



CCPH 10th Anniversary Conference

Community Site Visits

A Guide for Community Site Visit Hosts

Mobilizing Partnerships for Social Change
 April 11 – 14, 2007 • Hilton Toronto • Toronto, Ontario Canada

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About CCPH

Community Campus Partnerships for Health (CCPH) is a nonprofit organization that promotes health (broadly defined) through partnerships between communities and higher educational institutions. Founded in 1996 and based in Seattle, WA, we are a growing network of communities and campuses throughout the U.S., Canada, and increasingly the world that are collaborating to promote health through service-learning, community-based participatory research, broad-based coalitions and other partnership strategies. These partnerships are powerful tools for improving health professional education, civic engagement and the overall health of communities. CCPH is working toward a number of goals, including:

- Building the capacity of communities & higher educational institutions to engage each other as partners
- Incorporation service-learning into the education of all health professionals
- Recognizing and rewarding community-based teaching, research, and service
- Developing partnerships that balance power and share resources among partners

About the Conference

Community-Campus Partnerships for Health is convening our 10th anniversary conference, April 11-14, 2007 in Toronto, to nurture a growing network of community-campus partnerships that are striving to achieve the systems and policy changes needed to address the root causes of health, social and economic inequalities. The conference, “Mobilizing Partnerships for Social Change,” seeks to build knowledge, skills and actions for achieving healthy and just societies. The conference aims not only to ask and answer critical questions, but to equip participants with resources they need to act on them:

- What do we know about the underlying determinants of health, social and economic inequalities?
- How can communities, higher educational institutions, and other stakeholders mobilize to address these determinants so that all people can participate, prosper, and thrive? What are the barriers? What are the leverage points for change?
- How can we balance the need to address acute problems today while also striving for the systems and policy changes needed to ultimately overcome the root causes of inequities? What strategies have been successful and what can we learn from them?
- How do we fully realize authentic partnerships between communities and higher education? How do we ensure that social change is central to these partnerships?

This CCPH conference in particular is notable for a number of reasons:

- It celebrates our 10th anniversary, allowing us to reflect on our history and evolution and engage stakeholders in determining our future directions.
- It is our first conference held in Canada, presenting unprecedented opportunities to learn from Canadian experiences with community-campus partnerships and the social determinants of health, and to explore synergies across North America and beyond.
- It takes place in one of the most diverse cities in the world, enabling us to explore critical issues of race, ethnicity, socioeconomic status, wealth and culture.
- It represents an important product of our partnership with the Wellesley Institute, the Toronto-based organization that advances the social determinants of health through rigorous community-based research, reciprocal capacity building, and the informing of public policy.

We expect more than 500 conference participants, reflecting the key stakeholders in community-campus partnerships, including leaders from community-based organizations, government agencies, foundations, health care delivery organizations, higher educational institutions and student service organizations.

Throughout the conference participants will engage in story sessions, workshops, challenge consultation sessions, film screening and discussion sessions, thematic poster sessions, keynote presentations, and community site visits.

Among other topics, participants will learn about:

- Understanding and addressing the social determinants of health;
- Activism from grassroots movement to policy change;
- Communities as centers of learning, discovery and engagement; and
- Developing the science of community-based or practice-based evidence.

The conference aims to create a network of community leaders, faculty, students and others who are interested in sharing and learning new skills to sustain community-campus partnerships and provide leadership for healthier communities. To learn more about the conference, visit www.ccpb.info

About Community Site Visits

One of the most important components of the conference is community site visits of innovative community-campus partnerships that involve Toronto-area community organizations and higher educational institutions (including colleges, community colleges, universities, and residency programs). On Friday, April 13, 2007, conference participants will visit these partnerships. These partnerships may have developed around health and social services, community/economic development, education, or research, among other areas of focus. These site visits give hosting organizations exposure to colleagues from across North America and often from around the world. Site visits also give conference participants the opportunity to interact with community leaders, students, faculty, and others engaged in community-campus partnerships that improve health.

By including site visits as an integral part of the conference, we hope to achieve the following objectives:

- Community organizations and higher educational institutions in the Toronto area will gain considerable exposure to visitors who may be pursuing similar partnerships and will learn from the visitors' experiences;
- Direct beneficiaries of community-campus partnerships (such as a teenager in a mentoring program or a parent of a child receiving care) will share their experiences and perspectives on working with students and faculty;
- Conference participants will gain a better understanding about the importance of integrating communities in decisions that affect their health and well-being; and
- Conference participants will learn from community-campus partnerships in the Toronto area and return to their communities with new knowledge useful for the development of their own partnerships.

