EFFECTIVENESS IN CONSUMER GOVERNANCE

Thursday June 25, 2015
We will begin promptly at 3 p.m. Eastern

Event Host: Katherine Cavanaugh
National Health Care for the Homeless Council

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PRESENTERS

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DURING THIS WEBINAR YOU WILL LEARN

• How a consumer advisory board (CAB) can enhance consumer involvement in governance and advocacy at HCH projects and in the community.

• Recommendations for CABs, as well as real-life challenges and achievements.
FEDERAL GOVERNANCE REQUIREMENTS THAT AFFECT HEALTH CARE FOR THE HOMELESS PROJECTS

Section 330 of the Public Health Service Act:

• The governing board at community health centers must be composed of a majority of individuals being served by the center (at least 51%)

• Projects with some of their Health Center funds coming from the HCH grant, must have one consumer with the experience of homelessness on the board

• Projects that only receive HCH Health Center funding can apply for waivers to the “consumer” majority rule, but consumer participation in governance is still required.

The consumer voice must be heard
IMPORTANCE OF CONSUMERS ON ADVISORY AND GOVERNING BOARDS

“The only way to affect change in policy is to be part of the conversation”

• Help decision-makers understand the needs of consumers from the consumer point of view.

• Advise HCH project performance and give input to decision-makers for health care delivery and supportive services.

• Increase consumer confidence in making a difference

• Keep governing boards focused on the needs of the special population that homeless and formerly homeless consumers represent.
WAYS TO FACILITATE CONSUMER INPUT

• Include consumers or former consumers on the project’s governing board
• Conduct consumer satisfaction surveys
• Hold focus groups
• Create a Consumer Advisory Board
What is a CAB?
A group of homeless and/or formerly homeless individuals, advocates, providers, and community members brought together to positively affect change at their local Health Care for the Homeless (HCH) project.

Purpose of a CAB
• Advocate for consumers with respect to services at the HCH project
• Advise about issues that affect services and consumers at the project.
• Assist consumers in navigating their way through service delivery systems, and giving their feedback.
• Represent the consumer viewpoint in the community.
CAB ACTIVITIES

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<tr>
<th>Category</th>
<th>Activities</th>
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<tr>
<td>HCH Services</td>
<td>• Reviews and recommends program services</td>
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<tr>
<td>Consumer Feedback</td>
<td>• Solicits and communicates suggestions and grievances</td>
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<tr>
<td>Education and Awareness</td>
<td>• Organize or speak at community events or forums</td>
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<tr>
<td>Policy</td>
<td>• Advocate throughout community for rights of consumers</td>
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<tr>
<td>Participate in organizing events</td>
<td>• Voter registration, HCH Day, HPMD</td>
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CAB’S DO NOT MAKE POLICY. THEY ADVISE.
CAB STRUCTURE AND BYLAWS

Name and Purpose of Board

Membership and Terms

Officers and Responsibilities

Meetings and committees

Decision – Making Process
SPECIFICALLY LET’S TALK ABOUT: MEMBERSHIP

Important Questions
• Who is eligible for the CAB?
• How many members should be on the CAB?

Your CAB should reflect the diversity in your HCH community:
• People who are currently and formerly homeless
• People who currently or have used the clinic’s services
• Be inclusive of all the project’s services

Get recommendations from project staff
RECRUITMENT IS ONE OF THE MOST IMPORTANT THINGS A CAB OR GOVERNING BODY DOES

CABs are a great recruitment tool for the governing board.
**WHAT'S THE DIFFERENCE BETWEEN A GOVERNING AND AN ADVISORY BOARD?**

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<th>GOVERNING BOARDS</th>
<th>ADVISORY BOARDS</th>
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<td>• Governing Board makes decisions</td>
<td>• An Advisory Board offers recommendations to decision-makers into how agency</td>
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<td>• Includes professional experts, community stakeholders and sample of population served</td>
<td>policies and practices affect those accessing services</td>
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<tr>
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<td>• Representative sample of population served</td>
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GOVERNING BOARD’S ACTIVITIES

- Approves the operating budget, and scope of service.
- Establishes and evaluates Health Center policies.
- Monitor and evaluate Health Center activities.
- Helps establish HCH project program priorities.
REPRESENTING OTHER CONSUMERS

As a CAB member or member of the governing board: you are working on behalf of other consumers

