Stakeholder Engagement in the Title V Needs Assessment

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Perceived barriers to engaging the public

PERSONAL BIAS
Members of the public are not objective

NOT WELL INFORMED
Members of the public cannot contribute to priority setting in a meaningful way

NOT REPRESENTATIVE
Members of the public involved in priority setting will not be representative of the public

NOT THE “RIGHT PEOPLE”
Most members of the public do not identify themselves as appropriate people to be engaged in priority setting

DELAYS
Involving members of the public will make decision-making too protracted

Give it a…

Some members of the public are interested in being involved under appropriate circumstances.

If time is not taken to obtain genuine input from stakeholders, more time may be spent later in addressing objections to the process and outcome.

The public participate in value-based deliberations rather than as experts.

The public are experts in the lived experience of health systems and offer insight into the values and beliefs of the public at large.

This concern is applicable to all participants in priority setting.

Fair-minded people from all relevant constituencies need to be at the table, participate in deliberations, and articulate relevant values – they need not represent all sectors.

Some methods of engagement have no impact on the time taken to make decisions.

NEEDS ASSESSMENT GOALS:
1. Select Priorities
2. Select Performance Measures
3. Create a State Action Plan
Stakeholder Engagement Basics

- Who are your stakeholders?
- Who have you had trouble reaching?
- What can you do with the information you gather?
- How do you manage stakeholder expectations?
The Engagement Continuum

What does engagement look like?

Gathering data / feedback

Facilitating two-way communication

Providing information

Engaging in ongoing, productive dialogue

Where you want to be on the engagement continuum will depend on stakeholder factors like potential contribution, willingness to engage, influence and necessity of involvement.

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Types of Engagement

- Surveys
- Key Informant Interviews
- Focus Groups
- Listening Sessions
- Community Meetings
- Town Halls

Key informants – one-on-one with knowledgeable participants; leaders; people with influence at some level

Focus groups – invited gatherings of similar types of people (clients, at-risk populations, families, young adults, etc)

Existing meetings or special gatherings

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What do you want to know?

 possível focus questions:

- What impacted the health of families over the last 5 years?
- What are the current most pressing MCH needs?
- Who is in greatest need of MCH services?
- What are opportunities for improvement of the MCH public health system?
- What should be the priorities for the Title V Agency?
### Engaging Stakeholders in Data

<table>
<thead>
<tr>
<th>What are your data telling you?</th>
<th>Not telling you?</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Who is missing / not represented?</td>
<td></td>
</tr>
<tr>
<td>• Are there other ways to capture that information?</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>With whom will you share your data and how?</th>
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<tbody>
<tr>
<td>• How does this information fit with what your stakeholders are saying?</td>
</tr>
<tr>
<td>• What surprises you? Your stakeholders?</td>
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</table>
Engaging Stakeholders in Identifying Gaps

- How do you communicate what current performance measures say about the needs of MCH populations?
- What do your stakeholders tell you about contextual factors that will be important?
- What legislative, political, community-driven, financial, or other internal and external mandates do you need to balance?
- What are the desired outcomes for MCH population groups?
- HP2020 Goals?
Engagement in Capacity Assessment

What are your current resources, activities, and services?

What do your stakeholders tell you about your current capacity?

What strengths can you demonstrate with program data?

What do stakeholders tell you are the strengths of your program?
Engagement in Prioritizing Needs and Gaps

What criteria will you use?

What does it mean to make something a priority?

How are stakeholders engaged in the process?

How will you communicate priorities?