Community Engagement 2-Part Learning Collaborative Series

Session 1

June 30, 2022
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
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.
1. Share your video during breakouts.
2. Snacks and lunch are okay!
3. Take breaks when you need
4. 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
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
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?
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

#LetsFeedLACounty

Additional Food Resources
CalFresh for Individuals or Families
Call 1-866-613-3777 or
visit GetCalFresh.org
Call 2-1-1 for walk-up food distribution sites
covid19.lacounty.gov/food

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.

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 Tonawanda, 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?

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 crowdfunded menstrual hub in Philly
What do you want to do?

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 vs 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?
- 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?
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
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?
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
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