

COMMUNITY ADVISORY TOOLKIT

DEVELOPED BY:
NEW MEXICO PRIMARY CARE
TRAINING CONSORTIUM



Community Advisory Committees can be an essential resource for ensuring family medicine residencies are attuned to the needs of the communities they serve. The participants, who will represent your patient population, can provide valuable insight from their lived experiences to inform how you structure your clinic and provide care to your patients.

Starting a community advisory committee for the first time can be challenging. The NMPCTC has developed an advisory committee toolkit to help you in this process. This toolkit presents guidance for establishing and further developing community advisory committees and includes best practices, examples and recommendations.

- BEST PRACTICES
- RECRUITMENT STRATEGIES
- RESOURCES
- MEMBERSHIP
- MEETINGS
- BUDGET

BEST PRACTICES FOR CONVENING A COMMUNITY ADVISORY COMMITTEE



LAY THE GROUNDWORK

- Collaboratively define goals, role expectations and scope upfront. All members of the committee should be involved in this process.
- Gain leadership buy-in and develop a formal process for considering the committee's recommendations.
- Acknowledge that creating and maintaining a committee requires time, effort and resources from both the program and the members.

INVITE MEMBERS



- The committee must include members who reflect the diversity of the local community, in particular your patient population. All members should have lived experiences representative of the community.
- Consider diversity in multiple ways- education, literacy, employment status, gender, race/ethnicity, as well as expertise.
- Consider a variety of recruitment strategies such as word of mouth, social media and recommendations from staff.
- Ensure applicants are aware of and willing to meet participation expectations.



SUPPORT MEANINGFUL PARTICIPATION

- Collaborate to develop and set expectations for respectful and safe conversations.
- Involve members in determining the best meeting format and agendas.

REDUCE BARRIERS TO PARTICIPATION



- Empower members to set meeting times and locations acknowledging that convenience may vary by community.
- Consider hybrid options.
- Provide transportation and childcare support. Value members time and expertise through incentives like cash, gift cards or meals.

RECRUITMENT

- To attract individuals to join the committee, the most effective approach is to highlight the advantages associated with their participation.
- It is important to prioritize inviting your patients to join the committee. Their perspectives and insights can be invaluable in creating a patient-centered and community-focused approach to healthcare. Consider sending out the first invite to them.
- Forming a committee can take time. During development, consider engaging in your county's health council. (Find yours at nmhealthcouncils.org) The council is also a great place to ask for referrals to potential members.
- Community outreach efforts, such as attending local events, networking with community leaders, and partnering with community organizations are a great opportunity to identify potential community members.
- Utilize your organization's website and social media to spread the word and encourage interested individuals to apply.
 - Setup a page on your website where interested individuals can find more information about your Community Advisory Board and any upcoming meetings
 - Consider including sample messages or hashtags: *Hey everyone! We are excited to share that our Family Medicine Residency Program is looking for community members to join our advisory board! Help us shape the future of healthcare in our community by lending you valuable insights and perspectives. #CommunityAdvisoryBoard*

*#JoinUs #ChangeStartsHere #CommunityVoices #ACGME
#AAFP*

- Partner with local hospitals and healthcare organizations to recruit members who are passionate about healthcare advocacy.
- Host a virtual or in-person informational session about the advisory board to provide interested individuals with more information.
 - Prepare to offer multilingual sessions (English, Spanish, Navajo, etc.) to meet your community's specific needs (including ASL interpreters or closed captioning as needed)
- Advertise the advisory board in local newspapers.
- Leverage existing relationships with other healthcare professionals or organizations to identify potential members.
- Once you have committed members, encourage them to recruit new members from their personal networks or within their own communities.
- In addition to providing incentives to members to join the community advisory board, you can also consider offering rewards to current members who successfully recruit others to join. This can include incentives such as free medical consultations, gift cards or cash.

YOUR GO TO RESOURCE LIST

GET TO KNOW YOUR COMMUNITY:

NEW MEXICO COMMUNITY DATA COLLABORATIVE (ARCGIS.COM)

NEIGHBORHOOD DATA DASHBOARDS



WWW.CENSUS.GOV

ACCESS DEMOGRAPHIC, ECONOMIC AND POPULATION
DATA



HEALTH COUNCIL INFORMATION — NMAHC (NMHEALTHCOUNCILS.ORG)

THIS SITE CONTAINS INFORMATION ABOUT COUNTY
HEALTH COUNCILS AS WELL AS COMMUNITY HEALTH
INFORMATION FACT SHEETS



MEETINGS

SCHEDULE MEETINGS!

