WELCOME!
Addressing Social Health and Early Childhood Wellness (ASHEW) Presents: Building Quality Community Partnerships in Pediatrics

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Recorded: Wednesday, April 13, 2022
Addressing Social Health and Early Childhood Wellness Community Partnerships
April 13th, 2022

Attendees: Prior to the start of the activity, please review the below information to ensure successful participation in this Live Activity

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The American Academy of Pediatrics (AAP) is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

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PAs may claim a maximum of 2.0 Category 1 credits for completing this activity. NCCPA accepts AMA PRA Category 1 Credit™ from organizations accredited by ACCME or a recognized state medical society.
Purpose of Course
This webinar will explore how to identify any organizational levels and members of leadership that need to support the practice change, identify where in your practice flow you can propose the practice change and where it should be implemented, develop a Practice Change Proposal, develop an initial presentation to leadership, and develop ongoing communication strategies.

Learning Objectives
After completing this course, you should be able to:
• Identify strategies for determining organizational level and leadership team to approach for support, as well as where in the structure or practice flow the change needs to be made.
• Outline components of a practice change proposal to present to leadership, including steps for preparation of practice environment and comprehensive implementation plan.
• Outline a communication plan with leadership, including progress updates on goals, as well as sustainability needs.
Disclosure of Financial Relationships and Resolution of Conflicts of Interest for AAP CME Activities

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Product-Specific Advertising / Links to Product Websites
No product-specific advertising of any type appears in this activity. No links to product websites appear in this activity.

List of Principal Faculty and Credentials
Andrew Garner, MD, PhD, FAAP
Nerissa Bauer, MD, MPH

Method of Participation, Minimum Performance Level, and Credit Claiming
Participants will participate in the webinar via an internet connection and phone line. Upon completion of the webinar, participants will receive an evaluation survey. Upon submission of the evaluation, participants will be able to log onto PediaLink to claim their CME credit or print a CME certificate.

Name of Medium or Combination of Media Used
Live webinar course via a computer and internet connection for viewing and a phone line for audio.

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Provider Contact Information
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Objectives

01 Review principles of building community partnerships

02 Describe the role of the pediatrician and medical home in community partnerships

03 Discuss monitoring and measuring impact of partnerships

04 Explore factors that promote sustainability of partnerships
Collaboration with Behavioral Health agency:
St. Joseph’s/Samaritan
Youth Development Groups in Neighborhood Schools
Health Leadership High School:
- Doc Talks
- Peds on Wheels
- Pediatricians as Educators
Principles of Building Community Partnerships

Selecting partners:
- Shared vision
- Issue-based
- Community Asset Mapping

Clear, consistent communication:
- Articulate shared vision, goals, objectives of partnership

Mutual benefit:
- Value time, capacity, additional priorities and responsibilities of each
- Active leadership and participation from both sides

Adapted from the AAP: Community Pediatrics Training Initiative “6 Drivers of Success for Community Health and Advocacy Education in Pediatrics”
Role of the pediatrician and medical home in community partnerships:

- Education and raising awareness
- Engaging and advising
- Research
- Advocacy

Impact: monitoring and measuring

Methods:

• Effectiveness of partnership activities
  • Surveys: Satisfaction of partners, pediatricians, residents
  • Feedback sessions
• Design workflows for referrals and care coordination
• Output and outcome gathering for shared objectives

Challenges:

• Shared patients and clients – exchanging data with privacy limitations

CIN Partners Share: More Than Health Care to Improve Health: Addressing Social Needs Through Community Partnerships, No. 21 Dec 2016, California Improvement Network: Partner Meeting Report
Sustainability of partnerships

- Clear roles, responsibilities and expectations.
- Leadership committed to work of the partnership.
- Frequent communication.
- Investment of time: meetings, ongoing communication, development of care and service coordination plans.
- Investment in personal relationships among staff at partner organizations.
- Plan for financial sustainability.
- Mutual urgency, mutual benefit.

*CIN Partners Share: More Than Health Care to Improve Health: Addressing Social Needs Through Community Partnerships, No.21 Dec 2016, California Improvement Network: Partner Meeting Report*
Pitfalls to Avoid

- Implementing ideas, changes or projects for the community without direct input from the community partners.
- Starting with false expectations about what the clinic or community group can provide.
- Rapid turnover of contacts in the community or clinic.
- Focusing only on clinic interest in outcomes for measurement.
- Not sharing limelight or potential sources of funding for sustainability of collaborative effort.
- Lacking perceived long-term commitment to the community, leading to diminished trust.

Adapted from “Teaching Community Pediatrics to Pediatric Residents: Strategic Approaches and Successful Models for Education in Community Health and Child Advocacy” Laura Jean Shipley, Sarah M. Stelzner, Elisa Alter Zenni, Dana Hargunani, Julie O’Keefe, Carleen Miller, Brian Alverson and Nancy Swigonski, Pediatrics 2005; 115;1150
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Thank you!
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