

The Registration Bible

Community Conversation on Health

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What we're doing

On October 11, The Health Care Foundation and United Way of GKC intend to have 300 people spend the day with us at the Sheraton Crown Center to talk about health. 180 will be people who are uninsured and underserved. The job of the Communications & Outreach Committee is to get out into the community to register and ask others to register those consumers. Given that 30-50% of people who register don't show up, we will need to have at least 300 consumers registered in advance.

Why we're doing it

No matter what the issue, regular folks are rarely at the table when important decisions are being made. This is a unique opportunity for people with limited access to health care or with health concerns to talk about their lives and to offer their ideas for how to make the situation better. These opportunities do not come around often, and it is up to us to make the very best use of it.

How we will recruit consumers

HCF and United Way will use media and their email lists to let community leaders and health providers know about the event. Our team will focus on outreach to organizations that serve consumers, and to consumers directly via placement of flyers at sites in the community, and by distributing flyers at strategically selected events.

The spreadsheet

Each committee member will volunteer to contact multiple groups and help us distribute flyers in various locations between now and October 11. We will all work from one spreadsheet on Google Drive. It is here:

https://docs.google.com/spreadsheets/d/1H_TkcpnrOQoGUGUJmyNBZmu1xWU48eWcq42qGjpaJkU/edit?usp=sharing

The spreadsheet includes three worksheets:

1. **Organizational outreach worksheet.** These are organizations we want to help us recruit their members. If you will contact the group, put your name in Column D, what you're requesting from the group in Column F, and what they agreed to provide in Column 6.
2. **Consumer outreach worksheet.** These are the events and sites that will allow us to communicate directly to individuals. Write your name in Column E to let us know you'll hand out flyers at an event or leave flyers at a location.
3. **Supportives worksheet.** I'll use this to track RSVPs. You don't need to fiddle with it.

Your toolbox for contacting organizations

Please start by sending an email. The email would include the text (below), which you can tailor to the person you're contacting. Then please follow up with a phone call.

The introductory email

Dear (name):

I'm getting in touch because this October, the uninsured and underserved will have a unique chance to have a voice in our community's health. Through your work, you reach many people who we would value including in the Community Conversation on Health, sponsored by the Health Care Foundation and the United Way of GKC. I hope you will help us give them a voice.

The community conversation will be held at the Sheraton Crown Center on October 11 from 9:30 a.m. to 3:30 p.m. Over the course of the day, some 300 participants will work in small groups led by trained facilitators. People will share their experiences with health, will consider the community's health barriers and successes, and share their ideas for action that can improve health for everyone. The results will be used by the Health Care Foundation and United Way in their planning, and will be available to other foundations and groups to use in their work. For more information, please see kcconversation.org.

We need your help to make the most of this opportunity. I will call you within the week to ask for your help in reaching the uninsured and underserved and assuring they are at the table.

Best regards,
(your name)

The follow-up phone call. Tailor as you wish

- Thanks for talking with me.
- I'm a member of the committee that is charged with recruiting consumers for the Community Conversation on Health in October.
- Have you had a chance to check out the website? Do you have any questions about the event?
 - Use FAQs below to answer questions.
 - If there is a question you can't answer, send Jennifer Wilding at email at jenwilding@consensuskc.org. I'll send you a reply and you can inform the contact person.
- People dealing with health and other challenges may have a difficult time believing that anyone cares what they have to say, making the time available, or getting to the event.
- That's why we're reaching out.
- Our committee selected a limited number of groups that we felt would be the best community partners in reaching the uninsured and underserved.

- We need your help.
- Our goal is 180 consumers, so we need to register at least 300 in advance.
- You could help us in various ways. Here are some options:
 - Commit to filling a certain number of spaces, then register and transport those participants.
 - Give me a chance to speak to a client group and register people there.
 - Send an email to your clients and constituents, with a request to attend.
- We will thank groups that assist us on the website and the day of the event.
- Beyond that, it is making sure that the people you serve get the opportunity to tell their own stories, their own way.
- What can we count on you to do?

FAQ

Q: Our client group is interested, and they would be more comfortable if I could attend with them. Is that okay?

A: Yes, that's okay. We have limited spaces for people who are paid professionals, but we make an exception if you are bringing a group of consumers who would need for you to attend.

Q: We have a client group and I think I can get some people to attend, but I won't know their names until that day. Is that a problem?

A: No, it is not a problem, although we still need to know in advance how many people you expect to bring. We also need you or someone in your group to be registered so that we can be sending you reminders and additional information.

- Go to the website and click on registration.
- Register yourself, and put a note in the comment box saying you are planning to bring however many consumers will be coming from your group. If you are *not* planning to attend yourself, let us know.
- That day, if you have one or two more or less, that's okay. But it's important that we have an estimate in advance.

Q: Will you have child care at the venue?

A: We will not have child care at the venue. Instead, we are offering vouchers for \$20 that people can use to help pay for child care or transportation.

- We need people to tell us when they register if they would like to receive the voucher.
- We'll hand out the cash at the end of the event.

Q: Who else besides consumers will attend on October 11? Can my executive director participate?

A: We will also include health care providers such as doctors, therapists and nurses. We will use a lottery to select them so that any health care provider can have a fair chance to attend. The foundation doesn't want it to appear that there is any favoritism. We will also include people who are supportive of the uninsured or underserved. These would include folks in law

enforcement, schools, the faith community, and so forth. Our committee has selected those individuals, who will attend by invitation only.

Q: Is this connected with that big mental health event that happened last fall?

A: Sort of. The Health Care Foundation was a lead funder for that event, which was very successful. The foundation wanted to have the same kind of conversation about health, although more broadly defined.

Q: Will the discussion include mental health?

A: Yes. It won't be limited to mental health, but you can't talk about health without including mental health.

Q: What's the age limit?

A: Each person is different. There are some 14-year-olds who would love this, and others who would be bored to tears. Generally, people 15 and older do fine, but use your best judgment.

Q: What physical limitations should we consider when inviting clients?

A: Participants should be able to be upright in a chair from 9:30 a.m. to 3:30 p.m. They can stand sometimes, but need to sit for 40 minutes for small-group conversations.

Q: This sounds like it might be a bit overwhelming for some people...

A: That's true. It can take a minute to get comfortable. We will have a room set aside where people can go if they find themselves overwhelmed or in distress. The room will be quiet, with low stimulation and they can stay there until they feel ready to go back to the large group.

Q: What will happen during the day? What's the agenda?

A: We're using the 21st Century Town Meeting process. It uses small group discussion plus technology to find out what hundreds of people are thinking, in real time. Each person will be randomly assigned a small group. Each person will also have his or her own keypad, and will keep that throughout the day. We'll have a brief presentation, a 30-minute small-group discussion, and a volunteer in each small group will send notes electronically to a team of volunteers who look for themes. They'll put the themes on big screens at the front of the room, and people will use their keypads to vote for the most important themes. They'll do that with questions related to health barriers, health successes, and ideas for action, among other topics.

Q: Will people be able to sign up for insurance through the Affordable Care Act?

A: The government won't be taking registrations at that time, but we will have people available from 8:30 to 9:30 a.m., and then from 3:30 to 4:30 p.m. to talk to people who want information about the ACA or Medicare. They'll be at a table in the lobby outside the ballroom.

Q: What about parking?

A: There is free parking at Crown Center, which is a walkable distance. The Sheraton garage costs \$7 per day. People may use their voucher to pay for parking.