



NC Department of Health and Human Services

Community Engagement, Education, & Quality Improvement Project (CEQ) Webinar Series Part One: Understanding the CEQ

Savannah Simpson, MSPH

Family Planning Program Consultant

Reproductive Health Branch

Women, Infant, and Community Wellness Section

Archived Webinar, 2022

CEQ Webinar Series

- **Part One: Understanding the CEQ**
- **Part Two: Community Engagement Plan**
- **Part Three: Community Education and Awareness Plan**
- **Part Four: Quality Improvement Project**
- **Part Five: Submission with Success**
- **Part Six: Exploring Quality Improvement**

Objectives

- Define Community Engagement, Education, & Quality Improvement Project
- Be able to identify a priority community
- Understand engagement methods
- Define Quality Improvement

What does CEQ stand for?

- **Community Engagement, Education, & Quality Improvement Project**

Definition of Community

Community

- **A community is a group of people who share something in common. You can define a community by the shared attributes of the people in it and/or by the strength of the connections among them.**

Source: <https://ajph.aphapublications.org/doi/10.2105/AJPH.91.12.1929>

Example

Anna and Marie



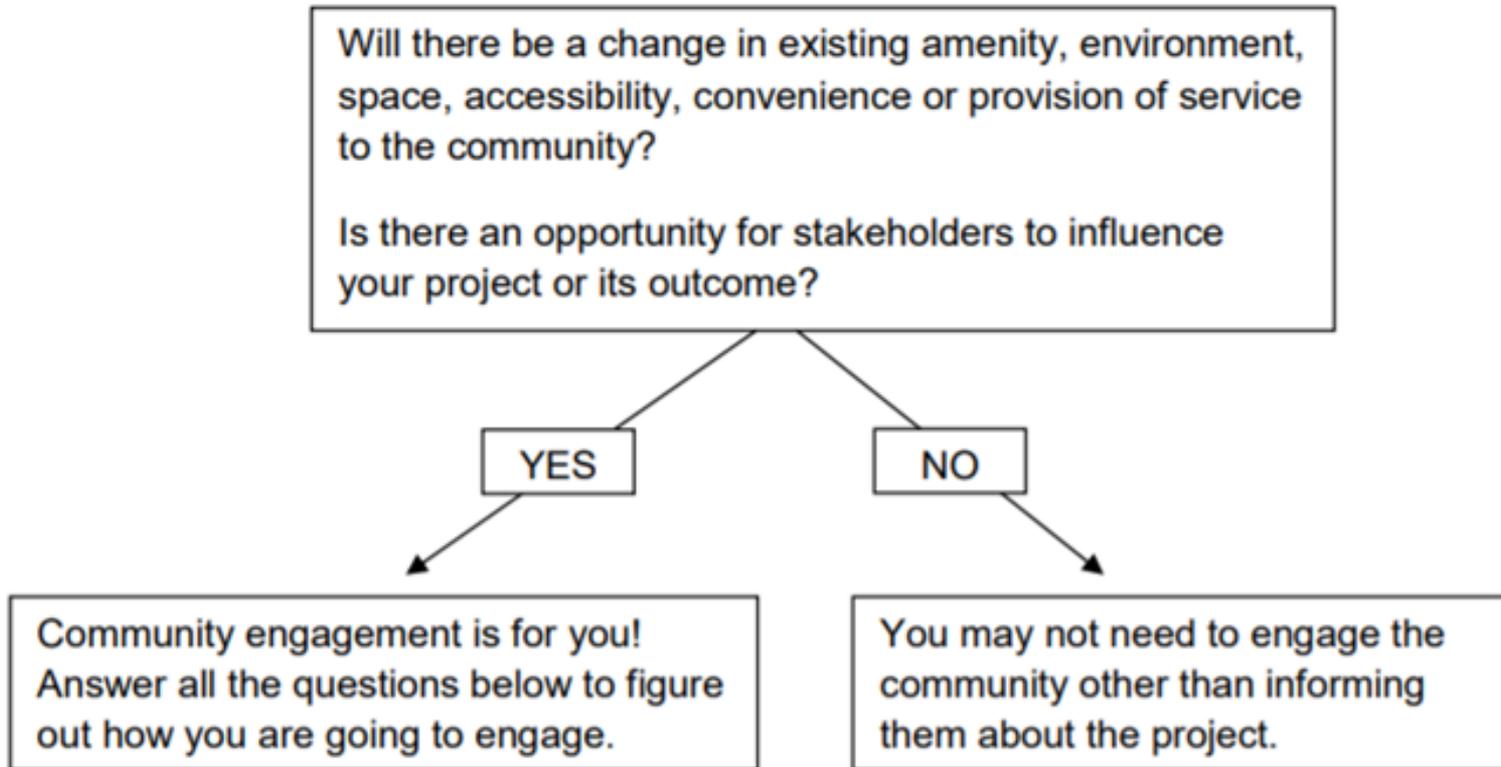
Source: Microsoft PowerPoint Stock Images



