



**Community Advisory Council Event  
April 25, 2017, DoubleTree Hotel, Portland, OR  
Pacific Northwest Ballroom**

- 7:30 a.m.-8:30 a.m.      **Event Registration & Breakfast**
- 8:30 a.m.-8:40 a.m.      **Welcome & Introductions**  
Oregon Health Authority (OHA) Transformation Center  
Chris DeMars & Adrienne Mullock
- 8:40 a.m.-10:10 a.m.      **Popular Education: Trust Building**  
**Dinamica/Movement Building Activity**  
Multnomah County Community Capacitation Center  
Pei-ru Wang & Beth Poteet
- 10:10 a.m.-10:25 a.m.      **Break**
- 10:25 a.m.-11:55 p.m.      **Popular Education: Principles**  
Multnomah County Community Capacitation Center  
Pei-ru Wang & Beth Poteet
- 11:55 a.m.-12:10 p.m.      **Break**
- 12:10 p.m.-12:35p.m.      **Working Lunch**  
**State Health Improvement Plan**  
**Overview & Facilitated Conversations**  
OHA Public Health Division  
Christy Hudson & Sara Beaudrault
- 12:40 p.m.-1:40 p.m.      **Popular Education: Application**  
Multnomah County Community Capacitation Center  
Pei-ru Wang & Beth Poteet
- 1:40 p.m.-1:55 p.m.      **Break**
- 1:55 p.m.-3:25 p.m.      **Best Practices for Recruiting & Engaging OHP Members on CACs**  
Metropolitan Group  
Olivia Stone & Jennifer Messenger Heilbronner
- 3:25 p.m.-3:30 p.m.      **Closing and Evaluations**  
OHA Transformation Center  
Adrienne Mullock

## **Biographies of OHA staff & presenters**

### **Sara Beaudrault**

A native Oregonian, Sara has worked for the Oregon Public Health Division for more than a decade. She currently serves as a Policy Analyst with the Office of the State Public Health Director, focusing on public health modernization. Her goals for 2017 are to attend at least one wellness retreat and train her dogs to be on the porch without running away.

### **Tom Cogswell**

Tom Cogswell has served as the Transformation Program Coordinator at the Oregon Health Authority Transformation Center since July 2013. Previous to this position, Tom worked for a number of nonprofit organizations and offices of government, focusing on event planning and program management. He holds a Graduate Certificate in Nonprofit and Public Management from Portland State University, and a Bachelor of Science in Sociology from Central Michigan University. Outside of work, Tom enjoys spending time with his wife and three year old daughter Josie, hiking, bicycling and playing in a local kickball league.

### **Chris DeMars**

Chris DeMars is the Administrator of the Oregon Health Authority Transformation Center. Before joining the Transformation Center in 2013, she spent eight years as a senior program officer at the Northwest Health Foundation. Prior to joining the foundation, Chris spent six year as a senior health policy analyst for the U.S. Government Accountability Office. She holds a Master of Public Health from the University of Michigan School of Public Health and a bachelor's degree in English Literature from the University of Michigan.

### **Christy Hudson**

Christy Hudson is currently serving as a Policy Analyst with the Office of the State Public Health Director. Prior to this role, she worked with the HIV Care and Treatment Program of the Public Health Division since 2009. Her goals for 2017 include learning to cook Pho and successfully backpacking with her 2 year old daughter.

### **Adrienne Mullock**

Adrienne Mullock is a Transformation Analyst at the Oregon Health Authority's Transformation Center. At the Transformation Center, Adrienne provides targeted technical assistance to coordinated care organizations (CCO), including the recruitment and engagement efforts of the CCO's community advisory councils. Adrienne was a Peace Corps Volunteer and implemented a health education curriculum into a middle school in the Republic of Moldova. Adrienne is passionate about yoga and human potential.

### **Beth Poteet**

Beth Poteet is the Capacitation Team Coordinator with the Community Capacitation Center, training Community Health Workers since 2010. She has been a community organizer since 2001, working with individuals and faith-based communities on a range of issues including immigrant rights, US economic and foreign policy in Latin America, and state and national

anti-poverty initiatives. Beth is a co-founder of the Interfaith Movement for Immigrant Justice (IMIrJ) and has served on the boards of several economic justice, racial justice and peace organizations. Additionally, she is a facilitator of the Conexiones Program, a transformational leadership accompaniment process. She holds a Masters degree in Social Work from Portland State University, has a B.A. in Peace Studies from Whitworth University in Spokane, WA, and has served as an adjunct Social Work instructor.

### **Jennifer Messenger Heilbronner**

Jennifer leads the public health practice at Metropolitan Group, a social impact communication firm, and is passionate about creating communities that increase health equity and make good health the norm for all. She has worked with OHA—and with county health departments throughout the state—over the past decade on OHP member communication, coordinated care, tobacco prevention, colorectal cancer screening and other issues. Nationally, she works with Robert Wood Johnson Foundation, American Heart Association, The National Campaign to Prevent Teen and Unplanned Pregnancy and others to improve equitable access to health and healthcare. Jennifer is also interested in the intersection between health and education, leading her to advocate for school-based healthcare and to chair the board of All Hands Raised, which works for educational equity in Multnomah County.

