

Enhancing Population Health Capacity A Community Oriented Primary Care Framework: South to South Implications

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Definition

In a 1999 publication, the American Public Health Association gave the following description of COPC:

Community-Oriented Primary Care (COPC) is a systematic process for identifying and addressing the health problems of a **defined** population. It can be implemented with the resources available in most communities.

Connors KM, author; Cashman S, Seifer SD, Unverzagt M, eds. 2003. *Advancing the Healthy People 2010 Objectives Through Community-Based Education: A Curriculum Planning Guide*. San Francisco, CA: Community- Partnerships for Health. To order the complete guide, visit www.ccph.info

The COPC Process

1. **Defining and Characterizing the community,**
2. **Conducting a Community Diagnosis,**
3. **Prioritization of a Health Problem**
4. **Developing and Implementing an intervention, and**
5. **Monitoring the Impact of intervention.... An additional step added**
6. **Involving** the community to carry out the preceding steps (Rhyne et al. 1998).

Community Involvement

- Is this different than community participation?
- Can it rise to the level of community ownership?
- Defining Community Capital
- Understanding and Promoting Supportive Cultural Trends
- Recruiting Opinion Leaders
- Developing a Culturally Informed Communication Strategy
- “Live and let live” Accepting errors in judgement and practice

When is the Right Entry Point?

- At the beginning, of course...
- Supporting a community in defining itself
- Disseminating data at the stage of community characterization
- Listening to the community's priorities and identifying key entry points for an intervention
- Testing the cultural validity of an intervention strategy
- Transparency in evaluation
- VALUING COMMUNITY ++ PARTICIPATION AND REWARDING IT
- Sharing experiences and results from other communities

Underscoring Partnerships

- Common goals
- Synergy of purpose
- Cultural humility... the art of listening
- Vigilant avoidance of stereotyping (from both sides)
- Sharing of resources
- Community participation cannot always be... “in kind”
- Allowing the voiceless to speak
- Bringing in other community leaders with success stories

How Can Health Partnerships Enrich the Community Capital

- Improved health outcomes
- Enhanced community self reliance
- Increasing community self awareness
- Disseminating knowledge and skills
- Testing frameworks for sustainability

How Can Health Partnerships Enrich Health Systems

- Grounding policies and programs in life reality
- Infusing humility in the health care delivery system
- Increasing awareness of community capital
- Creating solid relationships of trust with community leaders
- Establishing a different level of accountability
- Establishing sustainability as a platform for intervention.

