

Consumer Engagement and Communication Plan: Summary of April Discussions

- Idea to follow up with our 4 Listening sessions (Mental Health, Southeast Asian, Rural Health 1&2) by reviewing videos of past sessions and making them accessible to public
- SIM CAB started to do *external* communications, needs to address *internal* communications
- Discussion on how SIM CAB is *not* playing an education role, but promoting empowerment
 - Interest in changing the 1st goal of consumer engagement to “*To improve and change*, as consumers and consumer advocates, how we interface with our healthcare system *as change agents*”
 - SIM CAB emphatically doesn’t want to take on education role
- Interest to get data or information from CHWs – and to share information with CHWs
- Discussion of Goal #1: proposal to change language - “To improve and change, as consumers and consumer advocates, how we interface with our healthcare system *as change agents*”
 - Engaging consumers as change agents *directly* to impact their own healthcare
 - Create a network and engage people as ongoing partners
 - Mechanisms to channel info to partnerships to effect change:
 - Newsletter, CAHS.org
 - Social media
 - Share information with community health centers
 - info cards at primary care providers
 - Workshops
 - Hotline
 - Library & School, school resource centers, town adult ed programs
 - Local cable stations/radio time
 - Foodshare, Town, WIC programs
 - How to allocate SIM CAB resources on projects that we can put on a calendar and plan
- **Action steps to pursue** from the last discussion session:
 - Identify what kinds of information would be shared via workshops, social media, hotline
 - What kinds of healthcare resources does SIM CAB want to share/promote?
 - What role does SIM CAB take to produce/develop those healthcare resources?