Identify your community

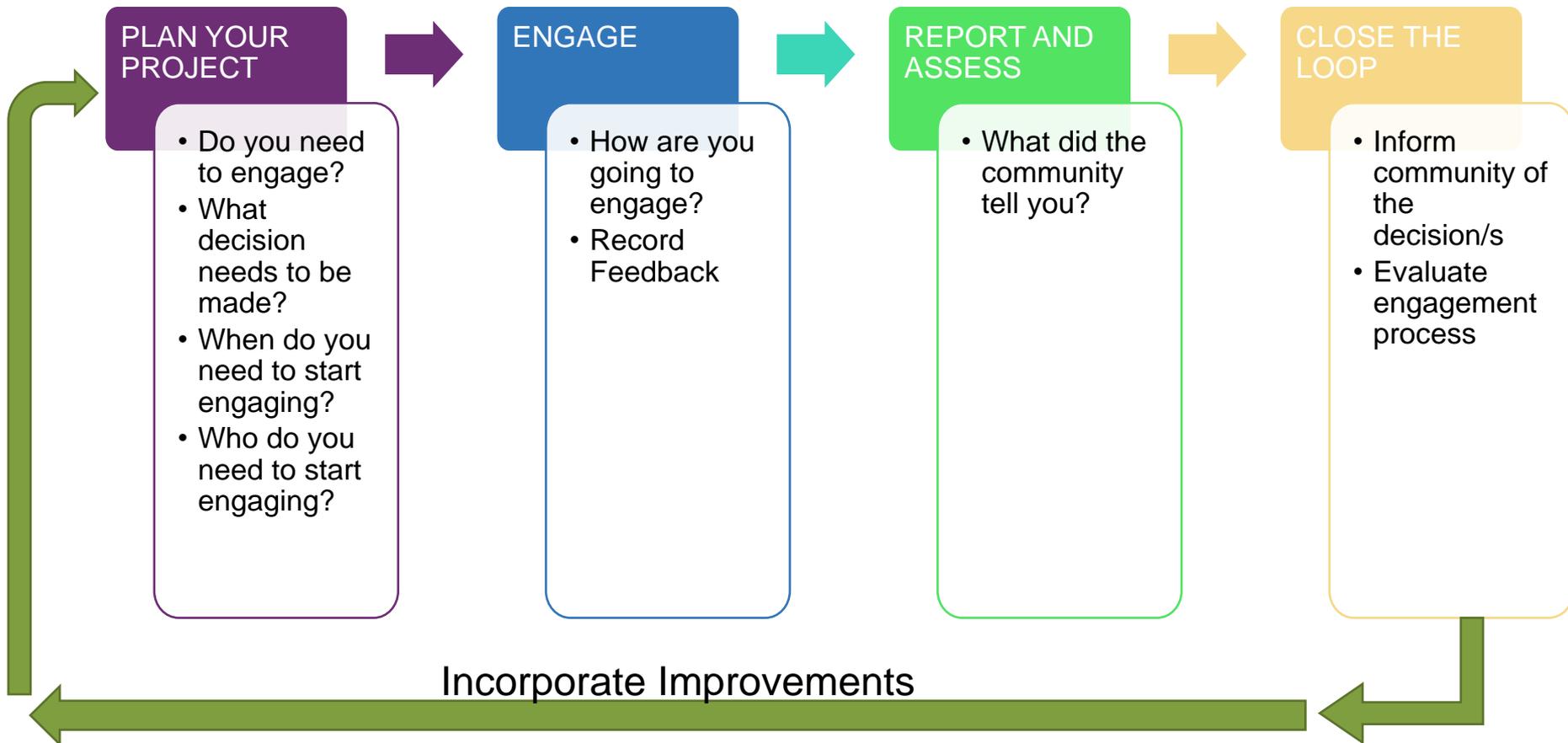
Engagement

- How do we know which communities to engage?



Source: https://shared-drupal-s3fs.s3-ap-southeast-2.amazonaws.com/master-test/fapub_pdf/Community+Participation+Plan/Queanbeyan-Palerang+Regional+Council+Community+Participation+Plan+2019.pdf

Engagement



Source:

http://www.phf.org/focusareas/performancemanagement/toolkit/Pages/PM_Toolkit_Quality_Improvement.aspx

Engagement

IAP2 Spectrum of Public Participation



IAP2's Spectrum of Public Participation was designed to assist with the selection of the level of participation that defines the public's role in any public participation process. The Spectrum is used internationally, and it is found in public participation plans around the world.

INCREASING IMPACT ON THE DECISION

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

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Source: https://shared-drupal-s3fs.s3-ap-southeast-2.amazonaws.com/master-test/fapub_pdf/Community+Participation+Plan/Queanbeyan-Palerang+Regional+Council+Community+Participation+Plan+2019.pdf

Education

- **How do you want to educate your community?**
- **What is the best way to educate the community?**

Example

- **Birth Control After Baby Class**



Source: Microsoft PowerPoint Stock Images

Quality Improvement

- What does Quality Improvement mean?

Quality Assurance	Quality Improvement
Individual focused	Systems focused
Perfection myth	Fallibility recognized
Solo practitioners	Teamwork
Peer review ignored	Peer review valued