Committees should meet on a consistent basis throughout the year.

Meeting at least four times per year is recommended.

HELLO
MY NAME IS

Learn everyone's name!

TAKE NOTES!

Detailed and accurate meeting minutes promote transparency, good communication and effective committee functioning. Minutes should include a list of meeting participants, an overview of the discussion and a detailed account of any action taken.

MAKE PEOPLE **FEEL** LIKE THEY **BELONG**!

Give members a safe space to share. Consider breaking into small groups for discussion.

If meeting virtually utilize breakout rooms, jam-boards, word clouds and audience response polling.



Forming a committee can take time.. during development, consider engaging in your county's health council!



Assist the productive exchange of thoughts and ideas

Tips for Effective Facilitation

1. Ask Questions
2. Paraphrase
3. Summarize
4. Encourage

***Edit as you see fit- include information about your program and the goal of the committee**

Sample Membership Invitation Letter

Insert date

Name

Address: (City, State Zip)

Dear _____:

Hello, my name is (insert name), and I am the Board Chair for the **(insert your organization name)** Community Advisory Committee at **(insert location)**. I am writing to you today to ask you to join our group. We want to make healthcare better, and we need your help.

(Include information on your committee and why it was created)

We want you to help the residency program and clinic understand the needs of the people they serve. Our job is to listen to you and learn about your healthcare experiences. We want to know more about your experiences visiting the clinic and hospital. Learning from you, we can do a better job of taking care of our community.

It's important that people from the community are part of our group. That's why we're inviting you, as well as other community leaders, to join. We meet about four times a year. Our next meeting is on **(insert date)** at **(insert time)** at **(insert location)**.

The Community Advisory Committee will be very helpful to **(insert your organization name)**. If you have any questions, feel free to contact me. We hope you'll consider joining us.

Sincerely,

Community Advisory Council Board Chair

Ponga Fecha

Ponga Nombre

Dirección: Ciudad, Estado y Código Postal

Estimado(a) _____:

¡Hola! Mi nombre es **(ponga nombre aquí)**, y soy el presidente del Comité de Asesoría de la Comunidad de **(ponga nombre de su organización)** en **(ponga nombre del lugar)**. Le escribo para invitarla/o a unirse a nuestro grupo. Queremos mejorar la atención médica y necesitamos tu ayuda.

(Ponga información sobre tu comité y por qué fue creado)

Queremos que nos ayudes a que el programa de residencia y la clínica entiendan las necesidades de las personas a las que atienden. Nuestro trabajo es escucharte y aprender de sus experiencias de atención médica. También queremos saber más sobre sus experiencias al visitar con su doctor en la clínica y el hospital. Al aprender de usted, podemos hacer un mejor trabajo de cuidar a nuestra comunidad.

Es importante que las personas de la comunidad sean parte de nuestro grupo. Es por eso que la/o invitamos, así como a otros líderes comunitarios, a unirse a nosotros. Nos juntamos aproximadamente cuatro veces al año. Nuestra próxima junta es el **(ponga fecha aquí)** a las **(ponga hora aquí)** en **(ponga lugar aquí)**.

El Comité de Asesoría de la Comunidad será muy útil para **(ponga nombre de su organización)**. Si tiene alguna pregunta, no dude en contactarme. Esperamos que considere unirse al comité.

Atentamente,

Presidente del Comité de Asesoría Comunitario

Sample Agenda-First Meeting

Community Advisory Community Meeting Insert: Date, Time and Location	
I.	Welcome and Introductions
II.	Purpose Promote discussion and collaborate to define goals and objectives
III.	Rules, expectations and meeting frequency - Empower members to set meeting times and locations - Work with members to identify barriers to participation and how to address them - Discuss the need for transportation, childcare support, internet connectivity, translation services, or any other logistical resource to accommodate members' needs.
IV.	Discuss meeting format and involve members in setting future agendas
V.	Compensation Collaborate with members to determine appropriate compensation- consider hourly wage or gift cards
VI.	Conclusion and adjournment
Next Meeting: Insert date, time and location	

Sample Meeting Agenda

Community Advisory Community Meeting Insert: Date, Time and Location	
I.	Welcome and Introductions
II.	Financial Report (If applicable)
III.	Communication • Program update/initiatives • Announcements • Success stories • Community input/feedback
IV.	Partnership • Member updates • Partnership “spotlights” Participants can provide a brief overview or area of interest • Community needs
V.	Resources • Discuss resources or services to meet community needs
VI.	Old Business
VII.	New Business
VIII.	Conclusion and adjournment
Next Meeting: Insert date, time and location	