What to Expect

On Friday April 13, 2007, conference participants will gather at 12:00 noon at the conference hotel, the Toronto Hilton in downtown Toronto. From 12:00 noon to 1:00pm participants will eat lunch and receive instructions regarding the site visits. Around 1:15 pm a group of people* will board buses or vans which will take them to your site. The group will **arrive at your site between 1:30 and 2:00** in the afternoon and visit with you for **2 ½-3 hours** to discuss with you your community-campus partnership experiences. When participants arrive at your site, you will have the opportunity to introduce them to your partnership/program as a whole through brief presentations and a tour of the site. Presentations can include information on your role in the partnership/program, the history of the partnership/program, and the remarks made by the full range of partners and participants. A service activity is sometimes included (at the discretion of the community site hosts) in the site visit agenda. Between and after the presentations, participants and site visit hosts will have an opportunity for question-and-answer periods and discussion. **At approximately 4:30 pm participants will board buses and vans to return to the hotel.**

* The number of people in the group varies. The number of visitors will not exceed the maximum indicated by each site visit host organization on their application form.

Why Apply

“It was a wonderful experience for [our organization]. The conversation with the site visit participants was very engaging.”

“We were happy to host the visit. The conference was a great experience for us. Those who attended our site were full of ideas and compliments. We really enjoyed the experience and have even made some lasting contacts with the participants. We hope you’ll keep us in mind in future endeavors!”

These are some of the comments we’ve received from previous community site visit hosts. In addition to meeting and talking with conference participants who have similar interests or experiences, site visit host organizations also benefit from networking with the other site visit hosts at the planning breakfast held about a month before the conference (see more on this below). Site visit hosts regularly comment that the planning breakfast is one of the highlights of their experience. The site visit planning breakfast is a great way to talk about your organization’s work and learn about the work of other organizations in your region. The breakfast is an outstanding networking opportunity, and it has often led to ongoing relationships among the organizations.

As a token of our appreciation, all participating site visit hosts will receive one complimentary registration to attend the conference and a one-year complimentary organizational membership in Community-Campus Partnerships for Health. This membership provides CCPH member benefits, such as discounts on our events and publications and our twice-monthly newsletter, for up to four people. Confirmed site visit hosts will receive instructions on how to redeem these offers.

Application Information

We are looking for site visits that collectively address a wide range of community issues and involve a wide range of higher education partners. At CCPH we deliberately define health broadly to encompass emotional, physical, and spiritual well-being within the context of self, family, and community. Therefore “health” can include social and economic justice, environmental justice, community development, the built environment and its effect on communities, accessibility to culturally competent care and opportunities that affect well-being, and so on.

We are also looking for variety in the types of partnership strategies used and the kinds of higher education partners. Service-learning, community-based research, community-engaged scholarship, and broad-based coalitions are among the partnership methods we would like to have represented in the site visits. Higher educational partners can include private, public, or religious universities, colleges, community colleges, and health profession training programs.

Although the site visit should include students, faculty, and other representatives from the academic partner(s), the site visit itself will be located at a community-based organization. There have been a few exceptions to this in the past, typically in cases where the programs involved equipment and technology operated and housed by the academic partner. If you have questions about the suitability of your site, please contact us: Anne Moreau at AMoreau@u.washington.edu or 206-543-8010.

Process and Timeline

Complete applications must be received by January 17, 2007. CCPH, in conjunction with the Wellesley Institute, will review applications from community site visit host organizations and then send notifications around the end of January. Site visit host organizations will then have about a week to confirm both their ability to host a site visit and their commitment to attend the site visit host breakfast. A representative from the site visit host organizations will need to prepare an agenda to share at the planning breakfast held in early March. The planning breakfast will be an opportunity to meet other site visit hosts and hear about their planned agendas for the day of the visit. This is also a time to have any final questions answered about the visit and wrap up the logistics. CCPH posts information about the site visit organizations and their agendas on the CCPH website and at the conference sign-up desk. Final revisions to these descriptions and agendas will be due about a month and a half before the conference. Conference participants will sign-up for site visits during the conference on Wednesday, April 11, and Thursday April 12. The site visits will all take place, simultaneously, on Friday, April 13, from 1:00pm to 4:30 pm.

