

Welcome!

Please introduce yourself and your representative agency in the chat!



Tech Reminders:

- Keep your audio muted except when you intend to speak
- Use Zoom's Gallery View to see more participants
- Adjust the layout of the windows on the computer so you can see the chat, Zoom screen, and other participants
- Rename yourself and add pronouns if you choose
- Find the "Raise Hand" and other reactions icons
- Type in the Zoom chat box if you need help



NC Department of Health and Human Services
DPH Women, Infant and Community Wellness Section

Community Engagement: Foundations to Building Trust with Your Family Planning Clients and Beyond

Jessica Johnson, MPH Patient Experience Coordinator
Naisha Coley, MPH Reproductive Health Program Consultant

October 2025

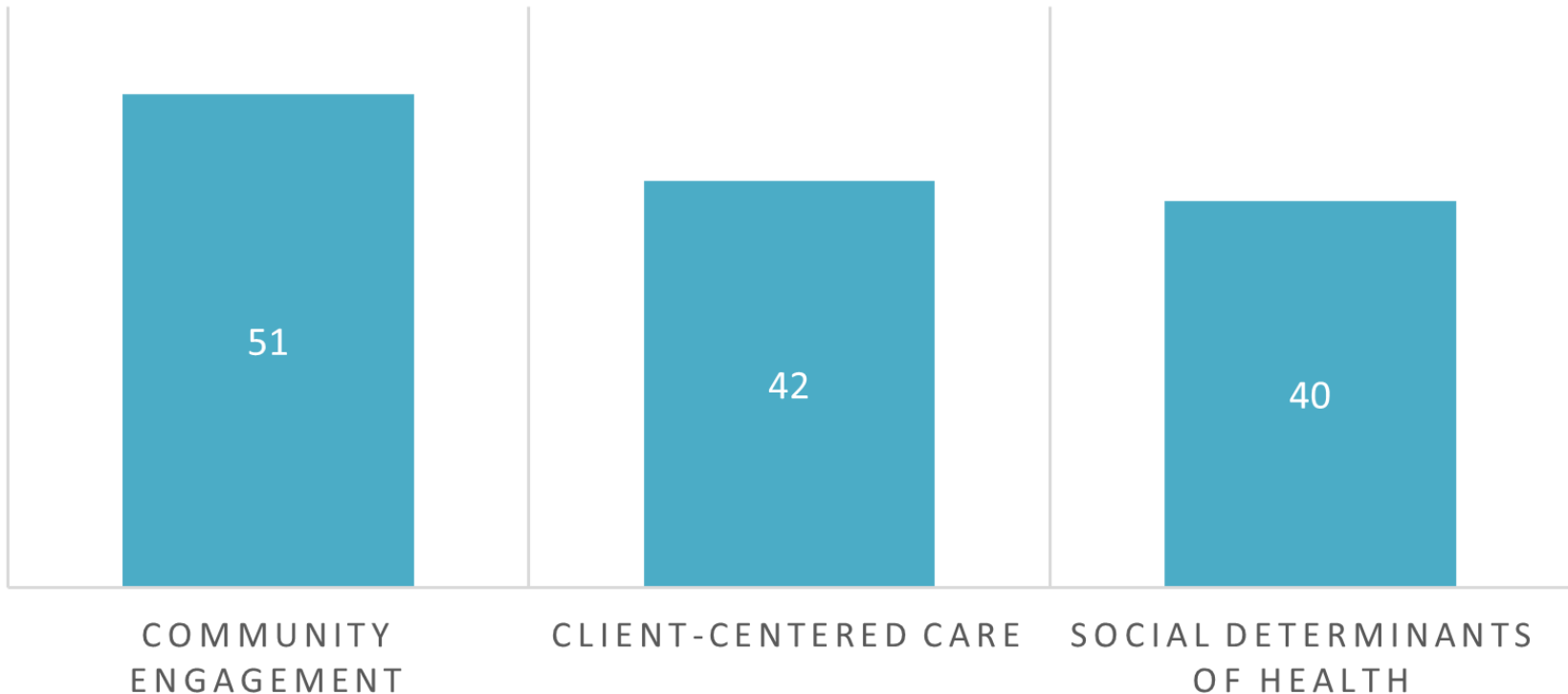


Objectives

- **Review Title X expectations for community engagement**
- **Define community and its complexities**
- **Consider ways to build trust with Title X clients and patients**
- **Explore strategies to develop strong community partnerships**

Why Community Engagement?

