



Webinar

Exploring strategies to strengthen civic participation for communities' health

April 16, 2024

countyhealthrankings.org



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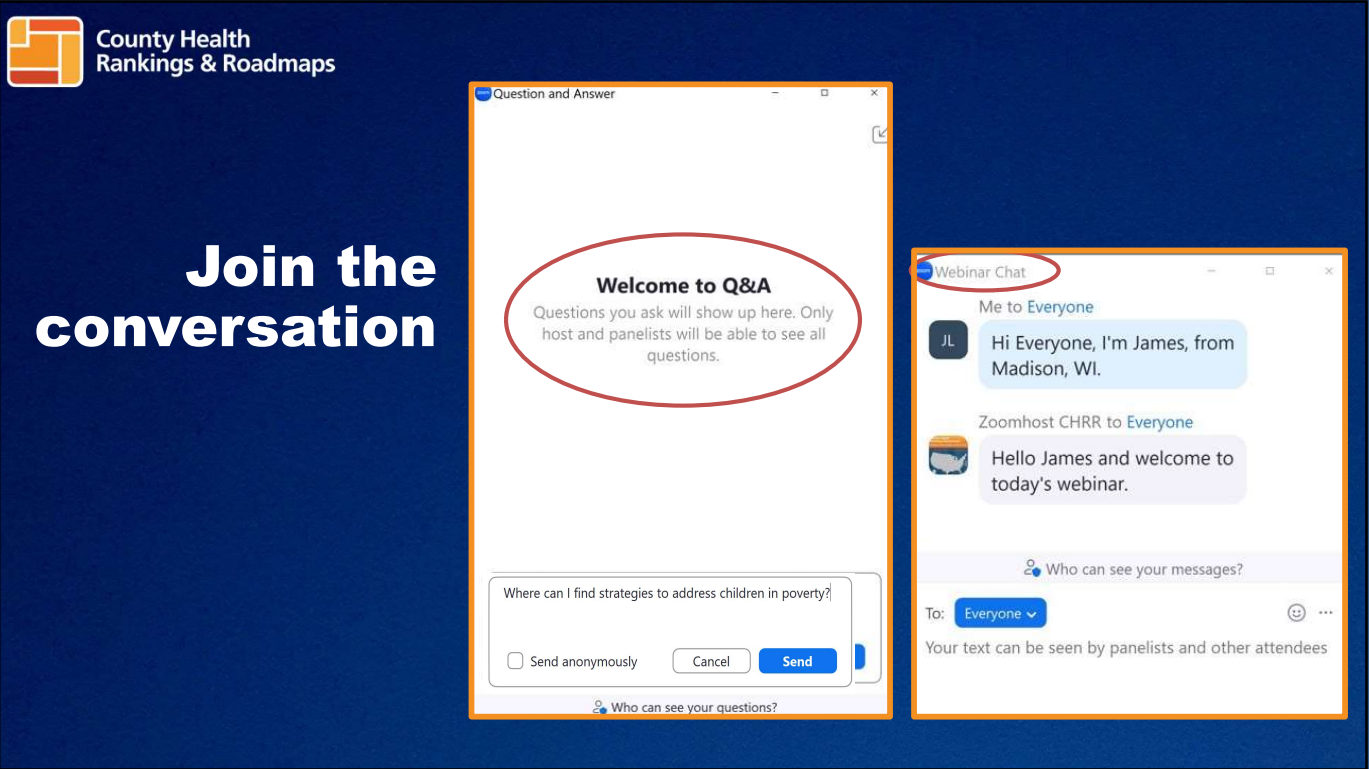
We value



University of Wisconsin
Population Health Institute
UNIVERSITY OF WISCONSIN
SCHOOL OF MEDICINE AND PUBLIC HEALTH



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County Health Rankings & Roadmaps

Join the conversation

Question and Answer

Welcome to Q&A
Questions you ask will show up here. Only host and panelists will be able to see all questions.

Where can I find strategies to address children in poverty?

Send anonymously

Who can see your questions?

Webinar Chat

Me to Everyone

JL Hi Everyone, I'm James, from Madison, WI.

