



Audience	Definition/Description
Community Partners	community defined interest-based (i.e. March of Dimes) and can be geographical in nature (i.e. OCPIM, Cradle Cincinnati)
Other Statewide Perinatal Quality Collaboratives	CDC list of states with PQC: http://www.cdc.gov/reproductivehealth/MaternalInfantHealth/PQC-States.html
Frontline Staff	nurses, physicians, social workers, lactation consultants, dietitians, etc. (members of both active and sustain project sites)
Policy Makers	at Local, State, and National Level
Patients/Families	Currently: women who have had preterm birth or pregnancy loss, mothers of babies diagnosed with NAS
Funders	Currently: ODH, GRC
Non-OPQC Member providers	



Concerns	Current Engagement
<ul style="list-style-type: none">*Continuously balancing multiple, competing priorities: need to be kept motivated, need information at their fingertips that is easy to implement and disseminate*Often competing for limited resources*Value measurable community impact, connection with patients and other community partners*Value credibility, evidence, opportunity to share their best practices and knowledge; want to feed into the national conversation and figure this out from both practical and theoretical level*Continuously balancing multiple, competing priorities: need to be kept motivated, need information at their fingertips that is easy to implement and disseminate	
<ul style="list-style-type: none">*Value doing the right thing and following the rules, clinical credibility, endorsement by their bosses/management*Need to see OPQC as the viable path to improve perinatal and preterm outcomes in their units*Value most cost-efficient methods*Appreciate individual stories and seeing direct impact of policy*Competing priorities with everything going on in their jurisdiction	
<ul style="list-style-type: none">*That they and their babies receive optimal, equitable care*That their care providers are communicative*That they are heard and their stories are valued*That fund recipients are being fiscally responsible*That fund recipients and engaged participants are meeting grant objectives*Grant objectives should be innovative and mission-driven*That they are meeting the needs of their patients*That their staff are engaged and energized*That their practices are financially sustainable	



Goal of Engagement

Strategies for Engagement

- *Connect community partners
- *Reduce duplication of efforts
- *Pool resources
- *Provide connections for patient engagement

- *Collaborate on perinatal quality efforts
- *Share materials
- *Consult on project development
- *Communicate best practices
- *Communicate project progress and activities
- *Spread awareness of perinatal issues
- *Instill quality improvement methods
- *Inspire commitment to OPQC's mission
- *Influence policy in favor of OPQC's mission
- *Increase awareness of perinatal issues
- *Secure funding

- *Provide OPQC with patient stories to share
- *Provide OPQC with a patient perspective when developing materials and messages

- *Communicate best practices
- *Share OPQC developed materials
- *Facilitate relationships for future engagement



Action items

- *Execute External Newsletter
- *Invite to Learning Sessions?
- *OPQC representation at organizational meetings and conferences

- *Execute External Newsletter
- *Invite to Learning Sessions?

- *Engage with patients in person at community meetings
- *Engage with community partners that also connect with patients
- *Target social media to attract patients and families