Timeline

January 17, 2007	Applications due
End of January	Notifications sent to site visit organizations
February 9, 2007	Site visit and planning breakfast confirmations due
February 20, 2007	Finalize descriptions/photos for website and on-site
March 2, 2007	Planning breakfast, 7:30am – 8:30am
April 13, 2007	Site visits, 1:00pm – 4:30pm

Planning and Requirements

Host organizations enjoy many benefits by participating as a site visit in CCPH conferences, but we recognize that it's also work! We've had great success in making the site visits a fun and exciting learning experience for participants and site visit hosts alike. And, to make it as easy as we can for organizations to participate and to help ensure that site visits go smoothly, we want to let you know up front what we'll need from confirmed site visit host organizations. If your organization's application is accepted, and you confirm that your site will host a site visit, aside from participating on the day of the event, CCPH staff will need from you:

- A brief description of your organization
- One or two pictures (jpg) we can use to advertise the site visit
- A brief agenda for the site visit
- One or two representatives from your organization to attend the mandatory planning breakfast on March 2

Description

The description of your organization should be brief enough to fit in our conference program, around 150 words. Please include your organization's mission statement, information on the services your organization provides, as well as some background on your community-campus partnership(s) such as the history of the relationship, key players in it, and the nature of the collaboration (e.g., an on-going service-learning program, a community-based research project).

Pictures

These can be pictures (or even graphics) that you already use on your website. Pictures of the building where your organization is housed or of people working together on a project would be great. We prefer JPEG or TIFF pictures that can fit (or be made to fit) on about a half a sheet of standard (8½ by 11 inch) paper. Please, no portraits.

If providing pictures is difficult, we can also use brochures or other materials you may have, provided that they are small enough to be displayed near the sign-up table: approximately 8½ by 14 inches. We'll be using the pictures, graphics, and other materials to give participants some impression of your site and to help them decide which site visit to sign up for. Pictures and descriptions will be posted on our website in the month or so before the conference, and we'll be hanging pictures and site visit descriptions near the sign-up table at the conference itself.

Agenda

We would like this visit to benefit everyone involved, and we will help you organize as much as possible for a successful visit. In our experience, we have found it helpful for site visit hosts to thoughtfully plan and develop their agenda well in advance of the scheduled site visit. Listed below are questions that we hope will help guide you in planning a detailed agenda and in the discussion of your partnership/program with conference participants.

- What is your partnership/program's history? When and why did the partnership/program begin? Who was responsible for developing the partnership/program? What are your goals and objectives?
- What are the relationships between the community organization(s), higher educational institutions(s) and the broader community? How and why did these relationships begin and how have they evolved over time? What kind of impact have you had in the community organization(s)? In the institution(s)? In the community?
- Describe your relationships with students, faculty and academic administrators. What role(s) do they play in the partnership/program? What role does your partnership/program play in educating and training students? In research?
- Do you partner with other organizations in the community? Which ones and why? How do you maintain these partnerships?
- Who are your major funding sources? How have you successfully raised funds? What are the challenges to sustaining your partnership/program?
- What are the greatest rewards of your partnership/program? What are the greatest challenges & barriers?
- If you could, what would you do differently in starting your partnership/program? What would your "dream" partnership/program look like? What are your major lessons learned?
- What advice would you give a colleague who is starting a similar partnership/program?

In order to facilitate a discussion that involves different perspectives, we encourage you to include in your presentation and discussion times:

- community members
- students
- faculty
- academic administrators
- direct beneficiaries of your partnership/program's services or activities

Please bring a brief written agenda with you to the planning breakfast. This will provide CCPH staff and the conference participants a better understanding of what activities or program you have planned for the visit. An example from a past site visit:

Agenda Example

5 minutes Arrival and greeting at the center

30 minutes Orientation to the partnership:

- Campus partner speaks about college's role in the city;
- Campus partner and community center director speak about the neighborhood's dynamics and history;
- Community center director speaks about the center's operations

20 minutes	Center's role in the health of the neighborhood
20 minutes	Panel discussion and Q & A about the neighborhood partnerships
10 minutes	Preparation for service-activity
1 hour	Service activity: prepare bag lunches for homeless shelter

Service Activity On-Site

We are planning to arrange some site visits where conference participants can take part in a service activity during the visit. Examples of service activities from past site visits include assisting children with an arts and crafts project, preparing box lunches to be delivered to homebound seniors, or participating in the launch meeting of a community IRB (Institutional Review Board). If your site is able to accommodate a service activity, please note that on the site visit application, and we will follow up with you for further details.