TRAINING TOPICS OF INTEREST TO THE NC TITLE X NETWORK



Title X Community Engagement Expectations:

- **Expectation 1:** Inform the community about your Title X project's objectives and services, and promote participation from people who may benefit most from family planning services
- **Expectation 2:** Create opportunities for people who represent the community — and understand its needs — to participate in planning, implementing, and evaluating your project



Community

- ❖ A community is a group of people who share something in common. You can define a community by the shared attributes of the people in it and/or by the strength of the connections among them.
- ❖ In the past, community was often about being in physical proximity to others (i.e., neighborhood). Today, community is often defined by the experience of finding those with shared interests, ideas, values or beliefs (Herchmer, 2012).
- ❖ Community members are a rich source of knowledge about their community and of energy and commitment to that community.

Closer Look at the Family Planning Community

Individuals who:

- Want to achieve their reproductive desires
- Seek prevention and detection
- Want care for other health issues that can affect reproductive health
- Adolescents
- Family Planning Medicaid beneficiaries



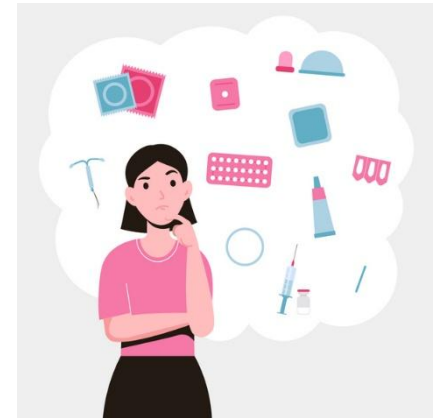
Strategies for Building Trust



- Accepting client's lived experience at any stage of health journey
- Promote client safety and communicate confidentiality policies
- Reduce stigma and fear around reproductive health
- Empower clients and accepting client's decision on care
- **Build trust** and **rapport** with clients in trauma-informed way

Building Trust

- Trust increases patient satisfaction with both provider and service provided.
- Trust encourages clients to be honest about their sexual health history and share their contraceptive goals.
 - Leads to clients being more likely to choose the right contraceptive method for their individual needs and the adoption of safer sex practices, especially in adolescents.
- Trust can foster improved communication, quality of care provided, and even job satisfaction



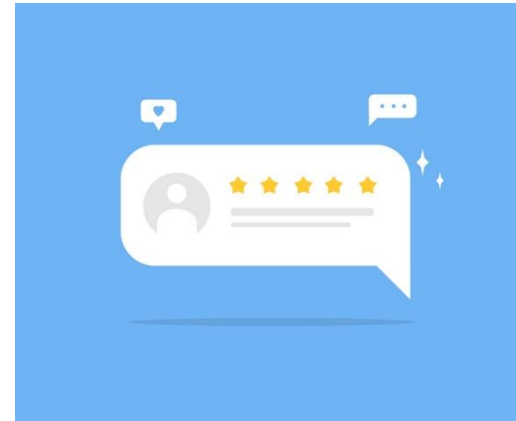
Trust is a Journey

- **Perceptions of the agency and its service providers before even going to the appointment**
 - Friends, family and social media can influence experience
- **Ease of making the appointment**
 - Respectful tone, accessible hours, short wait
- **Clinic environment**
 - Professional, clean, confidentiality is prioritized
- **In-person interactions that are experienced and observed between front desk, nursing and provider staff**
 - Questions about competence and credibility



Strategies to Foster Trust

- **Interpersonal:**
 - Promoting client-centered care and shared decision making
 - Meeting each client with empathy and compassion
- **Community:**
 - Promoting services at a wide variety of community events
 - Utilizing Community Health Workers/Health Educators as trusted messengers
 - Strong network of community partners
- **Organizational/Service Delivery:**
 - Creating a trauma-informed environment with specific emphasis on patient confidentiality
 - Clear and respectful communication from the agency to the client
 - Social media
 - Appointment making process
 - Appointment reminders





Case Study

Building Trust with Family Planning Patients

Skylar, 27 years old, visits the Family Planning Clinic for her postpartum check-up six weeks after the birth of her first child. Skylar is new to the area, and it's her first time visiting a local health department for services. She had a vaginal birth with no complications and wants to start a new contraceptive method. You find Skylar to be extremely reserved and initially have a hard time getting her to respond to questions beyond a short "yes" or "no."



Answer in CHAT:
What strategies would you use to build rapport and trust with Skylar?

Setting The Stage

Community Partnerships in Family Planning



“We have done a ton of community outreach events, not just saying we're going to deliver the service, but saying, ‘What services do you need at this community function for us to, like, partner with you and deliver what your goals are?’”

- Family Planning Clinic in Southeast

Title X Requirements and Building Partnerships

- ◆ Title X programs should offer suitable referrals for **medical, informational, educational, and social services** pertaining to family planning for clients seeking these services.
- ◆ Title X programs are required to formulate strategies to collaborate with and refer clients to additional health care and social service providers via the **Community Engagement, Education and Quality Improvement Plan (CEQ)**.

