is designed to help you decrease vaccine hesitancy and increase vaccination rates in your community.

**#Nursesmakechangehappen**



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