Therefore, you must know what they are thinking or feeling

- Talk to consumers in the waiting room
- Hold focus groups
- Develop consumer surveys
- Set up a feedback box
CONSUMER LEADER GUIDELINES

**DO’S**

- Know the mission, goals, programs and services
- Help the center recognize its strengths, weaknesses, opportunities, and challenges
- Get all the information before making a judgment
- Come to meetings prepared to participate

**DON’TS**

- Lose your sense of humor!
- Speak for anyone else
- Ask staff for favors
- Hold grudges with other members based on voting

Maintain focus on whom you are representing and how to best represent their interests
LEADERSHIP SKILLS

Interpersonal Skills
- Communication and Empathy
- Motivation and Encouragement
- Self-Awareness

Creativity and Analytical Skills
- Problem Solving and Critical Thinking
- Organizing projects and delegate tasks
- Decision Making and Planning

Knowledge of the HCH Project
- Mission, Vision, Goals
- Business Management
- Strengths and Needs Assessment

NATIONAL HEALTH CARE FOR THE HOMELESS COUNCIL
DIFFICULT CONVERSATIONS AND CONFLICT RESOLUTION

Disagreements will and should happen

• Don’t react – respond
• Respect others opinions and feelings
• Remember the goals
• Work to find common ground

Need to be open-minded and tolerant of diverse opinions
ADVOCACY

Advocacy gives people experiencing homelessness a voice.

Advocacy represents the strategies devised, actions taken and solutions proposed to influence decision-making in order to create positive change for people and their environment.

Advocacy simply means speaking up for your rights!
WHY IS ADVOCACY IMPORTANT

• Changes community attitudes and misconceptions
• Hold service providers and systems accountable and ensure transparency in their actions
• Helps individuals and communities regain control
• Recognition of the rights of people
• Ensures people’s voices will be heard
• Promotes positive change to structures and policy
CONSUMERS ARE NATURAL ADVOCATES

- Real life experience
- Credibility
- Describe your story and its relevance
- Raise awareness of the issue
- Educate policy makers and the public
NATIONAL HEALTH CARE FOR THE HOMELESS COUNCIL

• Founded in 1989

• Network of more than 10,000 doctors, nurses, social workers, clients and advocates

• Produces leading research and highest level of training to more than 200 HCH programs and health centers in all 50 states.
NATIONAL CONSUMER ADVISORY BOARD (NCAB)

- Standing Committee of NHCHC
- Open to HCH clients who have experienced homelessness
- NCAB organizes consumers at HCH projects to have a voice in local and national issues, helps others become more involved in their local CABs, and serves as a clearinghouse of HCH information.
NCAB LEADERSHIP POSITIONS

STEERING COMMITTEE

• 7 elected members

• Responsible for NCAB projects and work with NHCHC committees
NCAB LEADERSHIP POSITIONS

REGIONAL REPRESENTATIVE

Responsible for facilitating communication between HCH projects in their region and NCAB
NCAB ACTIVITIES

• Be a collaborative voice on shared concerns of consumers across the country
• Consumer Participation Outreach Survey
• Supporting Local Events and sharing resources
• Trainings, Webinars, Technical Assistance
ALBUQUERQUE HEALTH CARE FOR THE HOMELESS
STRUCTURE AND BYLAWS

- Name and Purpose of Board
- Membership and Terms
- Officers and Responsibilities
- Meetings and committees
- Decision Making Process

Notes: Decision Making Processes
Consensus vs Majority
ACTIVITIES

- Client Surveys
- Client Advocacy
- Site Improvement
- HPMD Participation
- Lobbying
KEY TO SUCCESS

• Commitment to the work
• Mutual respect between Staff + BoD + C BAC
• Relationships among CBAC members
• Willingness to share stories
• Empathy and support
• Honesty
• Open-mindedness
GOAL: 51% CONSUMERS ON THE GOVERNING BOARD AT A HCH STAND ALONE CLINIC

This is a tough standard to compete with.

Do what you are able to in order to meaningfully engage consumers
WHAT ARE YOUR CAB QUESTIONS?
RESOURCES

- [https://www.nhchc.org/resources/consumer/](https://www.nhchc.org/resources/consumer/)
  - Learn more about NCAB
    - Then join NCAB
  - Download the CAB Manual
  - Request technical assistance

- Contact Katherine Cavanaugh with any questions!
EVALUATION