

EFFECTIVENESS IN CONSUMER GOVERNANCE

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WORKSHOP GOALS

YOU WILL LEARN:

- How a consumer advisory board (CAB) can enhance consumer engagement at HCH projects and the community.
- Different models for CABs and governing boards
- Skills needed for successful consumer leadership.



FEDERAL GOVERNANCE REQUIREMENTS THAT AFFECT HEALTH CARE FOR THE HOMELESS PROJECTS

Section 330 of the Public Health Service Act:

- The governing board must be 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
- Hold focus groups
- Create a Consumer Advisory Board (CAB)

IMPORTANCE OF CONSUMERS ON ADVISORY AND GOVERNING BOARDS

- 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 ability to make a difference
- Keep governing boards focused on the needs of the special population that homeless and formerly homeless consumers represent.

CONSUMER ADVISORY BOARDS [CAB'S]

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 regarding issues that pertain to services and consumers at 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 community:

- People who are currently and formerly homeless
- People who have used or are using 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 and Outreach
6. Old business
7. New business
8. Adjournment

DECISION MAKING PROCESS

The consensus model is recommended for CABs – puts an emphasis on what is best for the organization

Consensus decision making process:

- Presentation of the proposal
- Discussion of the proposal
- Options: affirm, do not affirm, blocking concerns

Consensus decision making requires listening patiently and focusing on the topic at hand

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

RECRUITMENT IS ONE OF THE MOST IMPORTANT THINGS A CAB OR GOVERNING BODY DOES



RESPONSIBILITIES FOR CONSUMER LEADERS

- Maintain focus on whom you are representing and how to best represent their interests
- Help the Center recognize its strengths, weaknesses, opportunities, and challenges in accomplishing its mission
- Attend meetings and actively participate

CONSUMER LEADER GUIDELINES

DO'S

- Know the HCH's mission, goals, programs and services
- Get all the information before making a judgment
- 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

LEADERSHIP SKILLS

Interpersonal Skills

- Communication and Empathy
- Motivation and Encouragement
- Self – Awareness

Creativity and Analytical Skills

- Critical Thinking and Problem Solving
- Project Management and Delegation
- Decision Making and Planning

Functional Knowledge

- Mission, Vision, Goals
- Resource Management
- Strengths and Needs Assessment

REPRESENTING OTHER CONSUMERS

As a CAB member 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

KEY INGREDIENTS TO EFFECTIVENESS IN CONSUMER GOVERNANCE

- Open to learning leadership qualities
- Willing to represent others and advocate for them
- Ability to work as a part of a team
- Open-minded, tolerant of diverse opinions
- Collaborative, flexible, consistent

Willingness to use life-experiences to help others.

Understand your story and how the HCH project fits into that story

WHAT ARE YOUR CAB QUESTIONS?



Ask our consumer panel

NATIONAL
HEALTH CARE
for the
HOMELESS
COUNCIL

Kendall Clark – Mary Eliza Mahoney Clinic
Philip Malebranche – Care for the Homeless
William Smith – Harlem United

NATIONAL CONSUMER ADVISORY BOARD (NCAB)



