

# EFFECTIVENESS IN CONSUMER GOVERNANCE

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# OVERVIEW

- Purpose and role of consumers in governance
- Consumer Advisory Boards vs. Governing Board
- Consumer Governance Skills
- National HCH Council + NCAB

# FEDERAL GOVERNANCE REQUIREMENTS THAT AFFECT HEALTH CARE FOR THE HOMELESS PROJECTS

## Section 330 of the Public Health Service Act:

- The governing board is composed of a majority of individuals being served by the center
- If your health center is a 330(h), or HCH center, waivers to the “consumer” majority rule can be requested, but consumer participation in governance is still required.

# WAYS TO FACILITATE CONSUMER REPRESENTATION

- Include consumers or former consumers on the project's governing board
- Conduct consumer satisfaction surveys
- Create focus groups
- Create a Consumer Advisory Board

# 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.
- Monitor HCH project performance and challenge decision-makers to consider consumer-driven options for health care delivery.
- 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.



# CONSUMER ADVISORY BOARDS

## 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 Health Care for the Homeless (HCH) project.

## Purpose of a CAB

- Advocate for consumers with respect to services at the Health Center
- Advise regarding issues that pertain to services furnished by the project.
- Assist consumers navigating their way through service delivery systems.
- Represent the consumer viewpoint in the community.

# CAB ACTIVITIES

## HCH Services

- Reviews and recommends program services

## Consumer Feedback

- Solicits and communicates suggestions and grievances

## Education and Awareness

- Organize or speak at community events or forums

## Policy

- Advocate throughout community for rights of consumers



# CAB STRUCTURE AND BYLAWS

Name and  
Purpose of  
Board

Membership  
and Terms

Officers and  
Responsibilities

Meetings and  
committees

Decision –  
Making  
Process

# 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:

- People who are currently and formerly homeless
- People who currently or have used the clinic's services
- Inclusive of all the project's services

# CAB MEETINGS

## GENERAL GUIDELINES

- Establish purpose and desired outcome
- Develop agenda and action items
- Record minutes

## SAMPLE AGENDA

1. Roll Call and agenda additions (if any)
2. Introduction of guests
3. Approval of prior meeting's minutes
4. Special presentations
5. Communication + Outreach
6. Old business
7. New business
8. Adjournment

# NCAB RECOMMENDATION: CONSENSUS DECISION MAKING PROCESS

Consensus aims to find a proposal that all members can support and no member opposes. Consensus is not a majority vote.

Consensus requires:

- time
- active participation of all members
- communication skills
  - listening, conflict resolution, discussion facilitation
- creative thinking and open-mindedness