### **Olivia Stone**

Olivia is a Director at Metropolitan Group, a social change communication firm, working primarily in the strategic communication practice. She has worked on a variety of projects with the Oregon Health Authority, most of them focusing on improving communication with Oregon Health Plan members to help them better understand and access their health care. Olivia also has a passion for reproductive health and volunteers her time working with organizations who help provide access to contraception and pregnancy planning for all Oregonians.

### **Pei-ru Wang**

Pei-ru has a PhD in Adult and Continuing Education from Florida State University. Using the Popular Education philosophy and methodology, Pei-ru provides training and technical assistance for Community Health Worker programs and various Community-Based organizations. She has also been leading participatory evaluation projects, involving a collaborative partnership in which all partners participate as equal members and share decision making power and resources. Prior to her work at the Multnomah County Health Department, Pei-ru served as the Community Health Manager for the Immigrant & Refugee Community Organization in Portland, OR.

**Community Advisory Council Event**

April 25, 2017



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**Welcome & Introductions**



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**Event Outcomes**

The all-day event will provide the opportunity to:

- Share and discuss strategies for empowering the voices of CAC members.
- Share and discuss how to unite CACs around common goals and issues.
- Learn about new strategies for CAC member recruitment.



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**Popular Education**  
**Multnomah County**  
**Community Capacitation Center**  
*Beth Poteet & Pei-ru Wang*

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**Objectives**

By the end of the workshop, participants will be able to:

- Understand what Popular Education (PE) is and how to apply PE to facilitate empowering meetings
- Learn from other participants about their strategies, challenges and experiences in facilitating CAC meetings.
- Connect with other participants to build a network of support



8

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**Overview**

- Trust Building
- Dinámica (Movement Building Activity)
- BREAK
- Popular Education Principles
- LUNCH
- Dinámica (Movement Building Activity)
- Popular Education Application



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### Group Agreements

- Make space, take space.
- Listen to understand, not to respond.
- Once the facilitator says, "I will call on x and then on y and then we are moving on," please allow the facilitator to move on.
- Please put cell phones on vibrate and put them away, unless you have a small child or an emergency.
- If you take offense at something someone says, speak to the person individually during a break. Please try to do so in a way that does not cause further offense.



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### Trust Building: Story Sharing Activity

- Share your story
  - Where you grew up
  - Family/community values/traditions
  - Milestones or key events in your life
  - ...
- Individually prepare the story (10 min)
- Table sharing (2 minutes per person)




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### Goals of Popular Education

- The distribution of power and resources in the world is unjust.
- Change is possible.
- The ultimate goal of popular education is the creation of a fair and equal society.
- The specific goal can change from group to group.
- We need to be clear what the goal is.

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12

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### Why do we use dinámicas?

- Popular education recognizes that we learn with our heads, hearts, and bodies.
- It recognizes the role of feelings and emotions in education and community organizing.
- We use MBA/dinámicas to create an atmosphere of trust so people can share their ideas and experiences.
- MBA/Dinámicas will be challenging for some people at first. Don't force them to participate. Let them watch and when and if they wish, begin to participate.




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### Dinámica Brainstorm

In your table groups, please brainstorm and write your ideas on flip chart paper:

1. List of dinámicas / opening activities that would be good for your CAC meetings.
2. Considerations when designing a dinámica. For example, language, level of physical activity, level of trust, etc.

After the brainstorm, use the criteria you created to evaluate your initial list of dinámicas. Which dinámicas will work the best in your CAC meetings? How might you use different dinámicas to achieve different goals?

Be prepared to share back one dinamica and one consideration.

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14

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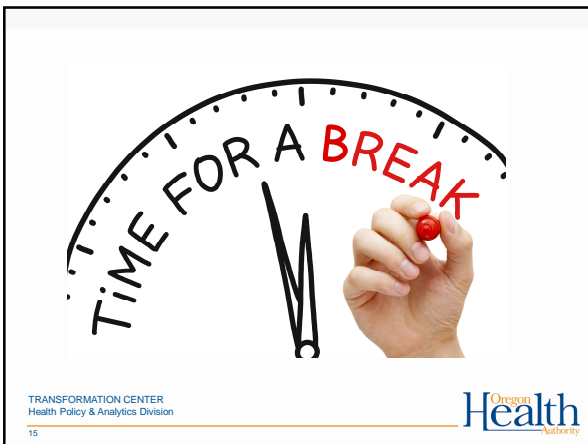
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**A Just, Equal & Truly Democratic Society**

