Stakeholder Engagement for your Chapter & Campaign Projects

March 1, 2019
12:00 - 1:00 PM ET
Welcome!

As we get started, please type into chat…

- Name
- University/Organization
- What brought you to this call?
- What type of project work is your Chapter engaged in?
- Are you participating in the Recover Hope Campaign?
Welcome to today’s session!

Please use chat to “All Participants” for questions

For technology issues only, please chat to “Host”

Follow the instructions in the pop-up box to connect your audio (either by phone, or through your computer)
Objectives

- Learn about resources and support available to Chapters through the IHI Open School
- Understand strategies for identifying stakeholders and methods for project engagement, incorporating learning from Chapter work and Recover Hope campaign projects
- Coach each other on stakeholder engagement strategies and commit to action
Today’s Agenda

- Welcome and Introductions
- IHI Open School Overview
- Introduction to Stakeholder Engagement
- Project Example
- Breakout Groups - Mapping your Stakeholders
- Wrap Up and Next Steps
Help us get to know you!

In the chat box, select “All Participants” as the recipients and share:

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• **University/Organization**
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IHI Open School Team

Gina Deitz
Senior Program Manager, IHI Open School

Hannah Flath
Program Coordinator, IHI Open School
Global Chapter Leaders

Group 1: New Chapter Coaches
Welcome, guide, and support new Chapters, including those participating in the campaign.

Group 2: Global Chapter Coaches
Support, coach, and strengthen established Chapters, including those participating in the campaign.

Group 3: Chapter Network Coaches
Build capacity and opportunities for collaboration and learning across Chapter Network.

Global Chapter Leaders Team
Support Chapter development and create sense of identity and belonging to IHL Open School Chapter Network.
Introductions

Emileigh Canales, MPH
Quality Improvement Analyst, Campaign Faculty, Campaign Leadership Team

Meghan Cowden, RN
Chapter Network Coach
Former Chapter Leader at Purdue University

Kristen Swain, BSN, RN
Performance Improvement Project Manager, Chapter Network Coach
Our Mission

“Advance quality improvement, patient safety, and leadership competencies of health and health care professionals worldwide.”
Online Courses

- **30+ online courses** in Improvement Capability, Patient Safety, Person- and Family-Centered Care, Triple Aim for Populations, Leadership – all free to students, residents, and faculty
- **More than 700,000** students and residents registered on IHI.org and taking courses
- **More than 4 million** course completions
- **More than 1,500** institutions use the courses as a core part of their training programs or curriculum
Project-Based Learning

Quality Improvement Practicum

1. Learner(s) complete required courses
2. Learner(s) identify local faculty, health system sponsor(s), and project
3. Learner(s) create: charter, cause and effect diagram, 2 PDSA cycles, run charts, summary
4. Learner(s) complete project
5. IHI approves and awards Practicum Certificate of Completion

Leadership & Organizing for Change

1. Organizing & Leadership Training
2. Improvement Science
3. Change
4. Subject Matter Knowledge
Our Strategy

- **Online Courses**: Educational modules and activities
- **Community**: Interprofessional Chapters and networks
- **Project-Based Learning**: Guided experiential training

IHI OPEN SCHOOL
Our Strategy

- **Online Courses**
  Educational modules and activities

- **Community**
  Interprofessional Chapters and networks

- **Project-Based Learning**
  Guided experiential training

IHI OPEN SCHOOL
IHI Open School Community

- 700,000+ students and residents registered
- Over 920 Chapters started in over 95 countries
- Over 50% of our Chapters are interprofessional

[Diagram showing various fields such as Medicine, Public Health, Allied Health Professionals, etc.]
Chapters are:

- Taking IHI Open School courses
- Participating in the IHI OS Recover Hope Campaign
- Hosting events at their organizations or with other Chapters in their region
- Conducting quality improvement projects
- Facilitating activities and learning exercises
- Leading educational reform to incorporate quality and safety into the formal curriculum at their institutions
Stakeholder Engagement
What is Leadership?

‘Leadership is accepting responsibility for enabling others to achieve shared purpose in the face of uncertainty.’

- A practice, not a position
- Authority is earned, not bestowed
- Focus is on developing others, not just yourself

- Grounded in values, interests & assets
- Built through relationships
Stakeholder Engagement

Who are our people?
Stakeholder Engagement

What is asset mapping?
Securing Commitment from Stakeholders

1. What change do we want? (What is our interest?)

2. Who has the assets to create that change?

3. What do they want?
   * **Power with**: What is their interest?
   * **Power over**: What is their vulnerability?

OUR PROJECTS

ASSETS

INTERESTS

Commitment

LEADERSHIP
CONSTITUENCY
SUPPORT
COMPETITION
OPPOSITION
How to Ask for Commitment

- Story of Self: Call to leadership
- Story of Now: Strategy & action
- Story of Us: Shared values & shared experience

Purpose: Connection between Self and Now
Community: Bridge between Self and Us
Urgency: Bridge between Now and Us
We aim to improve the lives of 50,000 people affected by substance use disorders by April 2020.

1. **Change the Narrative**
   - Sharing stories to raise awareness of substance use disorders as a chronic disease, reduce stigma, and confront systematic oppression underlying substance use.

2. **Save Lives from Overdose**
   - Train individuals to recognize overdoses and intervene by administering naloxone.

3. **Improve Pain Management**
   - Support best practice opioid prescribing and alternative pain management in health systems.

