Engaging Families in Program and Policy Development to Advance Health Equity

September 14, 2021, 1:00-2:30 pm ET

Made possible with support from MolinaCares Accord
Question & Answer

To submit a question online, please click the Q&A icon located at the bottom of the screen.
Agenda

• Welcome and Introductions
• MolinaCares Accord Welcome
• Center for Family Voice
• Family Engagement Best Practices
• Engaging Mothers in Maternal/Child Health Programs
• Preparing Parents to Participate in Policy Discussions
• Q&A
Welcome & Introductions
Meet the Team/Today’s Presenters

Anna Spencer,
Senior Program Officer
Center for Health Care Strategies

Shannon Jones,
President and CEO
Groundwork Ohio

Cara Coleman,
Director of Public Policy and Advocacy
Family Voices

Carolyn Ingram,
Executive Vice President of External Affairs
MolinaCares Accord

Josselyn Okorodudu,
Community Engagement Strategist
Queens Village
Center for Health Care Strategies

Dedicated to strengthening the U.S. health care system to ensure better, more equitable outcomes, particularly for people served by Medicaid.

Together with our partners, our work advances:

- **Effective models for prevention and care delivery** that harness the field’s best thinking and practices to meet critical needs

- **Efficient solutions for policies and programs** that extend the finite resources available to improve the delivery of vital services and ensure that payment is tied to value.

- **Equitable outcomes for people** that improve the overall wellbeing of populations facing the greatest needs and health disparities.
Carolyn Ingram,  
The MolinaCares Accord  

Supporting the 
Center for Family Voice  

September 14, 2021
Established by Molina Healthcare, Inc. The MolinaCares Accord includes community investment platforms across Molina working to improve health and well-being by creating meaningful, measurable, and innovative programs and partnerships.

The MolinaCares Accord focus areas:
• Racial disparities in the access to, and delivery of care
• Social determinants of health
• Opioid use disorder and substance abuse
• Rural access to health care
• Other health care issues impacted by socioeconomic disparities
The Center for Family Voice

MolinaCares is pleased to fund the innovative effort of Groundwork Ohio to create a best-in-class approach to engage families in public services delivery to inform state, local, and programmatic policy development.

- Drive programmatic, policy, and practice changes at local, regional, and state levels
- Integrate the family voice into the decision-making process of Ohio’s family-serving systems
- Eliminate disparities in systems that serve pregnant women, young children, and their families
Authentically Engaging Patients and Families: Center for Family Voice

Shannon Jones,
Groundwork Ohio
Amplifying Family Voice to Advance Equitable Outcomes for Young Children
Who We Are

Groundwork Ohio is a committed, nonpartisan public-policy research and advocacy organization formed in 2004 that champions high-quality early learning and healthy development strategies from the prenatal period to age five, that lay a strong foundation for Ohio kids, families and communities.
The Center for Family Voice

The Center for Family Voice at Groundwork Ohio is a “center for excellence” dedicated to authentically engaging Ohio parents and families in the policies and practices that impact the healthy development of their children. The Center will be an ongoing, multi-year committed learning process focused on eliminating disparities in systems that serve pregnant women, young children, and their families.
The Center for Family Voice

- Developed as an innovative response to the lack of authentic family voices in the development of policy and practices

- Extensive Ohio and national environmental scan of family engagement strategies

- Over 40 local and national interviews in addition to an extensive literature review
As the Center for Family Voice acts on implementing “The Amplification Effect,” it does so by adopting the following definition of family voice created by Family Voices:

“An authentic partnership between professionals and family leaders who reflect the diversity of the communities they represent, working together at the systems level to develop and implement better policies and practices.”
The spectrum of family voice participation

Increasing impact on the decision...

<table>
<thead>
<tr>
<th>Parent Participation Goal:</th>
<th>Involve</th>
<th>Inform</th>
<th>Consult</th>
<th>Engage</th>
<th>Collaborate</th>
<th>Empower</th>
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<td>Parents are enrolled and receive a service.</td>
<td>To provide parents with balanced and objective information to assist them in understanding the problem, alternatives and/or decisions.</td>
<td>To obtain parent feedback on analysis, alternatives and/or decisions.</td>
<td>To work directly with parents throughout the process to ensure that parent concerns and aspirations are consistently understood and considered.</td>
<td>To partner with parents in each aspect of the decision including the development of alternatives and the identification of the preferred solution.</td>
<td>To place final decision-making in the hands of parents.</td>
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| Promise to Parents:      | The system will design policies and programs for you and other parent participants. | The system will keep you informed. | The system will keep you informed, acknowledge concerns and aspirations, and provide feedback on how parent feedback influenced the decision. | The system will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how parent input influenced the decision. | The system will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible. | The system will implement what you decide. |
Principles for Amplifying Family Voice

- Operationalize Equity
- Build Trust
- Honor Relationships
- Respect Experts
- Shift Culture
Best Practices

- Eliminate barriers to participation for families
- Compensate parents for their time and expertise
- Communicate intentionally with families
- Ensure there are established connections and robust support for family participation activities
- Invest in people first
- Exercise humility
- Sustain the rigor of effective family engagement
- Measure what matters and demonstrate impact
The Center for Family Voice implements core functions of the Center in alignment with its principles and values.