Critical consciousness	Take actions	Grassroots leadership	Lived experience	Learners and teachers	Head, heart, and body	Reflect on personal experience
atmosphere of trust	Learn skills to work collectively	Start with people know and do				

16

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**Principles of Popular Education**

- One principle per table
- Table Discussion (20 min):
  - What does this principle mean?
  - How can applying this principle help empower the voices of the community ?
  - How will you teach the workshop participants about this principle?
- Teach back in a creative way

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**A Just, Equal & Truly Democratic Society**

Critical consciousness	Take actions	Grassroots leadership	Lived experience	Learners and teachers	Head, heart, and body	Reflect on personal experience
Atmosphere of trust	Learn skills to work collectively	Start with people know and do				

16

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**Working Lunch**

- 15 minute break
- Put your papers and other belongings on your seat
- Place meal tickets on table where you will be seated

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19

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**State Health Assessment & State Health Improvement Plan**

Christy Hudson & Sara Beaudraut  
Office of the State Public Health Director



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**State Health Improvement Plan 2015-2019 Priorities**

- Prevent and reduce **tobacco use**
- Slow the increase of **obesity**
- Improve **oral health**
- Reduce harms associated with **substance use**
- Prevent deaths from **suicide**
- Improve **immunization** rates
- Protect the population from **communicable diseases**

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21

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### Facilitated Discussion

- To what extent was the CAC involved with the development of your CHA/CHIP?
- What are lessons learned from your local CHA/CHIP process that might be helpful for the state health assessment (such as engaging community and external stakeholders, CAC involvement, challenges, processes that worked/didn't work)?

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22

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23

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### Popular Education: Application

In your CCO/CAC group, please discuss and take notes on your flip chart paper:

- **What are some strategies or actions you can apply in order to facilitate your CAC meetings in a more participatory way?**

Be prepared to share two ideas with the large group.

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24

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- AllCare (#1)
- Cascade Health Alliance (#1)
- Columbia Pacific (#2)
- Eastern Oregon: Sherman, Gilliam, Morrow, Umatilla (#3)
- Eastern Oregon: Union, Baker, Grant (#4)
- Eastern Oregon: Wheeler, Lake, Harney, Malheur (#5)
- FamilyCare (#7)
- Health Share of Oregon (#8)
- Intercommunity Health Network (#6)
- Jackson Care Connect (#7)
- PacificSource : Columbia Gorge (#8)
- PacificSource : Central Oregon (#9)
- PrimaryHealth (#9)
- Trillium Community Health Plan (#10)
- Umpqua Health Alliance (#9)
- Western Oregon Advanced Health (#11)
- Willamette Valley Community Health (#11)
- Yamhill Community Care (#10)

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**Best Practices for Recruiting & Engaging OHP Members on CACs**

Presented by Olivia Stone & Jennifer Messenger Heilbronner  
(Metropolitan Group)  
April 25, 2017

**Oregon Health Authority**

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**Why is it important to have OHP members on your CAC?**

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**How to use the handbook**

- Review the best practices in the first column
- Identify those to adopt or improve
- Review the suggestions and examples
- Use the additional resources on Transformation Center website
- Set achievable goals for growth

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29



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**1. Establish clear structure & principles**

- Clear organizational structure
- Guiding principles, values and goals
- Common language
- Provide resources

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30



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**2. Support CAC members to succeed**

- Provide clear orientation with roles and expectations
- Design relevant and engaging agendas
- Use outcome-based agendas and allow for full participation
- Pair new CAC members with a "buddy"
- Be aware of members' life circumstances and needs
- Share info in advance
- Create opportunities to build relationships
- Provide training and leadership development

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31




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**3. Recruit OHP members**

- Clearly defined job description
- Use simple application
- Provide opportunities to learn more before committing
- Develop effective marketing materials
- Identify prospects and conduct one-on-one outreach

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**3. Recruit OHP members (continued)**

- Focus on diverse outreach
- Empower CCO staff and partners to promote the CAC
- Offer opportunities to visit CAC meetings
- Use all available communication

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**4. Help CAC members see their value**

- Connect CCO leadership and CAC
- Provide regular communication on CAC's impact
- Provide opportunities for member input
- Develop process and projects to keep members engaged
- Celebrate success!

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**Biggest challenge recruiting or  
engaging OHP members  
on the CAC?**

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**Best thing your CAC does to engage  
OHP members on the council?**

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**Questions?**

**Thank you!**

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**Upcoming Webinars**

**How to manage conflict and disruptions in meetings**  
 Presenter: Carolyn Waterfall  
 April 27, noon-1 p.m.  
 Register here:  
<https://attendee.gotowebinar.com/register/2491704836245169922>

**How CCOs are advancing health equity through health system transformation**  
 Presenter: Ignatius Bau  
 May 16, 2017, 11 a.m.-noon  
 • Register here:  
<https://attendee.gotowebinar.com/register/7552151027747260931>

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38

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**Closing & Evaluations**



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**Questions?  
Thank you!**

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