Errors punished	Errors seen as opportunities for learning

Quality Improvement Project

- Required as part of the CEQ
- Should be reviewed and updated annually

Example

- Sand and Surf Health Department



Source: Microsoft PowerPoint Stock Images

CEQ Plan

- Community Engagement Plan
- Community Education and Awareness Plan
- Quality Improvement Project

Summary

- Defined Community Engagement Education Quality Improvement Project
- Learned how to identify a priority community
- Discussed engagement methods
- Defined Quality Improvement

Contact Information

- Family Planning Program Consultant
 - Office 919-707-5700
 - 1929 Mail Service Center Raleigh, NC 27699-1929

Resources

- **Public Health Foundation Quality Improvement Toolkit**

http://www.phf.org/focusareas/performancemanagement/toolkit/Pages/PM_Toolkit_Quality_Improvement.aspx

- **Agency for Healthcare Research and Quality**

<https://www.ahrq.gov/ncepcr/tools/pf-handbook/mod4.html#:~:text=In%20health%20care%2C%20quality%20improvement,analyzed%2C%20improved%2C%20and%20controlled.20health%20care%2C%20quality%20improvement,analyzed%2C%20improved%2C%20and%20controlled.>

Resources (continued)

- **QPRC Community Engagement and Participation Plan**

https://shared-drupal-s3fs.s3-https://shared-drupal-s3fs.s3-ap-southeast-2.amazonaws.com/mastertest/fapub_pdf/Community+Participation+Plan/QueanbeyanPalerang+Regional+Council+Community+Participation+Plan+2019.pdf

- **Lidt Foundation Learning Communities**

<https://lidtfoundations.pressbooks.com/chapter/learning-communities/>