# CONSUMERS ON GOVERNING BOARDS

## Governing Boards

Governing Board makes decisions

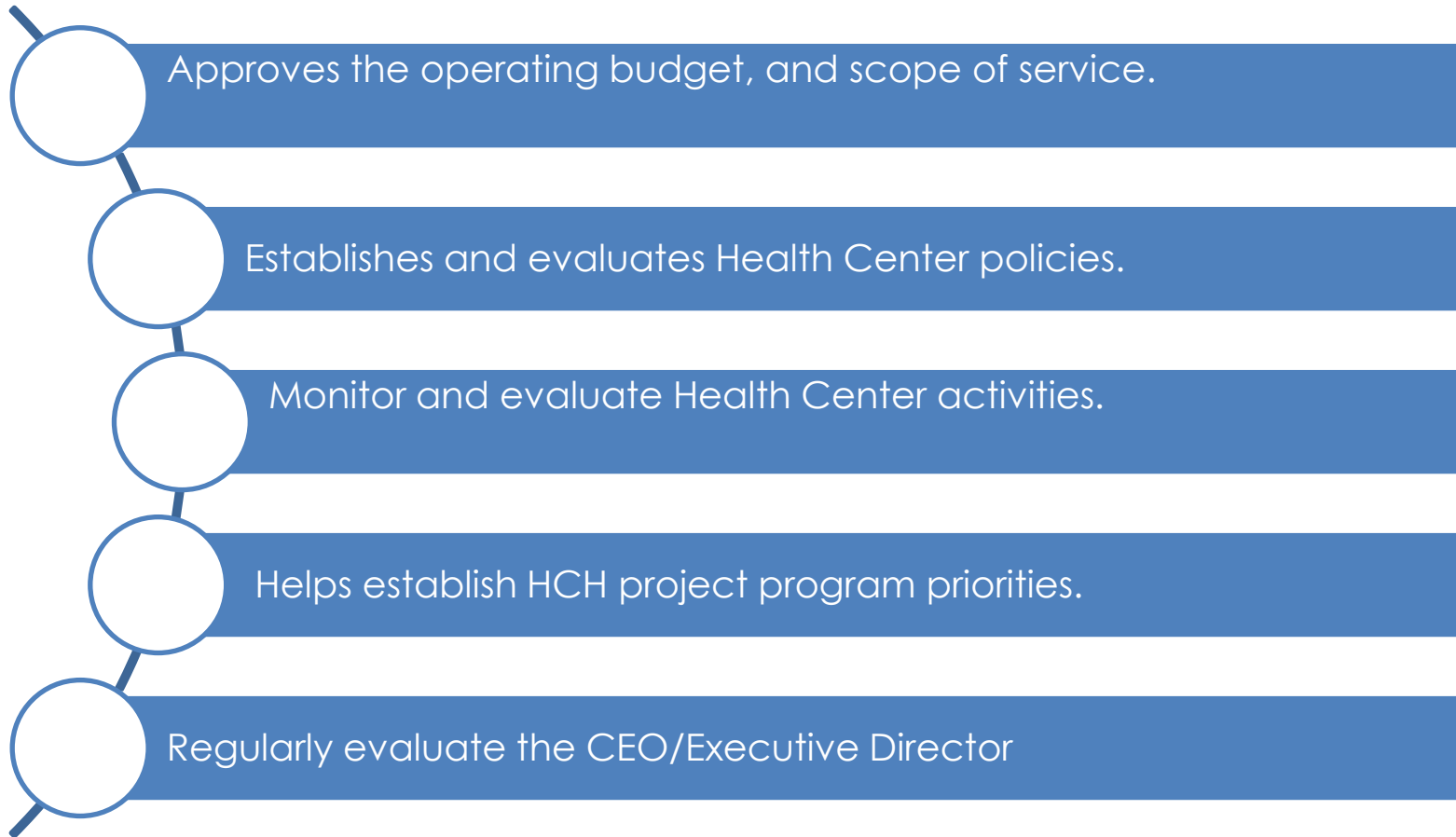
Includes professional experts, community stakeholders and sample of population served

## Advisory Boards

An Advisory Board offers recommendations to decision-makers

Representative sample of population served

# GOVERNING BOARDS



# CONSUMERS IN GOVERNANCE



# CONSUMER LEADER GUIDELINES

## DO'S

- Know the HCH's mission, goals, programs and services
- Get all the information before making a decision
- Pitch in Enthusiastically
- Come to meetings prepared to participate

## DON'TS

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

# NATIONAL CONSUMER ADVISORY BOARD (NCAB)



# 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 related to care for persons experiencing homelessness to more than 200 public health centers and HCH programs 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

