Community Health Center, Inc. (CHC), a leading health-care provider in the state of Connecticut, offers primary medical, dental and mental health services to low-income, uninsured and underinsured patients using innovative service delivery models and state of the art technology.

The engagement tool provides for a highly accessible, actionable plan to help organizations more effectively partner with key stakeholders to produce greater benefits for all.

— Amy Taylor, Vice President, CHC

The Problem

» The CHC team that focused on community-based COVID-19 vaccination efforts in vulnerable communities wanted to understand best practices for outreach and engagement of this population.

The Resources

» The CHC team leveraged DATAcc resources, specifically the Guide for Community Partnerships and Guide for Inclusive Engagement.

» The guides helped CHC:
1. Understand partners’ key needs better
2. Create long-term plans for engagement, rather than single transactional moments
3. Engage in trust building with key stakeholders
4. Remain consistent with follow throughs

The Impact

» DATAcc helped shifted CHC’s focus from short-term wins to long-term engagement and helped the organization develop an enduring strategy, despite the challenges of the pandemic.

» The engagement tools helped CHC better engage its typical partners (such as local health departments and community-based organizations) and broaden its reach to new partners.

» New partners – including those most skeptical and reluctant to receive a vaccine – were successfully engaged by partnering with trusted community members (such as park workers, aids, and teachers).