



# Community Engagement + Resource Referral Tech = Whole-Person Health

A Conversation with the Magnolia Community Initiative

May 31, 2019



**Magnolia Community Initiative**  
Supportive Communities • Strong Families • Thriving Children



## OUR NETWORK

A community of more than 350 healthcare practitioners who are taking action to address essential needs in our organizations.

## OUR APPROACH

- Provide tools and resources to implement promising practices
- Enable peer learning and connections with like-minded organizations
- Deliver unique reports on model programs and broader trends

## OUR FOCUS AREAS

Community Partnerships  
& Engagement

Workforce Development  
& Authentic Relationships

Finance, Payment  
& Policy Structures

Harnessing Qualitative &  
Quantitative Data

# On Today's Webinar...




**Sam Joo, Director  
Magnolia Community  
Initiative (MCI)**



**Therese Wetterman, Director  
Programs & Learning  
Health Leads Network**

# Housekeeping Items

- ▶ Be sure to include your name and organization when you log in
- ▶ Please participate!
  - ▶ Take yourself off mute to ask a question ...or submit queries through the Q & A function at right
  - ▶ Introduce yourself and your organization each time you speak
- ▶ Mute your phone but don't put us on hold (  )
- ▶ Feel free to use the chat function if you need support!

# Today's Objectives...

- ▶ Understand how meaningful engagement of community members can support both successful essential resource connections and support systems change to promote health
- ▶ Identify key steps and approaches for cultivating neighbor to neighbor support structures within communities
- ▶ Learn how to sustain these structures and support systems-level change through innovative partnerships with community members and partner organizations

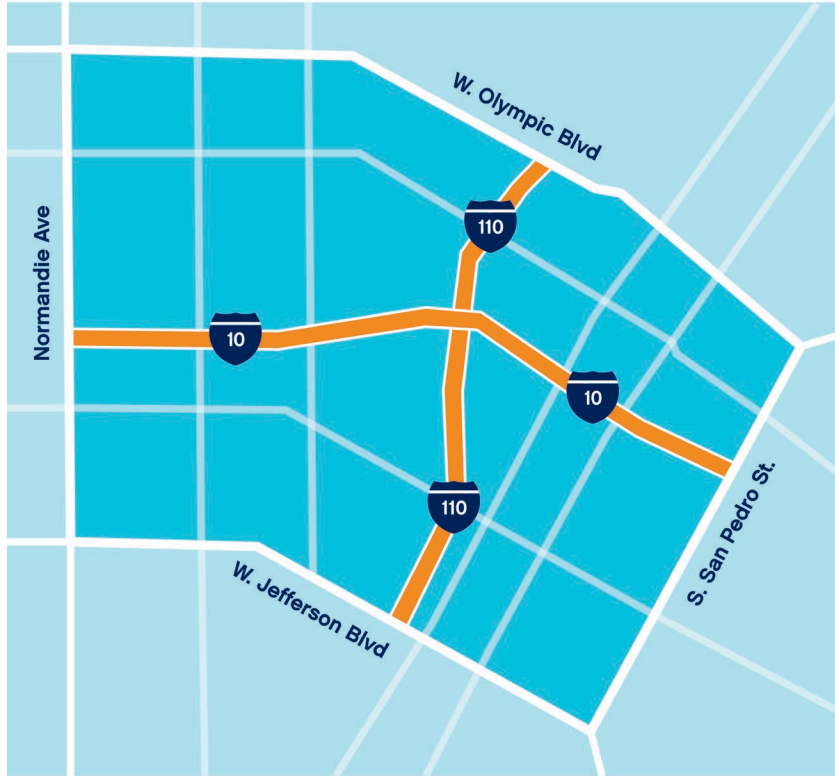
# What We Hope and Dream...

The 35,000 children and youth – especially the youngest ones – living in the neighborhoods within the 500 block Magnolia Catchment Area will break all records of success in their education, health, and the quality of nurturing care and economic stability they receive from their families and community.