Planning Breakfast

On March 2, 2007, from 7:30am to 8:30am CCPH will host a breakfast at the Hilton Toronto for our site visit hosts to meet, talk, and plan. It will be a time to discuss the most educational and productive ways to give presentations and tours to the participants and to facilitate discussions. It will be a chance for site visit hosts to share ideas, ask questions and get prepared, meet one another, learn more about CCPH and have breakfast on us!

Attendance at the breakfast is mandatory by at least one representative from the organization hosting the community site visit. We encourage you to invite up to two people who will be facilitating the site visit to the breakfast in March. Logistical information will be provided to confirmed site visit hosts.

Examples of Site Visits from the Last CCPH Conference

These examples are provided to illustrate the range of community-campus partnerships featured as site visits

The Powderhorn Phillips Cultural Wellness Center (CWC) is the first Minnesota non-profit organization created for the sole purpose of offering a space for cultural communities to come together to study and document their experiences around sickness and disease in order that they may produce solutions that speak to their respective cultural practices, traditions, and ways of knowing. The operating philosophy behind CWC is that health results from a person's process of active engagement and participation in community life, self-study, and culture. The CWC method of organizing communities is based on the premise that people's experiences are rich sources of knowledge, that when affirmed, can serve as a wellspring for solutions to their problems.

New Americans Community Services (NACS) is a member of the Participatory Research Partnership (PRP), which is part of the Minnesota Department of Health's Eliminating Health Disparities Initiative. The PRP is a coalition of researchers from various cultural groups in the Twin Cities as well as academic (University of Minnesota) and other state institutions that carry out community-based participatory research in the participants' respective communities. Both through the PRP and on its own, NACS has carried out several research activities focused on health disparities. In 2005, the agency began the project African Research Network: Project African Assessment. This project unites the skills and expertise of representatives from African communities, academic scholars, and government leaders in developing and carrying out African community-based participatory research. The University of Minnesota is the academic research partner for this project and includes partnerships with four other community-based agencies.

Juxtaposition Arts is a 10-year old, youth-focused visual arts center located in Minneapolis, Minnesota's inner-city Northside neighborhood, which has the largest concentration of youth under 18 years of age in the city. Additionally, 56% of Northside residents are African-American and 60% are low-income, including a significant number living under established poverty levels. Juxtaposition engages its participants through community collaborations, studio arts workshops, entrepreneurial initiatives, art exhibitions and public art programs. Juxtaposition's Remix StreetLife placemaking project is putting a positive light on neighborhood characteristics that are often seen as negative. Through partnerships with the University of Minnesota and other local colleges, Remix engages youth and other community members in streetscape and transit planning along West Broadway Avenue – an important but blighted commercial corridor where Juxtaposition's facility is located. The vision and plan for using public art to revitalize West Broadway Avenue results from three years of collaborative work between Juxtaposition leaders and participants and higher education research assistants, interns, landscape design workshops and urban studies seminars.

People Serving People (PSP) is a major provider of emergency housing assistance and related services to homeless children and their families, single adults who are vulnerable, and unaccompanied youth. PSP serviced an average of over 240 persons per night in 2005. Two thirds of the residents housed nightly are children; and 80% of those children are age 12 or younger. The average age of a child staying at PSP is seven years old. What distinguishes PSP from others is our broad range of programs and services designed to address adult barriers to housing and employment, and to address the educational, emotional and recreational needs of children and families. People Serving People has been partnering with the College of St. Catherine through courses, clinical experiences, and research to meet the needs of the families as well as to meet the academic needs of St. Kate's students.

If you are interested in hosting a site visit, please contact Anne Moreau at AMoreau@u.washington.edu for an application form. If you can make recommendations about possible site visits, or have any questions, please contact Anne Moreau at (206) 543-8010 or via e-mail at AMoreau@u.washington.edu.