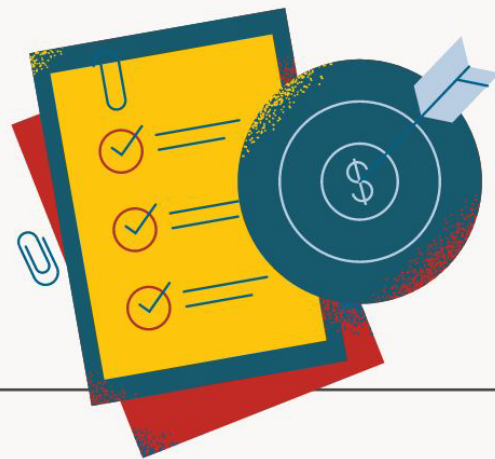
Sample Agenda - First Meeting (en español)

Junta del Comité de Asesoría Comunitario Indique: Fecha, Hora y Lugar	
I.	Introducciones
II.	Objetivo del comité Promover la discusión y colaborar para definir metas y objetivos
III.	Reglas, expectativas y frecuencia de juntas - Establecer horarios y lugares de las juntas - Trabajar con los miembros del comité para identificar barreras a la participación y cómo solucionarlos - Platicas acerca de la necesidad de transporte, apoyo para el cuidado de niños, acceso al Internet, servicios de traducción o cualquier otro recurso necesario para la comunidad.
IV.	Platicas acerca del formato de la junta e involucrar a los miembros en el establecimiento de agendas
V.	Compensación Colaborar con los miembros del comité para determinar la compensación adecuada, como el salario horario o tarjetas de regalo
VI.	Conclusión y aplazamiento
Próxima junta: Indique: fecha, hora y lugar	

Sample Meeting Agenda (en español)

Junta del Comité de Asesoría Comunitario	
Indique: Fecha, Hora y Lugar	
I.	Introducciones
II.	Informe financiero (si corresponde)
III.	Comunicaciones • Actualizaciones/iniciativas del programa • Anuncios • Casos de éxito • Comentarios de la comunidad
IV.	Colaboración • Actualizaciones de los miembros • "Destacados" o <i>"Spotlight"</i> de la asociación i. Los participantes pueden proporcionar una breve descripción general o área de interés • Necesidades de la comunidad
V.	Recursos • Platicas acerca de recursos y servicios para cumplir con las necesidades de la comunidad
VI.	Temas previos de la junta en: <u>indique fecha</u>
VII.	Temas de hoy
VIII.	Conclusión y aplazamiento
Próxima junta: Indique: fecha, hora y lugar	

HELPFUL TIPS FOR BUDGET DEVELOPMENT



1. Additional staff and resources may be needed for committee development. Create a separate column for CAB formation and maintenance in the project budget template.
2. Allocate staff hours needed to support the formation and maintenance of the CAB.
3. Consider the cost of meeting space, partners' staff time, recruitment, zoom account etc.
4. Include compensation for members, either in the form of incentives or a more formalized agreement (e.g., hiring each of the members as a consultant and offering a per-meeting wage)
5. Funds should be available to address barriers to participation. These should be discussed with members. Some examples include childcare, transportation and internet connectivity.
6. Estimate travel-related expenses or trainings will be needed for members and staff.
7. Estimate what supplies, such as food or printed materials, will be required and what other miscellaneous costs or expenses will be needed.

BUDGET PLANNER

EXPENSES ITEM		BUDGET	ACTUAL	DIFFERENCE	NOTES
	PERSONNEL EXPENSES				
	VENUE RENTAL FEES				
	AUDIOVISUAL EQUIPMENT				
	ZOOM ACCOUNT				
	PRINTING/STATIONARY SUPPLIES				
	TRAVEL EXPENSES				
	POSTAGE/MAILING COSTS				
	ADVERTISING & MARKETING				
	DIGITAL COMMUNICATION COSTS				
	TRANSLATION SERVICES				
	COMMUNITY OUTREACH EVENTS				
	INCENTIVES FOR PARTICIPANTS				
	REFRESHMENTS FOR MEETINGS				
	CATERING				
	FUNDS TO REDUCE BARRIERS				
	CONTINGENCY FUNDS FOR UNEXPECTED EXPENSES				
	TOTAL EXPENSES				



If you require further assistance establishing your community advisory committee, NMPCTC is available to provide support. Please feel free to contact Lezley Alba for further assistance.

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