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# Committed to Improving Outcomes for Our Community's Children



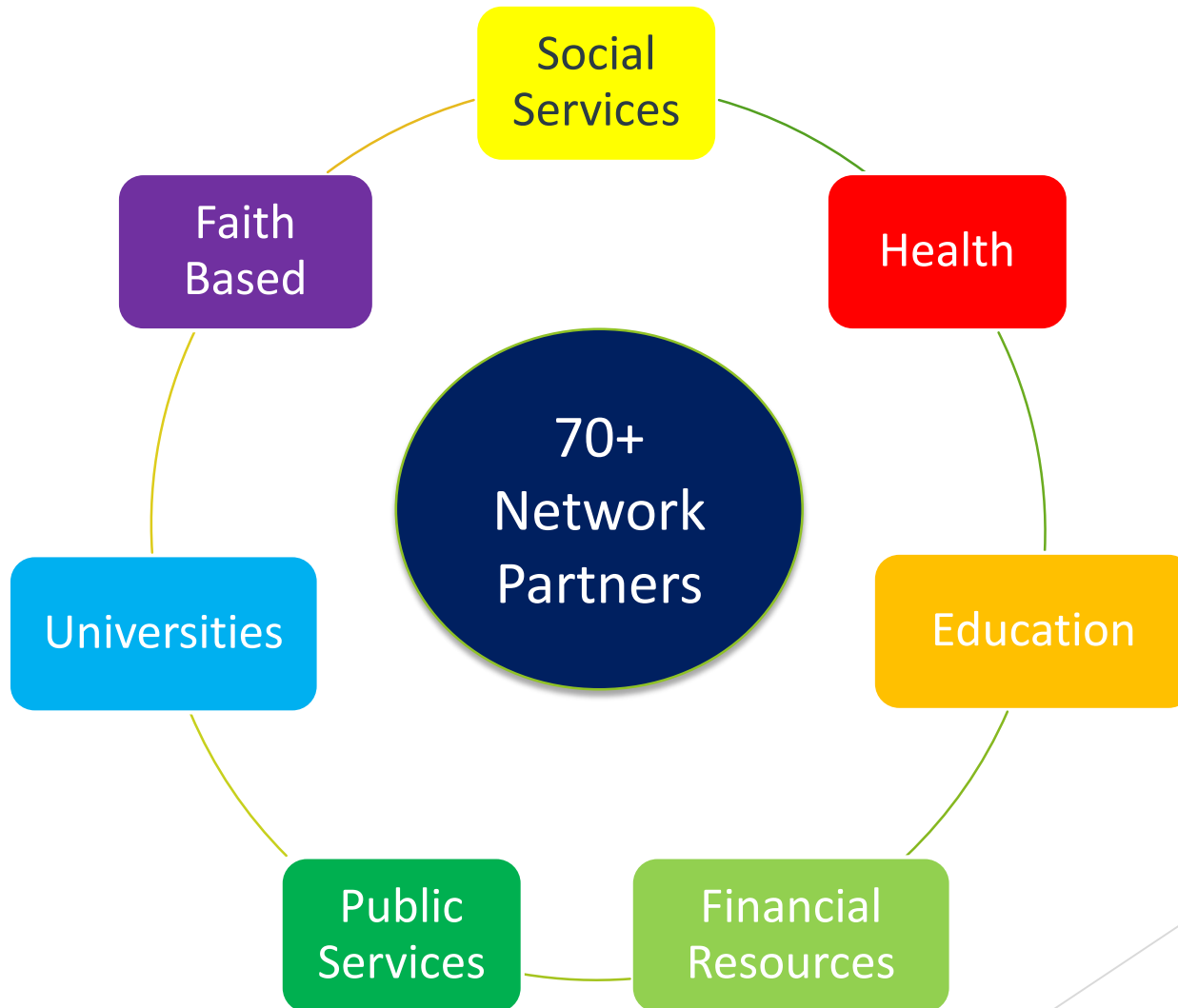
**50%** live in poverty

**35%** are overweight

**70%** are not proficient in reading by third grade

**40%** will not graduate from high