

## Advocating for Stronger Partnerships

### Background:

- Kansas City Quality Improvement Consortium (KCQIC) launched its first consumer engagement campaign aimed at improving the doctor-patient partnership for people with chronic illnesses.
- Fifty-nine percent of individuals in Greater Kansas City with chronic disease did not receive self-management information from their health care team.
- Less than 8 percent of these individuals have received referrals for help to improve their health.
- Twenty percent of non-whites and 26 percent of whites have built knowledge and confidence about their self-management.

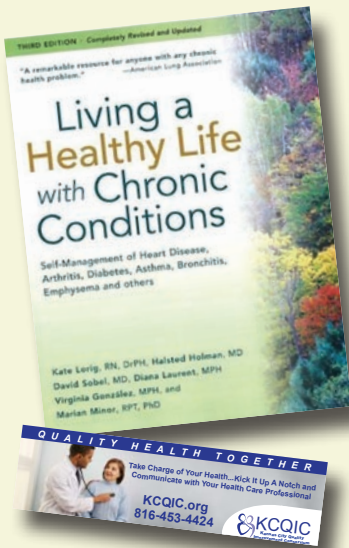
### Idea:

KCQIC *Aligning Forces for Quality* Alliance leadership recognized the need to develop communication tools to improve the doctor-patient partnership and leverage existing relationships with community advocates to deliver the message.

### Action:

KCQIC launched the *KC Kick it Up a Notch* campaign with branded materials and consumer engagement workshops designed to strengthen the doctor-patient relationship. Components include:

1. Built on existing relationships with local union and faith-based organizations; identified a champion to encourage union members and other organizations to participate,
2. Developed targeted advertisements and collateral materials,
3. Facilitated “Communicating Effectively with your Health Care Professional” and “Chart Your Own Course” (Stanford model of Chronic Disease Management) workshops with chronic disease sufferers and their caregivers, and
4. Developed “Not Just Chatter: Talking with Your Doctor” educational module for consumers; online version is under development.



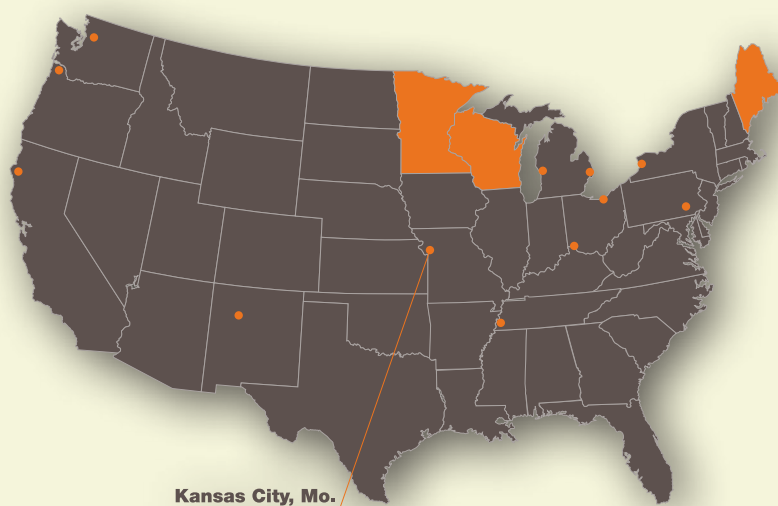


### Resources Needed:

- Trained staff to facilitate workshops
- Consumer advocates
- Design and production resources

### Results:

- Hosted four “Communicating Effectively with your Health Care Professional” workshops.
- Hosted one “Chart Your Own Course” workshop; additional sessions are planned for September.
- Conducted local media interviews with KCUR radio to promote the campaign.
- Created bus signage:
  - Ten exterior advertisements reached approximately 85 percent of the local 18-49 age group an average of seven times during the three-month campaign.
  - Interior cards in 100 buses reached more than 403,000 individuals per month.
- Partnered with the North Kansas City School District Community Education division to host the “Chart Your Own Course” workshop (fall 2009).



Kansas City, Mo.

### Advice:

- Find ways to make the classes exciting to the community.
- Identify champions within partner organizations.
- Look for partnership opportunities in new and unusual places.