



WISCONSIN DEPARTMENT
of HEALTH SERVICES

Community Engagement for Health Equity

Health Equity Assessment and Resource Team
Office of Policy and Practice Alignment
09.15.22

To protect and promote the health and safety of the people of Wisconsin

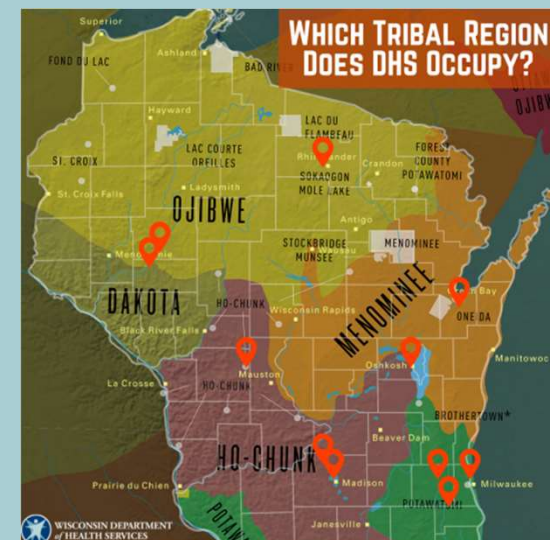
Welcome



Land Acknowledgement

Native/Tribal Nations of Wisconsin

- Bad River Band of Lake Superior Chippewa
- Brothertown Nation* (not federally/state recognized)
- Forest County Potawatomi
- Ho-Chunk Nation
- Lac Courte Oreilles Band of Lake Superior Chippewa
- Lac Du Flambeau Band of Lake Superior Chippewa
- Menominee Indian Tribe of Wisconsin
- Oneida Nation
- Red Cliff Band of Lake Superior Chippewa
- Sokaogon Chippewa Community
- St. Croix Chippewa Indians of Wisconsin
- Stockbridge-Munsee Community Band of Mohican Indians



Learn more at: <https://wisconsinfirstnations.org/> and <https://native-land.ca/>

Learning Community Agreements

I/We agree to:

- Recognize conversation as the seed of action.
- Value and hold relationships at the center of this work.
- Engage and participate – this space is what we make it.
- Listen and make room for others to share.
- Be open to new ideas and ways of thinking.
- Be patient with others and with ourselves.
- Remain aware of how history, class, and environment shape our worldview.
- Acknowledge the intent but own the impact.



What do We Mean By Community Engagement?

“The process of working collaboratively with and through groups of people affiliated by geographic proximity, special interest, or similar situations to address issues affecting the well-being of those people”

-Centers for Disease Control and Prevention

Many Faces of Community

- Schools
- Neighborhoods
- Community-Based Organizations
- Racial/Ethnic Groups
- Age-specific Groups
- Faith-Based Organizations
- Workforce Groups
- And many more...



**Is your Organization Currently
Planning, Implementing, or
Maintaining a Community
Engaged Program/Initiative?**

Principles of Community Engagement

- Before starting a community engagement effort...
- For engagement to occur, it is necessary to...
- For engagement to succeed...

Before Starting an Effort

“Be clear about the purposes or goals of the engagement effort and the populations and/or communities you want to engage.”

Clarity on Purposes and Goals

1. Seeking data, information, advice, and feedback to help design programs?
2. Interested in partnering and sharing control with communities?
3. Who is to be engaged? E.g., all those who reside within specific geographical boundaries, a specific racial/ethnic group, an income-specific group, or a combination?

Before Starting an Effort

“Become knowledgeable about the community’s culture, economic conditions, social networks, political and power structures, norms and values, demographic trends, history, and experience with efforts by outside groups to engage it in various programs. Learn about the community’s perceptions of those initiating the engagement activities.”

Understanding Community

1. Learn as much about the community as possible, through quantitative and qualitative methods, and from as many sources as is feasible.
2. Understanding the community will aid leaders in the engagement effort to map community assets, develop a picture of how business is done, and identify the individuals and groups whose support is necessary.

For Engagement to Occur...

“Go to the community, establish relationships, build trust, work with the formal and informal leadership, and seek commitment from community organizations and leaders to create processes for mobilizing the community.”



Establishing Trust and Rapport

1. Positive change is more likely to occur when community members are an integral part of a program's development and implementation.
2. Once successful rapport is established, meetings and exchanges with community members can build into an ongoing and substantive partnership.

What strategies or methods have worked best for you in establishing trust with community partners?

For Engagement to Occur...