school

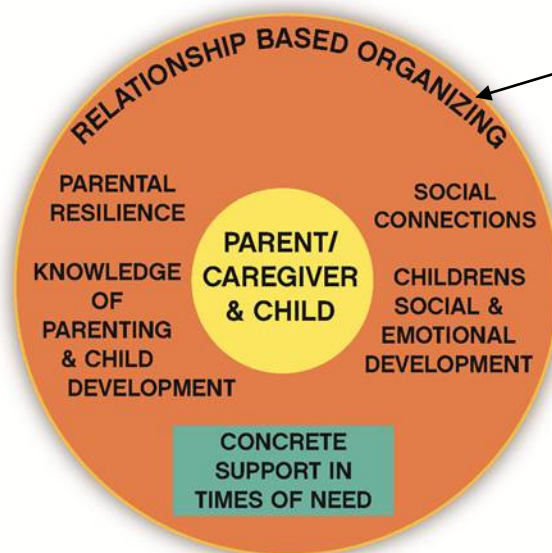
# MCI Network Partner Diversity







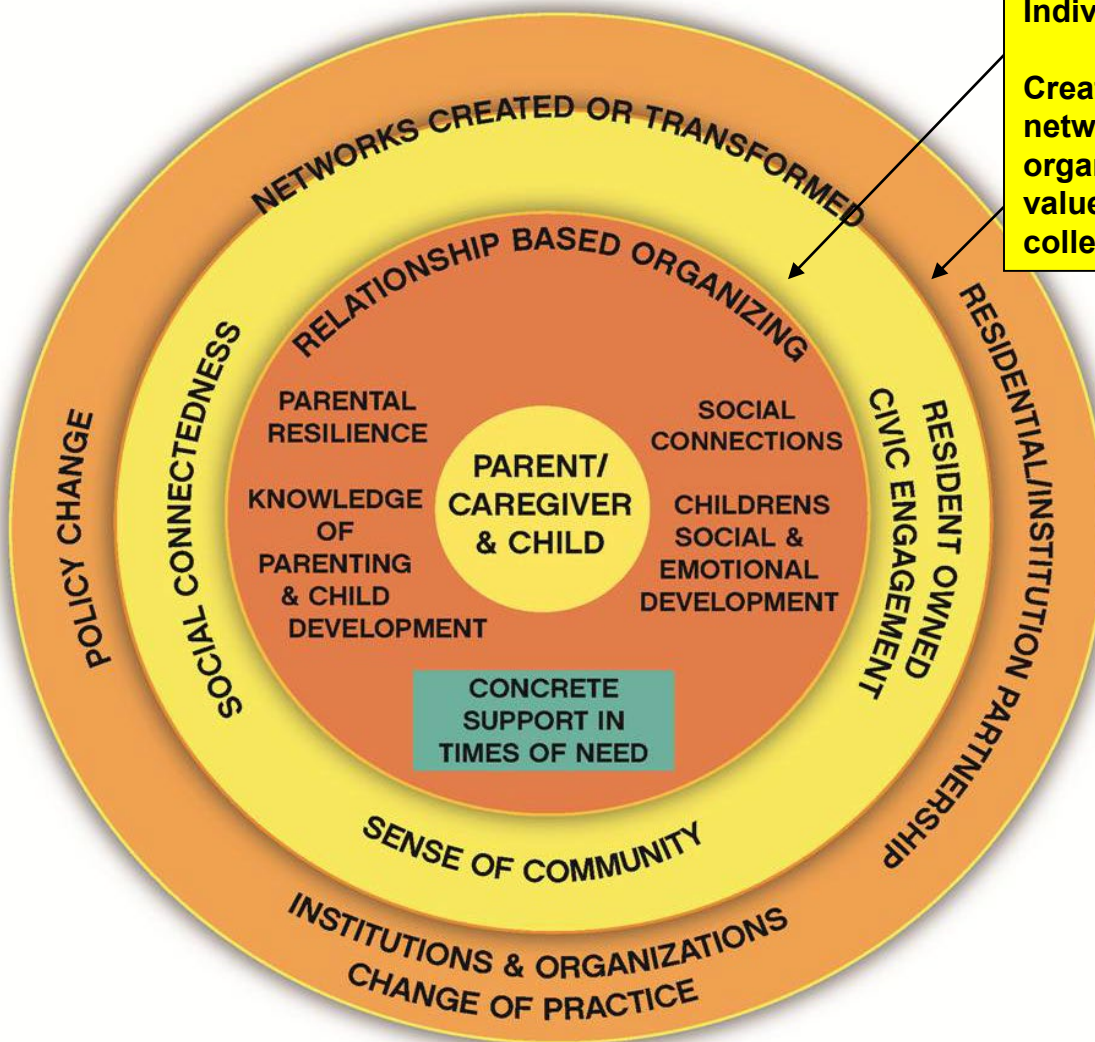
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**Increasing the Protective Factors through Relationship building strategies & Relationship Based Organizing.**