NATIONAL
HEALTH CARE
for the
HOMELESS
COUNCIL

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

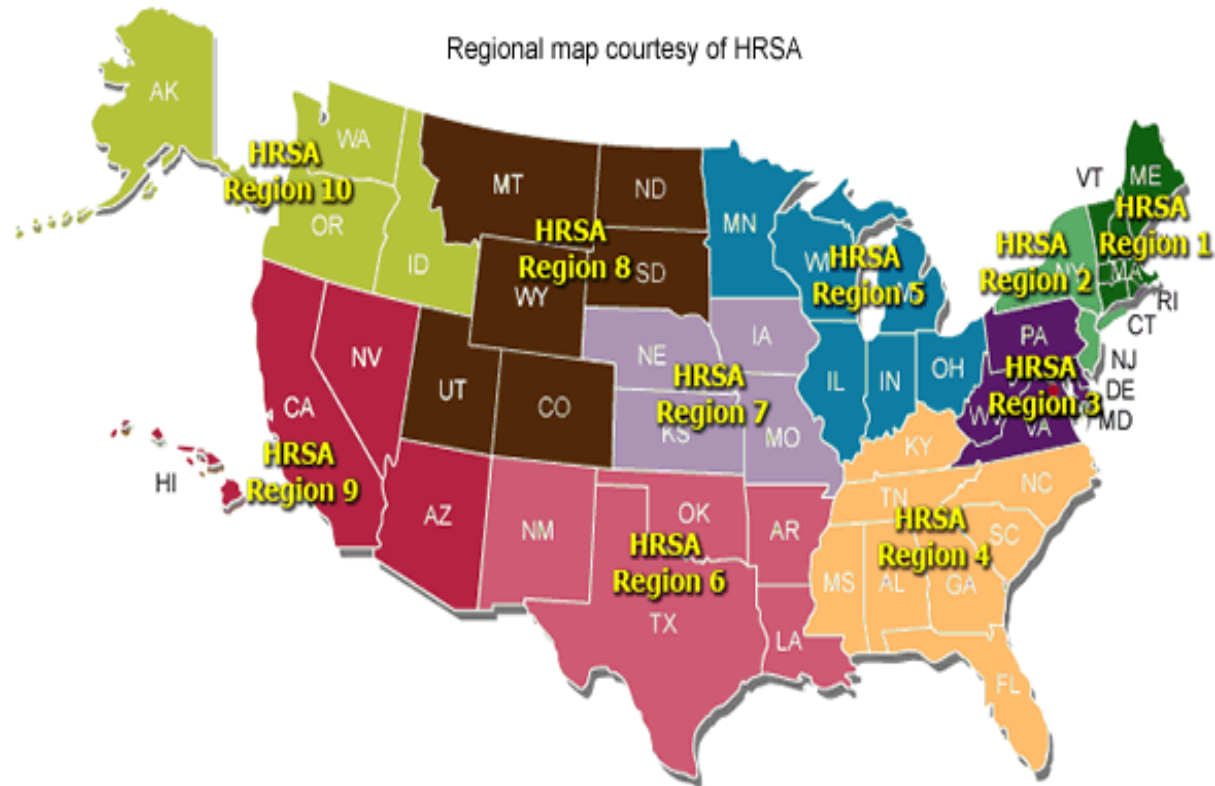
- 7 elected members
- Responsible for NCAB projects and work with NHCHC committees



NCAB LEADERSHIP POSITIONS

REGIONAL REPRESENTATIVE

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



NCAB ACTIVITIES

- Consumer Participation Outreach Survey
- Homeless Person's Memorial Day
- HCH 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 years topic: safety and security at HCH projects

SUMMARY

- HRSA requirements
- Purpose and role of consumers in governance
- Consumer Governance Skills
- National HCH Council and NCAB

COMMUNICATION SKILLS

IMPORTANCE OF EFFECTIVE COMMUNICATION

Communication is the process by which we exchange information, opinions and ideas.

Without effective communication, a message can be poorly delivered, misunderstood, or misinterpreted. This can lead to mistakes, frustration, or confusion.

Communication is successful only when both the sender and the receiver understand the same information.

FUNDAMENTALS: PERSONAL EXPRESSION

- **Understand the purpose and intent of your message.**
 - Know who you are communicating with, or to.
 - Ask yourself what outcome you want to achieve and the impression you want to leave.
- **It's not always what you say, but how you say it.**
 - Watch your tone. Make eye contact. Be aware of your body language.
- **Aim for understanding, not agreement.**
 - Once you give your message, be open to feedback
 - Ensure your message has been received as intended and you resolve any questions or concerns

FUNDAMENTALS: ACTIVE LISTENING

- Listen to understand – not to respond.
- Don't interrupt or cut the speaker off.
- Give them your full attention.
- Ask clarifying questions if you need.

ATTENDING A MEETING

- Give everyone a chance to speak
 - One speaker at a time
 - Do not allow interruptions or cross-talking
- Be clear and concise. Speak for yourself.
- Be present. Focus on the topic at hand.

FACILITATING A MEETING

- Be mindful of task and process
 - Structure vs. improvising
 - Outcomes vs. Engagement
 - Productivity vs. Emotions
- Ensure all voices are heard
- Recap discussions and decisions

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 and understanding

WHERE DO WE USE THESE SKILLS?

Meetings

Outreach

One-on-One Conversations

Presentations

Advocacy!

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 OCCURS WHEN INDIVIDUALS ENGAGE IN DISCUSSION ABOUT AN ISSUE THEY CARE ABOUT.

Speaking Out

Voting

Coalition Building

Community Organizing

Legislative Briefings

Media Advocacy

Rebuttal Messaging

Policy Research

Citizen Story-Telling

Public Demonstrations

Advocacy simply means speaking up for your rights!

WHY IS ADVOCACY IMPORTANT

- Changes community attitudes and misconceptions
- Helps individuals and communities regain control
- Ensures people's voices will be heard
- Recognition of the rights of people
- Hold service providers and systems accountable and ensures transparency in their actions
- Promotes positive change to structures and policy

CONSUMERS ARE NATURAL ADVOCATES

- Real life experience
- Credibility on the issues
- Describe your story and its relevance
- Raise awareness of the issue
- Educate policy makers and the public

QUESTIONS AND ANSWERS



THANK YOU

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