- **Build & Enhance Capacity** of families & local stakeholders by:
  - Increasing their skills & knowledge
  - Expanding their connections
  - Building confidence & self-efficacy

- **Empower Local Stakeholders** to:
  - Connect family engagement to services
  - Engage families in diverse roles including as co-creators of solutions
  - Honor family contributions
  - Create inclusive cultures

- **Develop Effective Partnerships** between families, local stakeholders, & Groundwork Ohio that support shared policy goals & advocacy so that policymakers see families & effective partnerships as assets.

- **Advance Policy Transformation & Improved Outcomes** for young children & their families through our effective partnerships.

Groundwork Ohio develops and supports the Center for Family Voice. It integrates the expertise and activity of the Center in all its strategies.
What to Expect from the Center

1. Advocate for recognition, resources and accountability measures that embed and support family engagement infrastructure in state policy.
2. Invest in strategic projects that strengthen local partnerships between stakeholders and families.
3. Develop and support a statewide family action network.
4. Build and sustain a Family Leadership Fellowship.
5. Foster the use of best practices, identify ongoing learning opportunities and provide a constant feedback loop for Center partners.
6. Develop meaningful process and outcome metrics to measure impact and benchmark success for Center activities.
7. Employ leadership and staff at Groundwork Ohio that reflect diverse skills and experiences to successfully implement the Center for Family Voice and deploy equitable principles.
8. Secure sustainable funding that provides consistency and flexibility.
Thank you!

www.GroundworkOhio.org/FamilyVoice
Family Engagement: Best Practices

Anna Spencer,
Center for Health Care Strategies
Reduce Barriers to Participation

• For families with young children or children with special health care needs, participation can be challenging

• Consider:
  → Providing childcare
  → Timing and location
    • Meet families where they are
  → Interpretation and translations services
  → Reimbursing actual costs of participating (i.e., parking, transportation)
  → Virtual options
  → Culture, food and faith
  → Be flexible!
Build Trust & Ensure Transparency

• Meaningful relationships take time and commitment
  → Demonstrated leadership commitment

• Requires intentional and transparent communication
  → Be upfront on goals and expectations of engagement activities

• Implement processes to “close the loop”
  → What has been learned and how has information been used?

• Exercise humility
  → Be receptive and respectful
Focus on Racial and Health Equity

• Embedding an equity focus can disrupt existing systemic biases and racism

• Hiring those with lived experience can support sustained engagement
  → Builds trust and understanding in the process
  → Creates a safe space for sharing
  → Ensures diversity and full representation from the community

• Developing relationships with organizations that serve BIPOC communities can improve understanding and address disparities
Create Opportunities for Power Sharing

• Establishing power sharing structures at the outset can improve engagement and increase participation
  → Co-development of agendas and priority setting

• Shared governance
  → Distributive leadership model

• Human-centered design
  → Empowers parents and families to identify community-driven solutions

• Commit to decision-making looking different
Provide Training and Capacity Building Opportunities

• Training programs can build capacity and skills to participate in engagement activities

• Providing tools and information can facilitate engagement activities
  → Advocacy
  → Story telling
  → Testifying
  → Lobbying
  → Leadership training
    • Peer mentoring
    • Train-the-Trainer
  → Formal educational opportunities
Engaging Mothers in Maternal/Child Health Programs to Address Racial Disparities

Josselyn Okorodudu
Queens Village
JOSSELYN OKORODUDU

Josselyn Okorodudu is a community advocate and organizer. Although she began this work officially as a Public Ally in 2011, her passion for justice was ignited on the streets of Cincinnati as a child protesting and picketing alongside her mother. As Community Engagement Strategist for Cradle Cincinnati and Queens Village, Josselyn employs skills built over ten years of transforming teams, programs, families and communities. She is thrilled at the opportunity to use these gifts to uplift and support Black women in Cincinnati, specifically and unapologetically.
AUTHENTIC RELATIONSHIPS ARE AT THE CENTER OF EVERYTHING WE DO

Relationships require trust.
Black Women as Victims

When we are unaware of the gifts of the community, and instead choose to focus on what the community lacks, our events reflect that focus.
Black Women as the Heroes

Shifting Mindsets
Our job is to let Black women be who they are and do what they do.
RELAX, REST, REPOWER

Reduce black women’s stress by creating space for them to relax, rest and re-power.