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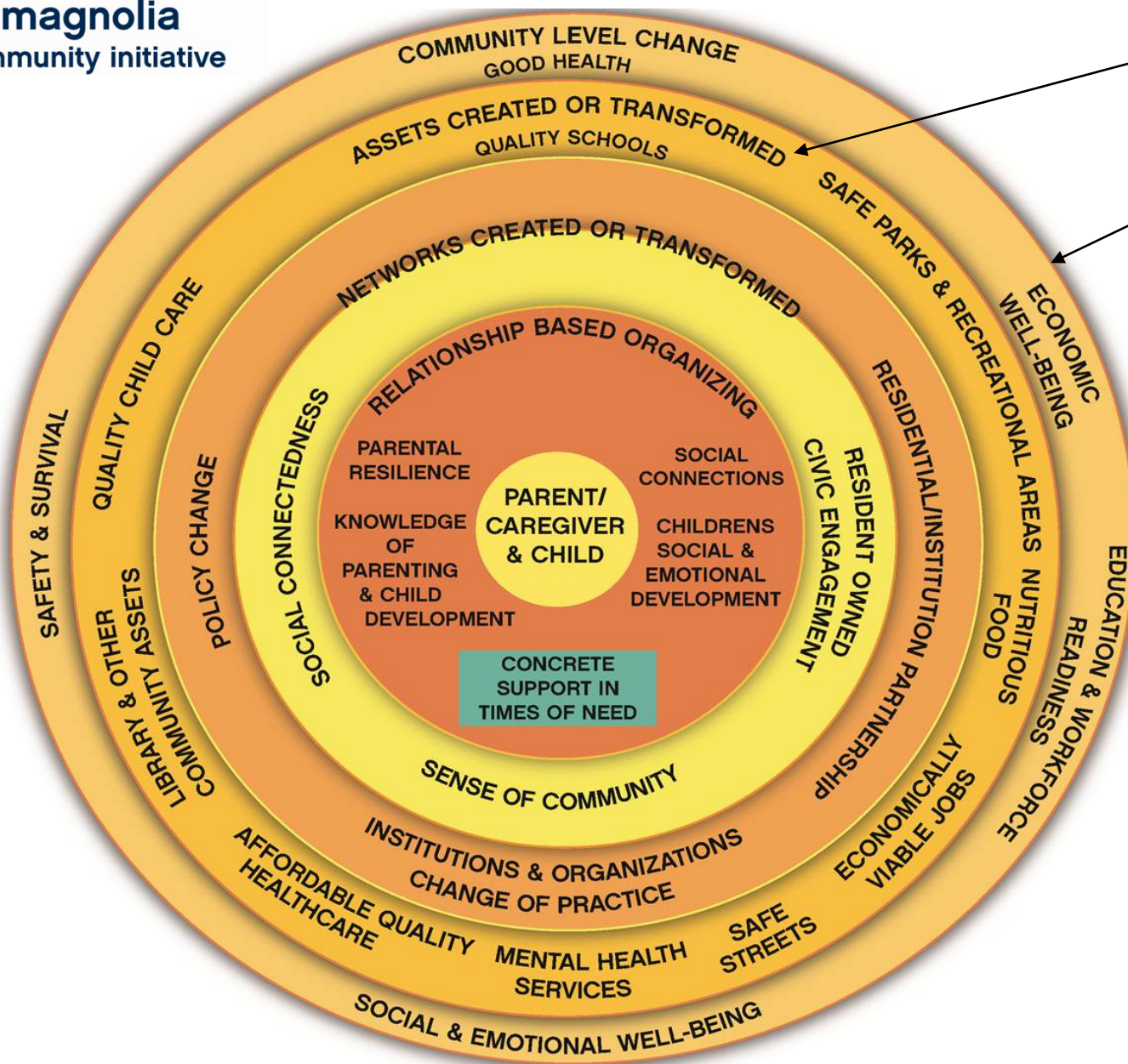
**Builds Community  
Belonging &  
Civic Engagement.**

**Fostering interaction  
between & among  
Individuals & organizations.**

**Creates & strengthens  
networks of individuals &  
organizations with shared  
values & norms leading to  
collective efficacy.**



# magnolia community initiative



Increasing & improving community assets & access.