Zoomhost CHRR to Everyone

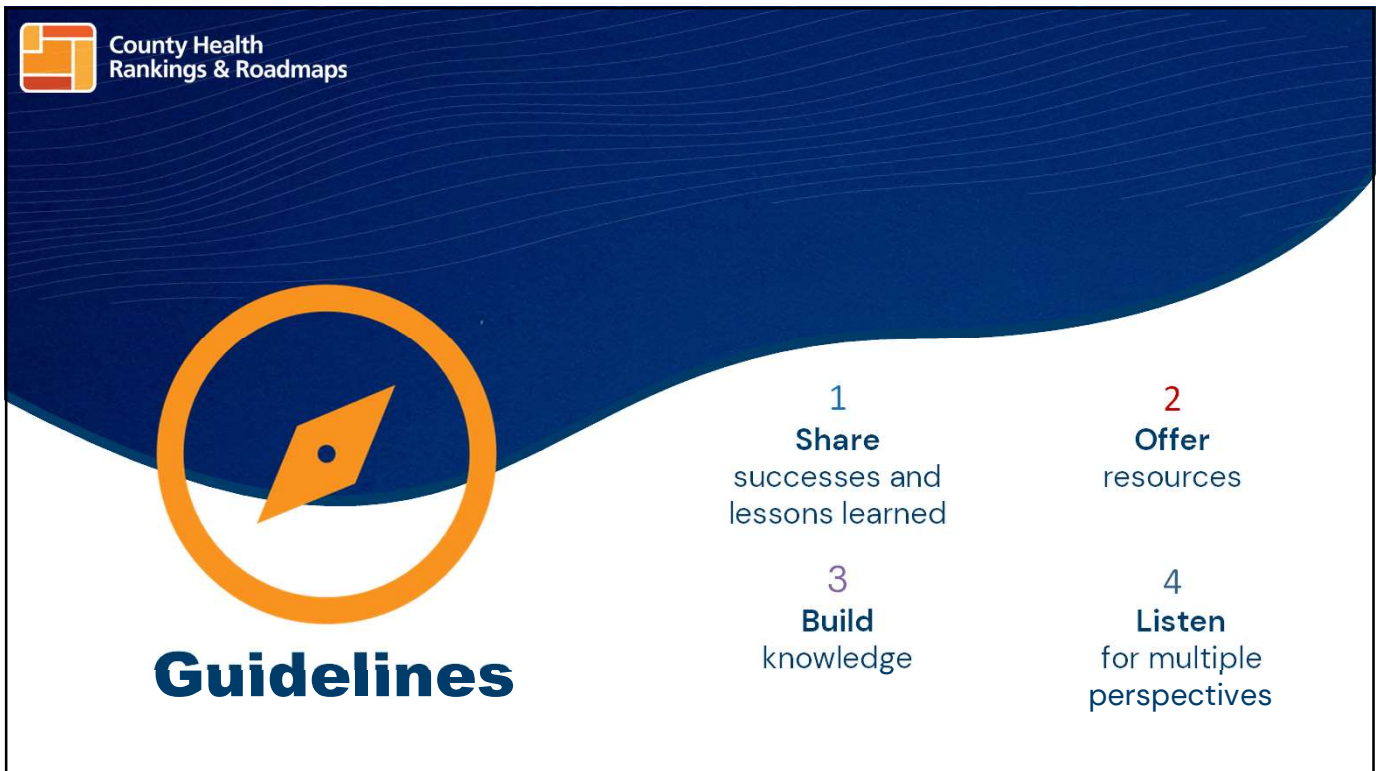
Hello James and welcome to today's webinar.

Who can see your messages?


To: Everyone

Your text can be seen by panelists and other attendees

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County Health Rankings & Roadmaps



Guidelines

- 1 **Share** successes and lessons learned
- 2 **Offer** resources
- 3 **Build** knowledge
- 4 **Listen** for multiple perspectives

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County Health
Rankings & Roadmaps



People and places thrive when everyone can participate!

- Take part in public meetings
- Vote

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County Health
Rankings & Roadmaps

Structural barriers

- ✓ Daytime meetings
- ✓ Inaccessible meeting locations
- ✓ Limited voter registration window
- ✓ Limited / reduced voting hours



Photo by Antenna on Unsplash

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County Health
Rankings & Roadmaps

Welcome



Benita Duran
Senior director,
Equity and civic engagement
National Civic League



Dr. Stella Safo
Co-founder
Civic Health Alliance

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Discussion group

When: Following the webinar

What: Share ideas, ask questions

How: Zoom

Why: Deepen learning



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The Center for Democracy Innovation at the National Civic League



We work to:

- **Sustain** democracy by inviting people to help redesign “civic infrastructure”
- **Scale** democracy through strategies for inclusive engagement to improve equity and governance
- **Measure** the quality of democracy and engagement, particularly in ways that lift up residents' voices

 Founded in 1894 by a group led by Teddy Roosevelt and Louis Brandeis, the National Civic League is America’s oldest good governance organization.

