



Community-Campus Partnerships Models and Lessons Learned from Community Voices

June 11th, 2003

Community-Campus Partnerships for
Health

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Agenda

- Overview of CCPH
- Community Voices Service-Learning Partnership project
 - Interviews and Report
 - Training and Technical Assistance
 - Upcoming events
- Questions and Comments



Speakers

- Sarena D. Seifer, Community-Campus Partnerships for Health
- Doak Bloss, Ingham Community Voices
- Lisa Hartsock, FirstHealth North Carolina
- Elizabeth Whitley, Denver Health Community Voices
- (Rachel Vaughn, CCPH)



Our Mission

To promote health
through partnerships
between communities
and higher educational institutions



Major Strategies

- **Create and expand opportunities for collaboration and information sharing**
- **Promote awareness about the benefits of community-campus partnerships**
- **Advocate for policies that facilitate and support community-campus partnerships**
- **Promote service-learning as a core component of health professions education**



Premises of Community Voices Service-Learning Partnership Project

Although not explicitly designed as a health workforce initiative....

- Community Voices are ideal “learning laboratories” for the future health workforce
- The work of Community Voices has implications for health workforce diversity/preparation practice and policy



Goals of Community Voices Service-Learning Partnership Project

- Facilitate service-learning and other effective partnerships between Community Voices programs, colleges and universities
- Articulate the role of communities in achieving a competent and diverse workforce
- Generate new knowledge about community-campus partnerships that can inform practice across the country



Interviews and Report

Community-Campus Partnerships Models and Lessons Learned from Community Voices



Methodology

- Interviews with CV Project Directors
- Interviews with CV identified partners
 - 26 partners from 6 sites identified
 - 12 partners from 5 sites interviewed
 - University settings
 - Community and neighborhood councils
 - Community colleges



Methodology

- Interview guide reviewed by CV staff, partners, and WK Kellogg representatives in advance
- Report disseminated to CV Project Directors, interviewed partners, and WK Kellogg representatives for comments and suggestions



Community-Campus Partnerships

“Partnerships are what we do”

“The end goal is to get people to the table and build consensus around organizational and policy change”



Community-Campus Partnerships K-12

- Health Centers
- Dental Clinics
- Tobacco Cessation programs
- Health professions outreach and pipeline programs
- Mentoring



Community-Campus Partnerships Community College

- Health education in K-12 schools using community college students
- Community Health Worker training and certification
- Dental access and care
- Technical health career outreach
- Literacy education using health concepts



Community-Campus Partnerships Universities

- Consortia and advisory boards
- Internships
- Clinical training
- Service-Learning
- Community Health Worker training
- Policy and advocacy



Service-Learning

High interest in service-learning

Definitions of service-learning vary

Concerns about time and infrastructure for service-learning

Strong value for student contributions



Service-Learning

Defined by CV staff and partners as:

- Clinical Experience
- Internships
- Volunteering
- Community Service
- AmeriCorps



What is Service-Learning?

Service-learning is a structured learning experience that combines community service with preparation and reflection. Students engaged in service-learning provide community service in response to community-identified concerns and learn about the context in which service is provided, the connection between their service and their academic coursework, and their roles as citizens.

Citation: Seifer SD. (1998). Service-learning: Community-campus partnerships for health professions education. *Academic Medicine*, 73(3):273-277.



Service-Learning

Key Elements of Service-Learning

- **Service-learning balances service and learning**
- **Service-learning addresses community concerns**
- **Service-learning integrally involves all partners**
- **Service-learning emphasizes reciprocal learning**
- **Service-learning connects practice and theory through reflection**
- **Service-learning develops citizenship skills and strives for social change**



Service-Learning Examples

- Health professions students at Regis University—in partnership with Denver Health take part in service-learning projects such as asset mapping, outreach to uninsured residents, and health fairs
- Ingham CV is beginning to partner with Lansing Community College to explore SL opportunities for students



Workforce Diversity and Preparation

“In many ways, all of the work we do
addresses workforce diversity”

“I never thought of sharing our workforce
development training program with CV, but
maybe I should!”



Workforce Diversity and Preparation Examples

- Community Health Worker programs
- Health Careers Manual for High School guidance counselors and teachers
- Increased focus on community and technical colleges for “non-traditional” health professions
- Mentorship programs
- Cultural Competency programs
- Health professions clubs for undergraduate students



Workforce Diversity and Preparation

- Many CV staff and partners felt that the work being done to increase access to and quality of health care is not separate from workforce diversity and preparation issues
- Partnerships with education are occurring to address workforce diversity and preparation, but not always as the explicit goal
- All CV programs are involved in this work—but the degree of coordination and intentionality varies



Overall Recommendations

- Provide infrastructure support for service-learning partnerships for CV programs
- Facilitate the linkage between CV programs and the issue of workforce diversity and preparation



Overall Recommendations

- Facilitate community-campus partnerships that focus on community health worker development
- Facilitate the role of “non-traditional” partners in community-campus partnerships
 - University Extension Services
 - Area Health Education Centers (AHEC)



Lessons Learned



Advice to Communities Partnering with Higher Education

- Find the right person at the community college, college, or university
- Access the myriad of resources available
- Get to know faculty and staff from educational institutions who are part of your community



Advice to Higher Education Partnering with Communities

- Remember to listen
- Be prepared for the long haul
- Consider serving as a catalyst rather than in a leadership role
- Recognize the “social equity” gained by higher education when partnering with community



Advice to Strengthen Community-Campus Partnerships

- Make expectations clear from the beginning—and check in throughout the process
- Respect is critical
- Partnerships do not need to last forever



Conclusion

Interviews and Report

- Incredibly rich process—yielded learning for both interviewer and interviewees
- CV programs are incredibly skilled at forming partnerships—including partnerships with educational institutions
- Service-learning is a topic of interest to many, but time and infrastructure continue to be concerns
- Workforce diversity and preparation issues are being addressed in a variety of ways



Training and Technical Assistance

CV Programs Presented with three options for
Training and Technical Assistance

- Attend the CCPH Annual Conference
- Attend a CCPH Service-Learning Institute
- Invite the CCPH Mentor Network to provide a one-day workshop



Training and Technical Assistance

Attend the CCPH Annual Conference

- FirstHealth North Carolina
- Baltimore Community Voices

Attend a CCPH Service-Learning Institute

- Ingham Community Voices (Introductory)
- Denver Health (Advanced)



Training and Technical Assistance

CCPH Mentor Network Workshops

- Community Voices Miami—Focused on partnering around Community Health Worker initiatives. March, 2003
- Community Voices El Paso—Focused on community-campus partnerships for Men's Health, Summer, 2003
- Community Voices West Virginia—Still in planning stages, Autumn, 2003



Upcoming Events

Community-Campus Partnerships & Community Health Worker Initiatives

Tele-briefing

June 30th, 2003

3 pm Eastern Daylight Time

Agnes Hinton, Co-Director, Center for Sustainable Health
Outreach

Elizabeth Whitley, Project Director, Denver Health
Community Voices

Marilyn Rodney, Assistant Director, Center for Healthy
Communities



Upcoming Events

Building and sustaining partnerships between communities and campuses: Lessons from the field

Tele-briefing

July 24th

3 pm Eastern Daylight Time

Lucille Smith, Executive Director, Voices of Detroit Initiative
Joyce Krothe, Associate Professor, Indiana University School of
Nursing, CCPH Fellow

Anne Reiniger, Former Executive Director of the New York
Society for the Prevention of Cruelty to Children
CCPH Fellow



QUESTIONS AND COMMENTS



For further information please contact

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