Setting The Stage

Community Partnerships in Family Planning

Developing Relationships in Community	Identify the community champions & build genuine relationships. It may take time for community members to understand and trust.
Acknowledging Community Values	Embracing a community-focused approach allows clinical staff to honor the values and priorities of the community. i.e., farming
Communicate with Community	Explore various communication strategies that may involve using social media like Facebook or organizing face-to-face group discussions.
Highlight Community members roles	Encouraging community participation and associating their input to a larger initiative or vision. i.e., Media Review Process, CEQ plans

Asset Mapping

- A strengths-based approach to defining a community's resources.
- By visually mapping out a community's resources, you will uncover new ideas for future opportunities and connections.
- A community asset could be:
 - A community member that is very connected to a certain population
 - A physical place (library, hospital, church)
 - A business that champions the local economy
 - Groups or associations (PTA, local arts council)
 - Non-profits dedicated to providing housing, economic support, or other services.





Top Left Quadrant Mountains		Top Right Quadrant Piedmont Region	
Air Travel Biking Community Park Education/School Faith Community Green Spaces Greensboro/Main Street Grocery Store/Market Highway Infrastructure Hiking Housing Mass Transit/City Bus	Mixed Development Urban Area Museum NC Zoo Parkway River Rafting Skiing Solar Energy /Sidewalks Multigenerational communities	Accessibility Air Travel Apple Farm Biking Community Park Education/School Green Spaces Grocery Store/Market Highway Infrastructure Hiking Housing Mass Transit/City Bus	Mixed Development Urban Area Museum NC Zoo Playground Recreation Center/Gym River Rafting Skiing Solar Energy Tree Farm Walkable Community/Sidewalks
Bottom Left Quadrant South-Central Metro		Bottom Right Quadrant Outer Coastal Plains	
Biking Community Safety Crosswalks Education/School Electric Vehicles/Charging Station Emergency Services Green Spaces Highway Infrastructure Housing	Industrial Warehouses Mass Transit/City Bus Military Mixed Development Urban Area Multicultural Communities Playground River	Accessibility Multicultural Communities Playground Recreational Opportunities/ Tourism Swimming/Water Sports Transportation Walkable Community/Sidewalks Wilmington/Waterfront	District Agricultural Field/Community Garden Biking Child Care Clean Waterways Green Spaces Health Center Housing

Developing and Expanding Community Partnerships

EXPAND YOUR COMMUNITY NETWORK



Primary Health

Behavioral Health

Housing & Transportation

Physical Activity

Youth Serving

Education & Employment

Criminal Justice



Case Study Part 2

Connecting Family Planning Patients

Using some of your trust building strategies, you were able to break the ice and get **Skylar** (27 year old, postpartum visit) to open up to you. Along with stating her contraceptive goals, she discloses to you that she is feeling isolated from her family and social network after her recent move. Skylar also shares that she is feeling overwhelmed as a first-time parent. She works a part-time job but is struggling with transportation and childcare.



Answer in CHAT:

In what ways could your Family Planning clinic staff support Skylar?



Case Study: Connecting Family Planning Patients

EXPAND YOUR COMMUNITY NETWORK



Case Study Connecting Family Planning Patients



Family Planning Clinic Support for Skylar:

- Provide a referral to **mental health services** that provide postpartum mood disorder screenings & counseling.
- **Home visiting programs**, new mothers like Skylar can receive additional support & resources in their homes.
- **Transportation**, connecting Skylar to a local organization that offers transportation vouchers for medical appointments and job interviews.
- **Peer support** introducing Skylar to a postpartum peer support group hosted by a partnering community organization, helping her feel less isolated.
- **Food assistance and childcare** providing information and application assistance for (WIC) and childcare programs.

Building Trust with Your Family Planning Clients and Beyond

Summary

- ✓ Improved accessibility to care
- ✓ Provide support that address barriers
- ✓ Established referral network
- ✓ Enhanced well-being and outcomes for client
- ✓ Trusted environment for client and community



Evaluation Information

Resources

- [American Public Health Association](#)
- [RHNTC: Engaging Diverse Community Partners \(2024\)](#)
- [Child Trends: Family Planning Providers Share Respectful Care Strategies to Improve Client Experience \(2024\)](#)
- [Child Trends: Six Strategies for Engaging Rural Communities in Teen Pregnancy Prevention Research and Programming \(2025\)](#)
- [OPA Title X Program Handbook \(2024\)](#)
- [State Center Health Statistics: Healthy North Carolina Sketch 2030 \(2022\)](#)
- [Top 10 Practical Tips for Health Departments Building Partnerships with Community-Based Organizations \(CBOs\)](#)
- [Breakthrough ACTION. \(2023\). Using Social and Behavior Change to Foster Trust in Sexual and Reproductive Health: A Technical Brief](#)
- [RHNTC: What You Need to Know About Community Education, Participation, and Engagement in Title X” \(2025\)](#)