The Center for Democracy Innovation mission is to illuminate and expand examples of meaningful exchange: efforts to rebuild civic infrastructure, recenter elections around voters and map the full ecosystem of democracy.

Better Public Meetings Research Communities



Boulder, Colorado

City Council



Fayetteville, North Carolina

*Community-Police Advisory Board
 Fayetteville Next commission*



Mesa, Arizona

Mesa Public Schools Governing Board

Better Public Meetings project

Process and timeline



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What are interviewees saying?

- “There’s a difference between **being heard and being listened to**...not just conceding to the most prominent voices in the room.”
- “When you’re elected, you’re hearing from people at the wrong moment in a project.”
- “Meetings can be intimidating and uncomfortable if you don’t know the **right way (or the expected way) to communicate**.”



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We found: A genuine desire for change from elected officials, staff and community

- Elected officials AND staff AND community members want better ways to engage
- Confusion about when, not just where, issues are being discussed
- Security has become a big concern – and cost
- A common refrain: Life is too short and who wants this aggravation?



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Approaches to Better Public Meetings?

- When they are face-to-face in a small-group setting
- When they can see the input displayed somehow it is clearer
- When they encounter different views and info
- When there is some sort of response from officials/institutions
- More front-end engagement dialogues



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Democracy Innovation

Benita A. Duran
 National Civic League
 Center for Democracy Innovation
 Senior Director, Equity and Civic Engagement

BenitaD@ncl.org
 303-350-6963
www.ncl.org

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Our Origin: Patients Trust Us

"Hey Doc, I don't feel safe voting..."

- Created by 4 physicians as a nonpartisan movement for safe voting during the 2020 elections, as VoteHealth 2020.
- Became Civic Health Alliance in 2021 to change the culture of medicine around civic engagement.



Mission: Civic Health Alliance is a non-partisan coalition of health and civic leaders advancing America's health through civic engagement in care settings and communities.

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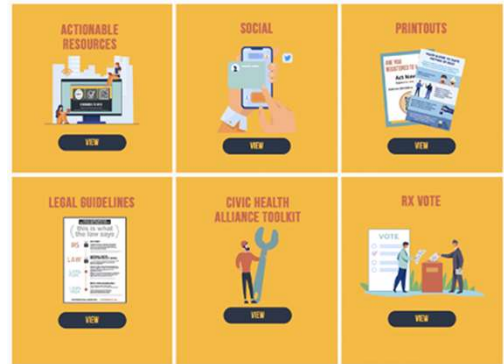
What Holds Us Back?

Healthcare workers see the end results of poor policy on health, yet lack the **time, resources** or **know-how** to help change these policies.

We need a way to offer easy, accessible opportunities for civic engagement.

Barriers include:

- Lack of **time**
- Lack of **experience** and community
- Fear of **institutional pushback**
- Fear of **patient alienation**
- Fear of engaging with anything **“political”**



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The Case for Civic Engagement

Make the case for health

Participation in civic engagement is associated with:

- Improved mental health
- Higher income
- Higher education
- Better self-reported health in later years in life

Civic activity is associated with

- States with more inclusive voting policies have better population level health outcomes⁵

Make it easy

Civic engagement impacts SDOH

A collection of tools and resources: Customized for the individual and provided in various contexts

¹Ballard PJ, Hoyt LT, Pachucki MC, July 2019; ²Hunter D., et al. Sept 21; ³Arah OA, Fenn N, et al., Aug 2008

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Modeling Civic Engagement in Health Settings



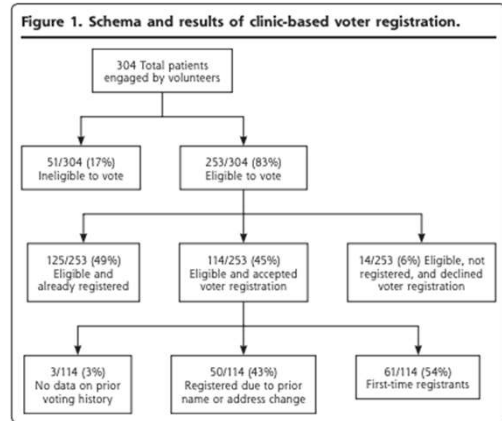
Power and privilege of health professionals can be leveraged to address health inequities at the policy level. High level of trust of patients in healthcare settings.