4. **Reform University Curricula**
   - Promote education and training on prevention, diagnosis, and treatment of substance use disorders into university curricula.
Project Example
Michael Holbrook
Student, Wright State University, Boonshoft School of Medicine

& Nick Christian
Resident, University of Texas at Austin Dell Medical School
IN OHIO'S MONTGOMERY COUNTY, WHERE DAYTON IS THE COUNTY SEAT, 512 PEOPLE HAVE DIED THIS YEAR DUE TO ACCIDENTAL OPIOID OVERDOSES.
Three Aims in Organizing

1. **Aims:** Stabilize and reduce the number of people dying from drug overdoses in Montgomery County.

2. **Capacity Built:** Launch two projects in which students can get hands-on QI experience before May 26, 2017.

3. **Leadership Developed:** Have 20 health professional student members representing at least 3 different professional programs involved in the IHI Open School Chapter through the Student Opioid Coalition by May 26, 2017.
Organizing = People, Power & Change

(1) Who are our People?
(2) What Change do they want?
(3) How can they get the Power they need to achieve that change?
What makes for effective action?

AIM
Problem
Solved

INDIVIDUAL
Leadership
Developed

ORGANIZATION
Capacity
Created
Outcomes to date

55 students engaged in the Student Opioid Coalition

7+ disciplines involved
Medicine, pharmacy, nursing, SW, public health, professional psychology, pre-medicine

5 project leaders identified

NARCAN TRAINING EVENT
- 35 students attended
- 70 doses of Narcan distributed in the community

MEDICATION DISPOSAL KIT PROJECT
- 40 pharmacy locations
- 500 disposal kits stocked
- Underway: # kits of distributed
Take an Asset-Based Approach
Why Map Stakeholders and Assets?
Why Map Actors & Assets?

- Recognize people as our greatest asset
- Reframe relationship among traditionally-siloed stakeholders as partners in health equity
- Build power ‘with’ – instead of doing ‘to’ or ‘for’
- Develop our strategy ‘from within’
- Promote reciprocity, mutual respect & trust
- Generate collective power to co-produce equity
1. What change do we want? (What is our interest?)

2. Who has the assets to create that change?

3. What do they want?

4. What assets do we have that they want?

Commitment
Strategy is turning the ASSETS we have into the POWER we need to get the CHANGE we want.
One-to-One Meetings

1. Selection & attention
2. Purpose
3. Exploration
4. Exchange
5. Commitment
Put students in rotations and experiences where they can engage their community and build meaningful relationships.
Breakout Session
Stakeholder Engagement

Who are our people?
In your breakout...

2 mins silent reflection:
• Who are stakeholders in your community?
  – Individuals
  – Institutions, local government, organizations
  – Resources: community pride, data, funding

10 mins sharing among group:
• Share and define your stakeholders
• Commit to Action: Identify 3 stakeholders and how you will reach out to them this month.
Breakout Debrief

• What were some of your “ah-ha” moments?
• What stakeholders did you identify?
• Were you able to identify stakeholders in each category?
• How do you plan to engage these stakeholders? Share your commitment to action in the chat!
  • Are there any challenges you may predict in engaging your stakeholders? Please share those as well, so we can support you and offer advice.
Next Steps
Resources for your Chapter

• Check out the Chapter Leader Toolkit for suggestions regarding recruitment, engagement, and tools for planning events or projects.
• Utilize the Quality Improvement games, videos, case studies, and presentations in the Chapter Toolbox.
• Read about Chapters who have led successful QI and organizing projects on the Open School blog.
Start a Campaign Project

• Visit www.ihi.org/RecoverHope for project ideas.

• Identify a project team and select which area of the campaign strategy aligns with your Chapter and community needs

• If you’re leading a campaign project, don’t forget to fill out the Project Intake Form
Connect with a Global Chapter Leader for Coaching

They’re just an email away!

- **New Chapter Coaches:**
  newchaptercoach.ihi.os@gmail.com
- **Global Chapter Coaches:**
  globalchaptercoach.ihi.os@gmail.com
- **Chapter Network Coaches:**
  chapternetworkcoach.ihi.os@gmail.com
Pain Management Expedition: Moving Beyond Opioids

- Expedition starts March 6
- A limited number of free spots are available to Chapters launching Campaign project work.
- Learn more [here](#) (link in chat, too).

Contact [openschool@ihi.org](mailto:openschool@ihi.org) if you’re interested in participating!
Leadership and Organizing for Change

- The spring cycle of Leadership & Organizing for Change begins March 14!
- Scholarships and special discounts are available to students, residents, and faculty. Applications are due Friday, March 8.
Change the Narrative Challenge

- Join us for a friendly competition across our networks to change the narrative on substance use disorders!
- We’ll need your help to get 15,000 people to commit to using the language of recovery between April 15 - May 15, 2019

Sign the pledge!

Email openschool@ihi.org if you’re interested in participating.
2019 Momentum Calls

- Chapter Network Call: Management Tools for your Chapter Work | **March 27 from 12:00 to 1:00 PM ET**
  - Join us on this call to learn project management skills and how to set measurable aims for your Chapter and/or Campaign work

- Campaign Momentum Call: Campaign Deep Dive | **April 26 from 12:00 to 1:00 PM ET**
  - Join us on this call for a deep dive on substance use disorders, recovery, and addiction
Feedback for us?

- What did you like about this call?
- What was missing? Any lingering questions?
- What would you like to see on a follow-up call?
Thank you!