Contributes to good health, economic well-being, education & workforce readiness, social & emotional well-being, & safety & survival.



Development facilitated by Patricia Bowie & Cheryl Wold in partnership with The Children's Council, the Magnolia Place Network, & First 5 LA

# What is CareLinQ?

CareLinQ is an electronic referral and tracking system which has continued to evolve and adapt to better meet the needs of both clients and partner organizations.





# Road to CareLinQ

MCI invested in creating a process aimed at meeting a larger systems goal through a web-based platform. Through small testing, learning and adaptation MCI partners hoped to:



- Develop a **streamlined process** that would ensure client follow-up
- Build partner **“buy-in”**
- Include a vast array of agencies (referral sites) county-wide in the system’s repository
- Build a system in and part of a seamless **“care pathway”** for families

# Discussion Question

- ▶ What are some ways you have engaged patients or clients for feedback?



# Community Engagement



# Inclusive Space





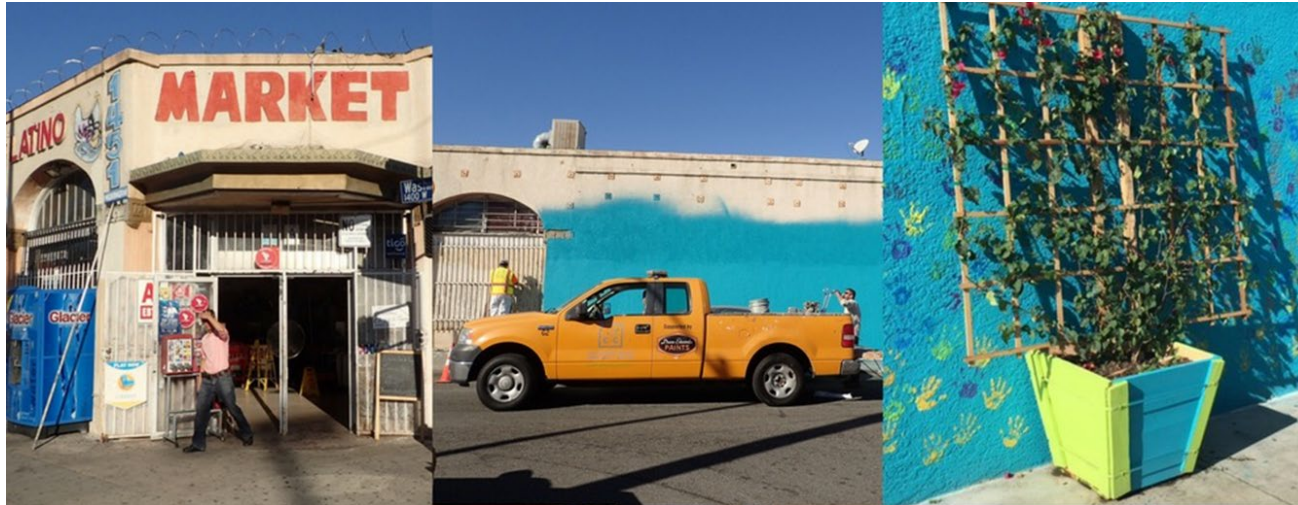
# Diverse Perspectives



## Build Capacity



# Advocate



# Transforming Neighborhoods

# Discussion Question

- ▶ How might you approach co-designing policies and practices along with patients or clients?
- ▶ What are some of the challenges you experience with this?



# Resident Fellowship Co-Design Team

- 8 Organizations  
(Health, City of LA,  
direct service CBOs,  
children's services)
- 10 Residents  
(MCI, Best Start,  
FMC, NAC)

# Community Convening Design Process:



Met once a week for one month



Evolution of Resident Inclusion definition:  
became Community Inclusion



Design process for  
the convening:

Panel of organizations who are  
implementing Community Inclusion  
World Café-style questionnaire



Facilitated by residents and organizations

# Public Resident Advisory Groups

## Opportunities

- ▶ Neighborhood councils, public commission, patient family advisory councils
- ▶ \$42,000 per year
- ▶ Community improvement projects
- ▶ Attention of councilmembers
- ▶ Department of city planning (homeless, housing, development)