Results of a Voter Registration Project at 2 Family Medicine Residency Clinics in the Bronx, New York

Alisha Liggett, Manisha Sharma, Yumiko Nakamura, Ryna Villar and Peter Selwyn
The Annals of Family Medicine September 2014, 12 (5) 466-469; DOI: <https://doi.org/10.1370/afm.1686>

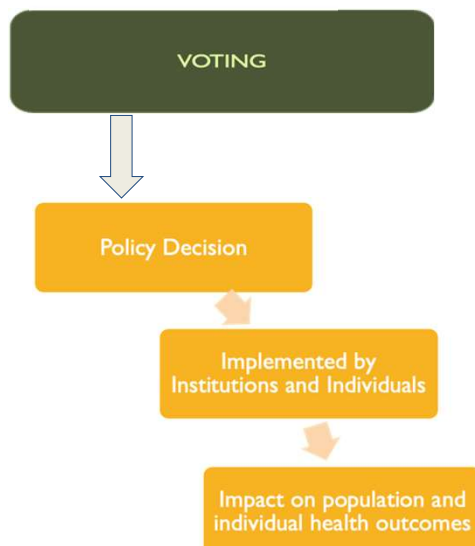
Source: Liggett, Alisha, et al. "Results of a voter registration project at 2 family medicine residency clinics in the Bronx, New York." *The Annals of Family Medicine* 12.5 (2014): 466-469.



Modeling Civic Engagement in Health Settings



The Policy to Health Cascade



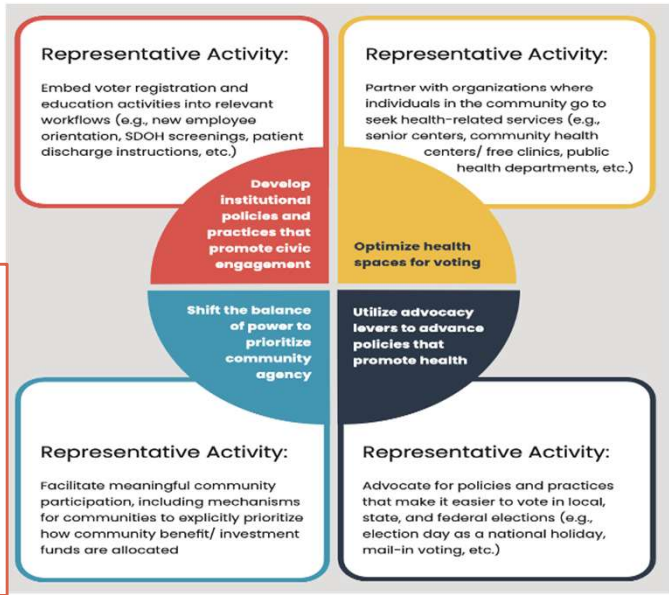
Civic engagement covers the variety of ways individuals and collectives of people or organizations participate in their communities and public life, in service of addressing issues of public concern or improving community conditions.

Promoting Civic Health In Health Settings



For health systems: We create the conditions for success

Civic Health Compact



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Promoting Civic Health In Health Settings



For individuals:

We help make the work feasible

LEGAL GUIDELINES FOR ELECTION-RELATED ACTIVITY
(this is what the law says)

IRS
All public health care institutions & all public or private non-profit, 501(c)(3) organizations can operate voter registration drives if they do so in a non-partisan manner.

LAW
NATIONAL VOTER REGISTRATION ACT (NVRA)
encourages all non-governmental, non-profit entities to register people to vote, provided they are non-partisan.
Under law, FQHCs with government employees as Medicaid eligibility workers are considered public assistance offices and must provide voter registration services.
FQHCs w/ non-governmental employees as Medicaid eligibility workers (i.e. clinical staff, volunteers) may provide voter registration services.

LAW & HRSA
BPHC HRSA GUIDELINES
NVRA designates offices that provide "public assistance" as voter registration agencies.
"Public assistance agencies include any alle where an individual may apply or receive an application for Medicaid, such as FQHCs."

