Community Engagement: Building Partnerships of Trust

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AGENDA

o Definition of Trust

o How do you build trust?

    o Community Partnerships

    o Support Local Health Campaigns

    o Organize Community Events

    o Establish Community Outreach Programs

o Q & A

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DEFINITION OF TRUST

Webster defines trust as:

a: assured reliance on the character, ability, strength, or **truth** of someone or
      something

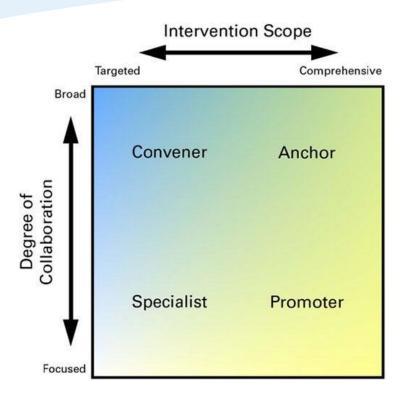b: one in which confidence is placed

HOW DO YOU BUILD TRUST?

- Collaborate with local organizations and build diverse partnerships that are sustainable.

- Support local health campaigns that align with your company's mission and vision.

- Organize educational events geared towards educating the community on their physical and mental health.

- Establish community outreach programs.

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COMMUNITY PARTNERSHIPS

Source: Creating Effective Hospital-Community Partnerships to Build a Culture of Health," Health Research & Educational Trust/American Hospital Association, 2016.

COMMUNITY PARTNERSHIPS

- Top fundraiser for the second year in a row for the Southern Delaware American **Heart** Association (AHA) **Heart** Walk.

- Rosemary (Rosi) Wurster, DNP, RN, MPH, NEA-BC, CEN, Chief Nurse Executive served as the 2024 chair for the AHA "Go **Red** for Women" Delaware signature event.

- Partner with the Food Bank of Delaware to host food drives to address food insecurity throughout the state.

SUPPORT LOCAL HEALTH CAMPAIGNS

- Utilize data driven and human insights to identify target community barriers and motivators.

- Craft compelling and clear campaign messages.

- Leverage social media and digital platforms.

- Inspire action….**C**all **T**o **A**ction

SUPPORT LOCAL HEALTH CAMPAIGNS

- **Pink** Breast Cancer Awareness Campaign

- Free Bikes for Kids (FB4K)

- Girls on the Run

- Go **Pink** at the Links Golf Tournament

ORGANIZE COMMUNITY EVENTS

- Foster **Trust**.

- Improve patient satisfaction scores.

- Contribute to the overall wellbeing of the communities that we serve.

- Enhance the hospital's reputation.

- Attract new patients.

- Achieve long-term growth.

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ORGANIZE COMMUNITY EVENTS

- Community Walk with a DOC

- Nurse on the Run

- Ballin' for **Blood** Drive @ DSU

- Go **Pink** at the Rink

- Go **Pink** at the Links Golf Tournament

ESTABLISH COMMUNITY OUTREACH

- Establish outreach programs tailored to the specific needs of the communities that we serve.
  - Free health screenings
  - Vaccination drives
  - Specialized clinics targeting underserved communities

- These type of initiatives demonstrate the hospital's commitment to accessible, equitable and inclusive care.

Community Outreach

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ESTABLISH COMMUNITY OUTREACH

- Bayhealth Mobile Care Unit
  - Offer free breast cancer screening and education
  - Free blood pressure checks
  - Free flu vaccinations
  - Health education
  - Health screenings
  - And more!

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REFERENCE PAGE

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4. Lansing, A.E., Romero, N.J., Siantz, E. et al. Building trust: Leadership reflections on community empowerment and engagement in a large urban initiative. BMC Public Health 23, 1252 (2023). https://doi.org/10.1186/s12889-023-15860-z

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