



Community Health Center, Inc. (CHC), a leading health-care provider in the state of Connecticut, offers primary medical, dental and mental health services to low-income, uninsured and underinsured patients using innovative service delivery models and state of the art technology.

The engagement tool provides for a highly accessible, actionable plan to help organizations more effectively partner with key stakeholders to produce greater benefits for all.

— **Amy Taylor**, Vice President, CHC



The Problem

- » The CHC team that focused on community-based COVID-19 vaccination efforts in vulnerable communities wanted to understand best practices for outreach and engagement of this population.



The Impact

- » DATAcc helped shifted CHC's focus from short-term wins to long-term engagement and helped the organization develop an enduring strategy, despite the challenges of the pandemic.
- » The engagement tools helped CHC better engage its typical partners (such as local health departments and community-based organizations) and broaden its reach to new partners.
- » New partners – including those most skeptical and reluctant to receive a vaccine – were successfully engaged by partnering with trusted community members (such as park workers, aids, and teachers).



The Resources

- » The CHC team leveraged [DATAcc](#) resources, specifically the [Guide for Community Partnerships](#) and [Guide for Inclusive Engagement](#).
- » The guides helped CHC:
 1. **Understand** partners' key needs better
 2. **Create** long-term plans for engagement, rather than single transactional moments
 3. **Engage** in trust building with key stakeholders
 4. **Remain** consistent with follow throughs