

Session 32:  
Health Equity: Community & Stakeholder Engagement

**Key Takeaways:**

- Community Oriented Primary Care (COPC) was defined by S.L. Kark (1983) as “a way of providing primary care, which is focused on care of the individual who is well or sick, or at risk for illness or disease, while also focusing on promoting the health of the community as a whole or any of its subgroups.”
- When prioritizing a certain community/population for an intervention, work with members from the community from the inception of the intervention all the way through to ensure community voice, perspective, and buy-in.
- Recommendations for community engagement: foster trust and show commitment and spend time in the community on an ongoing basis, and at the request of partners; provide assistance (academic/technical) that may not be directly related to the initial project; meet with other collaborators that a stakeholder wants you to meet. Go out of your comfort zone; be always prepared to face criticism (positive and negative), at the end of the day all can be translated into learning lessons.

**Further Reading:**

Health Equity	"Who is the Community?/What is the Community?" Phil Brown, Brown University (2005): <a href="https://www.brown.edu/research/research-ethics/who-communitywhat-community">https://www.brown.edu/research/research-ethics/who-communitywhat-community</a>
	Gofin, J., & Gofin, R. (2011). Essentials of global community health. Jones & Bartlett Learning. Chapter 1: <a href="https://www.ncbi.nlm.nih.gov/books/NBK217631/">https://www.ncbi.nlm.nih.gov/books/NBK217631/</a> and Chapter 3: <a href="https://www.ncbi.nlm.nih.gov/books/NBK217634/">https://www.ncbi.nlm.nih.gov/books/NBK217634/</a>
	COPC: Six Steps Model Summary (graphic): <a href="https://www.researchgate.net/figure/COPC-six-steps-model-summary-community-definition-community-characterization-fig1-5892314">https://www.researchgate.net/figure/COPC-six-steps-model-summary-community-definition-community-characterization-fig1-5892314</a>
	*Etzioni, A. (2010). Communitarianism. In International Encyclopedia of Civil Society (pp. 521-524). Springer US.