## Barriers

- ▶ Finding meetings and locations
- ▶ Translation (48 hours in advance)
- ▶ Business owners / stakeholders take a lot of space
- ▶ Not enough residents
- ▶ Youth involvement (14-24): Ignite LA

## Trainings

- ▶ 311/city resources
- ▶ Budget
- ▶ Policy/ city bylaws

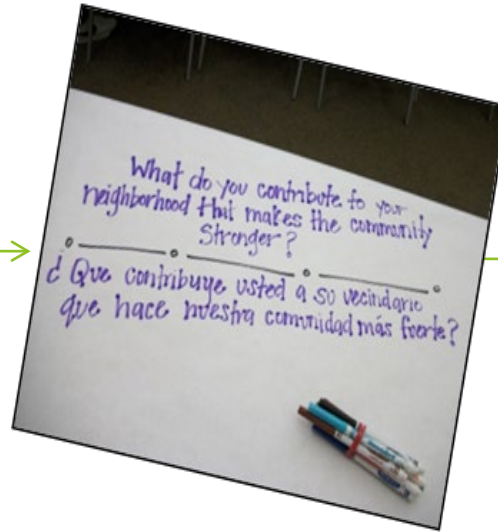


# Using Data for Resident & Community Engagement

## Community Survey



## Community Dialogues



## Identify Strategies



How well is our  
community doing?



How well are our  
kids doing?

# Discussion Question

- ▶ How is data being collected and shared with the community that you serve?

# MCI's Community Survey

- ▶ Captures neighborhood, resident, and family level data in a very specific geographic area (Focus Area). Questions are centered around the Protective Factors which include Concrete Support, Resilience, and Social Connections.

The survey is conducted biennially with the goal of tracking and assessing changes in the conditions and perceptions of the neighborhood.

## MCI Focus Area: Community Survey

### Respondent demographics



**Households: 504**

**Average Household Size: 3.38**

**Tenure: 39.2%** living 10 years (or more) in neighborhood



**Population : 1,705**



**Children (0-5 years): 170**

**52.0% Families read daily – With kids (0-5 years)**



**POVERTY**

**Population living below poverty threshold: 1,108 (64.9%)**



**Language:**

- **English** (25.9%)
- **Spanish** (68.4%)
- **Korean** ( 5.7%)



**71%** households have Internet access



**70%** householders have a bank account

## Protective Factor Results

	% answered "Most of Time"
<b>CONCRETE SUPPORT:</b>	
I can get medical care when I need it.	73%
I can find someone to watch my child when I need to do an errand.	54%
I can get childcare for the hours I need.	44%
<b>RESILIENCE:</b>	
I am flexible even when things in my life don't go as planned.	61%
When I apply myself to something I am confident I will succeed.	71%
I usually get by one way or another.	79%
My family pulls together when things are stressful.	64%
<b>BELONGING:</b>	
I feel part of the neighborhood I live in.	61%
I participate in neighborhood activities.	20%
I know my neighbors and feel we care about our neighborhood.	42%
<b>CIVIC ENGAGEMENT:</b>	
I work with others to make my neighborhood a better place.	29%
My actions make a difference in my neighborhood.	39%
My neighborhood has a lot of people involved in community projects.	25%
I am active in my child's school.	58%
<b>COMMUNITY ASSETS:</b>	
My neighborhood is a great place to raise a family.	53%
My neighborhood has safe places for kids to play.	33%
It is safe to walk around my neighborhood after dark.	39%
I feel welcome in my child's school.	68%
My neighborhood is generally free from litter.	13%
<b>SOCIAL CONNECTIONS:</b>	
	"At least 3"
How many people in this neighborhood know they can depend on you?	47%
How many of your neighbors do you know well enough to watch your house?	38%

# What We have learned...



## Create Space for Optimal Participation

Quality Interpretation / translation of materials  
Childcare and transportation  
Food



## Co-design Process

Shift from transactional to partnership  
Residents are context experts.  
We need their perspective!  
Create opportunities to lead



## Capacity-Building

Build skills to ensure transition to leadership roles and functions  
Organizations and institutions need to assess readiness for authentic engagement





***We hoped you enjoyed today's webinar!***

**Sam Joo, Director**

Magnolia Community Initiative (MCI)

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**Health, well-being and dignity.  
For every person, in every community.**

**[healthleadsusa.org/network](https://healthleadsusa.org/network)**