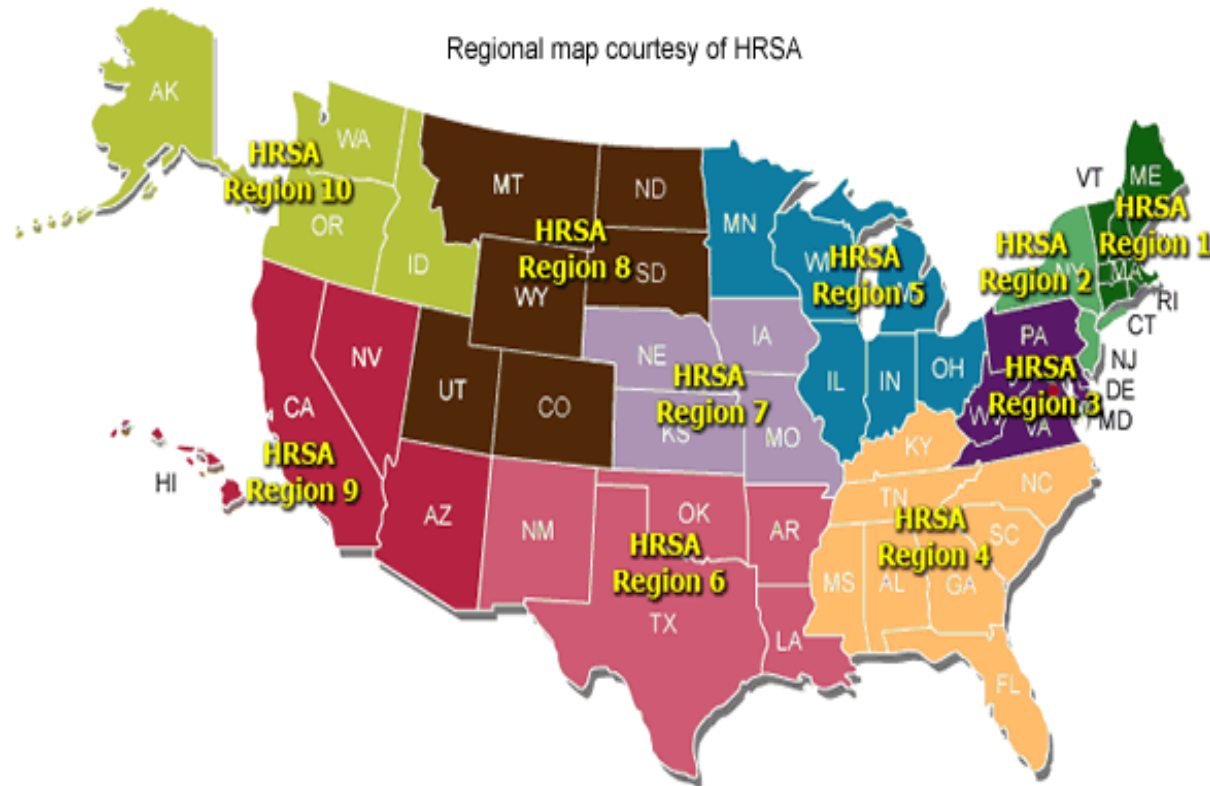
- 7 elected members
- Responsible for NCAB projects and work with NHCHC committees



# NCAB LEADERSHIP POSITIONS

## REGIONAL REPRESENTATIVE

- Each Rep covers 2 regions
- Responsible for facilitating communication between HCH sites in their region and NCAB



# NCAB ACTIVITIES

- Be a collaborative voice on shared concerns of consumers across the country
- Consumer Participation Outreach Survey
- HCH Day and Homeless Person's Memorial Day
- Voter Registration
- Trainings, Webinars, Technical Assistance

**HOMELESS PERSONS' MEMORIAL DAY**

Homeless people die from illnesses that affect everyone, frequently without health care.

Homeless people die from exposure, unprotected from the heat and cold.

Homeless people die from violence, often in unprovoked hate crimes.


Health care is a human right.

Housing is a human right.

Physical safety is a human right.

Remember our neighbors and friends who have died without homes.

Remember why they died.



**DECEMBER 21**  
The First Day of Winter. The Longest Night of the Year.

# NCAB FUTURE PLANS

- Continue to develop relationships with consumers and HCH project staff throughout our regions
- Assist with local Consumer Advisory Board (CAB) development and improve consumer's professional development skills
- Develop and implement bi-yearly CPO
  - This year's topic: safety and security at HCH projects



# CONSUMER PARTICIPATION OUTREACH SURVEY (CPO)

- Bi-annual NCAB project
- Goals: gain insight into the concerns and needs of HCH clients, and engage people experiencing homelessness in dialogue about issues important to them.
- NCAB uses the gathered information to develop its own advocacy agenda and advises the National HCH Council about the needs and opinions of consumers.

# CPO – PROCESS

Survey Tool  
Created by NCAB

- Asks consumers what issues are important
- Picks a theme from those answers
- Develops questions to ask

Local CAB's and  
consumers  
conduct surveys

- Give to HCH consumers or individuals who have endured homelessness.
- Responses are inputted, data is compiled and themes are identified

NCAB Shares the  
Results

- Develops a report
- Gives presentations – nationally and locally
- Advocates for policy changes

- Guidelines for Surveyors
  - Informed Consent
  - How to use the script and survey tool
- Conduct the Survey
- Results
  - What themes can we see?
  - What does this tell us?
- Reactions:
  - What do you think of the CPO process?
  - How did you feel conducting the survey?

# QUESTIONS AND ANSWERS



# THANK YOU!

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