


Building Community Capacity for Community-Clinical Linkages



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Overview

- Introduction
 - Engaging with professionals
 - Advocacy skills
 - Engaging with patients/community
 - Capacity-building
- 



A Patient Perspective



- ▶ Think about a time when you needed something important from the healthcare system for yourself or a loved one.
 - ▶ Focus on an occasion where you felt heard, like the system/healthcare professional was REALLY responding to your needs.
 - ▶ What did you do that worked?
 - ▶ What did they do that worked?



Patient Skills






Professional Skills





Advocacy Skills

- Normalization
 - Giving up control (Humility)
 - Leadership
 - Assertiveness ↔ Listening
 - Cognitive Translation
 - Measurable vs. Profound
 - Vision
 - ENGAGEMENT
- 



A Professional Perspective



- ▶ Think about a time when you needed something important from a patient or community member to support a project or goal that you were working on.
 - ▶ Focus on an occasion where you felt inspired or impressed, where the response that you received REALLY exceeded your expectations.
 - ▶ What did you do that worked?
 - ▶ What did they do that worked?




Professional Skills





Patient Skills





Capacity Building: Responding to Disparities

- Use in-person methods
- Recognize sub-populations
- Place trust in key informants
 - Discrimination/Stigma
 - Power imbalances
 - Word choice
- Tailor strategies
 - Visit community, home
 - Work with community-based organizations



Capacity Building: Strengths Orientation

- ▶ Person-First Language
 - ▶ Diabetic, Alcoholic
- ▶ Plain Language
- ▶ Drawing on Community Resources
 - ▶ Organizations
 - ▶ Relationships
 - ▶ Communication/Cognitive framework
- ▶ Developing Community Resources
 - ▶ Opportunities for sharing/social learning
 - ▶ Training



Capacity Building: Including Community at All Stages

- Formation
 - Ask questions that are interesting to community
- Execution
 - Understand immediate circumstances
- Interpretation
 - Put results in context
- Dissemination
 - Cognitive orientation, not marketing orientation
 - Easy and fun if groundwork has been laid



Questions?

➤ Thank you!

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