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BEST PRACTICES FOR LEGISLATIVE ENGAGEMENT
Ever wondered how best to approach your elected officials? We've got you!
This document is directly informed by research conducted to bridge the gap between research and public policy, and to understand what influences legislative priorities and drives action.^{1,2}

Types of Information Legislators Desire from Constituents
76% of legislators studied desire local data and statistics:

- Demographics of populations affected
- Causes of health issues
- Disparity information
- Understanding the severity of an issue
- Cost and benefits & other economic and financial impact data

How Legislators Like Information Communicated

- Succinct 1-page documents formatted with bullets
- Policy briefs
- Handouts

Mode of Communication Legislators Prefer
Proactive oral communication:

- Phone calls
- In-person meetings
- Tours
- Presentations

As a healthcare worker, what makes it hard to do this work?

- Time for follow-up and building relationships with elected officials. We recommend that you get the support of your trainees- thank you for all you do!

CIVIC HEALTH ALLIANCE
@civichealth_all @civichealthalliance @civichealthalliance

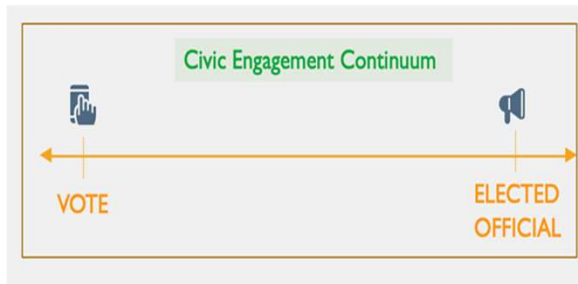
1. O'Leary, E., Geary, N., Brownson, R. State legislators' sources and use of information: bridging the gap between research and policy. Health Education Research, 38(3), 2013, pages 340-348. Oxford University Press.
2. O'Leary, E., Somatakis, A., Chaffar, S., Hahn, J., O'Leary, T., Brownson, R.C. State legislators' work-related health-related issues and information priorities. Public Health Management Practice, 2013 Jan-Feb;23(2):9-16. doi: 10.1177/1093292412464750. PMID: 23283000. PICO: 1093292412464750

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Promoting Civic Health In Health Settings



For communities: We meet you where you are



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The Future

Thriving Through Civic Health Pledge

Campaign: <https://tally.so/r/3NXalb>

Goal: Encourage individuals and institutions to pledge to vote and to help their colleagues vote in the 2024 election cycle.

Offers

- **What:** Toolkits, scripts, materials
- **How:** Trainings to prepare staff
- **Community:** Connection to other health systems
- **Measure:** via QR codes



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Promoting Civic Health In Health Settings



Access Resources Located at www.civichealthalliance.org



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County Health Rankings & Roadmaps

Learn more at What Works for Health

- ✓ Public deliberations
- ✓ Voter registration initiatives
- ✓ Civic Health Curated Strategy List



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**Click on
survey in
the chat**



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Questions?



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Upcoming webinar:

May 21, 2024

Identifying the forces behind persistent poverty



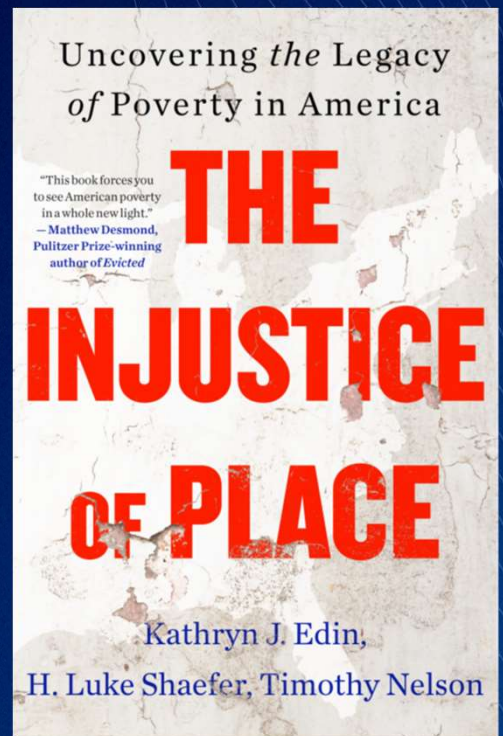
H. Luke Shaefer, Ph.D.
Professor
University of Michigan

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You may choose to read in advance



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Discussion group

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