“Remember and accept that collective self-determination is the responsibility and the right of all people in a community. No external entity should assume it can bestow on a community the power to act in its own self-interest.”

Collective Self-Determination

1. Communities and individuals should “own” the issues, name the problem, identify action areas, plan and implement strategies, and evaluate outcomes.
2. People in a community are more likely to become involved if they identify with the issues being addressed, consider them important, and feel that they have influence and can make a contribution.
3. Participation will be easier to elicit if people encounter few barriers to participation, consider the benefits of participating to outweigh the costs, and believe that the participation process and related organizational climate are open and supportive.

For Engagement to Succeed...

“All aspects of community engagement must recognize and respect the diversity of the community. Awareness of the various cultures of a community and other factors addressing diversity must be paramount in planning, designing, and implementing approaches to engaging community.”

Diversity

1. May be related to economic, educational, employment or health status as well as differences in culture, language, race, ethnicity, age, gender, mobility, literacy or personal interests.
2. Elements of diversity may affect individuals' and communities' access to health care delivery, their health status, and their response to community engagement efforts.

For Engagement to Succeed...

“Community engagement can be sustained by identifying community assets and strengths and by developing the community’s capacity and resources to make decisions and take action.”

Asset-Building and Asset-Leveraging

1. Community Assets: interests, skills, and experiences of individuals and local organizations as well as the networks of relationships that connect them.
2. Individual and Institutional Assets: facilities, materials, skills, and economic power.
3. Utilize existing resources and develop new resources and skills.

Does your organization provide knowledge and skill-building opportunities for community partners?

For Engagement to Succeed...

“Community collaboration is best applied with long-term commitment by the engaging organization and its partners.”

“Changing systems and social norms to address health disparities is a long-term process that requires many steps”
– Center for Wellness and Nutrition

Thanks for Listening!





PARTNERSHIPS BETWEEN COMMUNITY AND LOCAL PUBLIC HEALTH

Kenosha County Public Health &
Kenosha County Health Equity Task Force

Tamarra Coleman

Kirsten Gundersen

KENOSHA COUNTY

- **Vision:** An Equitable, Engaged and Healthy Future
- **Mission:** To inspire health and wellness in Kenosha County through service and leadership

- **Kenosha County Population:** 169,671
- **Kenosha City Population:** 99,767
- Black: 6.9%
- Hispanic: 13.9%
- Asian: 1.8%
- American Indian/ Alaska Native: 0.8%
- White: 74.8%

National Public Health Week 2022

**THANK YOU TO OUR
AMAZING TEAM AT KCPH**



KENOSHA COUNTY HEALTH INEQUITIES

- 2022 Health Equity Report: : <https://www.kenoshacounty.org/316/Reports>
- Black households in Kenosha County are three times more likely and American Indian and Alaska Native households are two times more likely than White households to be below the poverty line.
- In Kenosha County, the median Black household earns less than half the income of the median White household.
- In Kenosha County from 2016 to 2020, infants of Black mothers were nearly four times more likely to die in the first year of life than those of White mothers.
- In Kenosha County, Hispanic residents 25+ are 19% less likely than White residents to have graduated from high school.

NEW MOMENTUM FOR HEALTH EQUITY IN KENOSHA COUNTY

- County Resolution declaring racism a public health crisis
- High-profile police shooting of Jacob Blake, community protests, Kyle Rittenhouse case
- COVID-19 pandemic
- Hired a full-time “Public Health Strategist – Health Equity”
- Developed strategic plan for equity





KENOSHA COUNTY HEALTH EQUITY TASK FORCE

COVID-19 & Beyond

COVID-19 INITIATIVES

The Health Equity Task Force

- Grant funded work
- Focus on bringing vaccines to community
- Partnering with churches, community organizations, and locally-owned grocery stores, barbershops, and salons
- Building trust and authentic relationships



COVID-19 INITIATIVES

Block-by-block missions



TRANSFORMING OUR PARTNERSHIP

Health Equity Advisory Committee

- Monthly meetings
 - Expanded membership
 - Community MOUs
- Advising individual KCPH teams:
 - Opioid overdose response
 - Asthma
 - CHA/CHIP
- Grant funding
- Future goals
 - Sustained funding for advancing the work
 - Increasing equity in our collaboration





QUESTIONS?



NEXT MEETING

Social Determinants of Health
October 13th 10:00 A.M. – 11:00 A.M.
Please take a moment to respond to our survey!



THANK YOU!

Tamarra Coleman
Colemant@shalomcenter.org

Kirsten Gundersen
Kirsten.Gundersen@kenoshacounty.org