CHANGE THE NARRATIVE

Change the narrative about black women by creating spaces and content for and by Black women that celebrate and amplify their voices.

INVEST IN LEADERSHIP

Invest in black women’s leadership with social capital and power through community advisory boards.

CREATE OPPORTUNITIES

Create economic and professional pathways for black women to succeed and flourish.

ENGAGE COMMUNITIES

Engage with social, political and medical communities to support equity initiatives and reduce implicit bias that affects black women.
Reduce Black Women’s Stress

By creating space for them to relax, rest and re-power
Change the Narrative about Black Women

By creating spaces and content for and by Black women that celebrate and amplify their voices
Invest in Black Women’s Leadership

Social Capital and Power. Through community advisory boards
Create Economic and Professional Pathways

For Black women to succeed and flourish
Engage with Social, Political and Medical communities

To support equity initiatives and reduce implicit bias that affects Black women
Preparing Parents to Participate in Policy Discussions

Cara Coleman
Family Voices
The Importance of Family Voice

Early 1980’s in Iowa- the Beckett family
1980s- 1990s

• Move our kids out of institutions and into community
• Families began to organize to lead and partner for change
• Result= approach to healthcare known as Patient- and Family-Centered Care

1992 Family Voices formed
Voices organizing for policy change

A national, grassroots network of families and friends of CYSHCN and disabilities that promotes partnership with families—including those of cultural, linguistic and geographic diversity—in order to improve healthcare services and policies for children.

We promote families as partners at all levels of decision-making to keep families at the center of children's health care.

- National Organization
- 59 Family-to-Family Health Information Centers (F2Fs) in every state, DC, 5 Territories, 3 tribal F2Fs;
- 44 Family Voices State Affiliates
Cultivating Voice: Care Mapping & Charting

Charting the LifeCourse™ (CtLC)

Developed by University of Missouri Kansas City (UMKC) Institute for Human Development

The Charting the LifeCourse (CtLC) framework was created to help individuals and families of all abilities and all ages develop a vision for a good life, think about what they need to know and do, identify how to find or develop supports, and discover what it takes to live the lives they want to live. The framework is the keystone for supporting a community of learning that champions transformational change through knowledge exchange, capacity building and collaborative engagement. Core Belief: All people have the right to live, love, work, play and pursue their own life aspirations.

www.lifecourselearning.com
Transformation requires...
- Elimination of barriers, not admiring or pitying “burden”
- Exercising humility
- Measuring what matters and demo impact
Cultivating Voice: Leadership Training

www.servingongroups.org
www.ncsi.wested.org/resources/leading-by-convening

Project Leadership
Family advocacy for health systems improvement

Family Voices of California collaborates with organizations to empower and support families managing complex medical conditions to move from individual to systems advocacy for better access to health care treatment and services.

- Approximately 60% of graduates contacted their legislators
- 80% of graduates use project leadership skills in their work with committees.

2 OUT OF 3
The number of graduates has INCREASED
Cultivating Justice and Cara’s Voice
Family Engagement in Systems Assessment Tool (FESAT)

User's Guide

Family Engagement in Systems Assessment Tool (FESAT)

Family Engagement In Systems Assessment Tool Score Sheet

Family Engagement in Systems (FES) Toolkit: A Compilation of Strategies and Resources
Family Engagement in Systems Assessment Tools (FESAT)

1 Plan

- Identify supports already in place to ensure meaningful family engagement.
- Explore strategies and resources for additional ways to encourage and support family engagement.

2 Assess

- Complete the FESAT and use the results as a baseline score.
- Identify an area for improvement and select a strategy from the FES Toolkit that can help.
- Complete the FESAT again at scheduled intervals and compare results to the baseline.

3 Improve

Families and staff can use the FESAT and FES Toolkit to track progress in family engagement efforts.
- Complete the FESAT and use the results as a baseline score.
- Identify an area for improvement and select a strategy from the FES Toolkit that can help.
- Complete the FESAT again at scheduled intervals and compare results to the baseline.

Child- and family-serving organizations can use the Checklist in the Family Engagement in Systems (FES) Toolkit to establish family engagement processes.
- Compare perspectives on how family engagement is going.
- Identify what is working well.
- Identify areas for improvement.

Request the FESAT (https://familyvoices.org/fesat-request-form/)
For questions or technical assistance, email Beth Dworetzky (bdworetzky@familyvoices.org)
Thank you!

ccoleman@familyvoices.org

To locate a family-to-family health information center or affiliate:
www.familyvoices.org/affiliates

To download the FESAT: www.familyvoices.org/fesat-request-form/
To submit a question online, please click the Q&A icon located at the bottom of the screen.

![Q&A icon and question input field]
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