



COLLECTIVE INSIGHT

Newsletter: Summer Edition

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Summer Edition Newsletter Topics:

- Listen to your Data
- Speak Plainly
- Measurement Matters
- Celebrating the ADA
- In Person Meetings Accessibility:
Printable Checklist!

Listen to your Data

Listening to your data doesn't mean reviewing your notes and applying the recommendations you agree with while ignoring the rest. It also doesn't mean applying each and every point, literally. Instead, listening to your data requires time and patience. It means stepping back and asking:

What is this person really telling me?

If someone shares a solution, it means asking:

What is this person trying to fix?

It also means asking,

What does this point mean in concert with others' points?

Listening to your data is one of the most powerful (and often missed) elements of engagement. It is a skill worthy of practice since getting it right consistently moves you from chaos to "Ah-ha!!" This is because listening to your data allows you to find commonality in conversations that at first feel adversarial. It allows you to find guiding principles or guard rails in decision making that those you have engaged can get behind.

Let's explore a concrete example to demonstrate this process:

You set up a workgroup with the goal of developing a dinner menu for the next week. You begin by asking each member to share their favorite meal. One person says spaghetti and another says tacos. Another person says they don't have a favorite, but they like anything with cheese. Another person says they are vegetarian. Then, the group decides that a decision must be made, so you vote! Spaghetti wins.

With this process, does anyone really walk out happy? Do people feel heard? Nope.

Let's turn back the clock and try that again. You start the meeting with an explanation of the group's purpose: to inform the dinner menu for the next week. You share that your goal is to create a menu that is reflective of the group's cultures and brings together their favorite flavors while sharing a little bit of each of their communities and histories.

Rather than ask questions that pit answers against one another, you facilitate a discussion that celebrates the diversity of perspectives in your group and still gets at the important details, such as:

- What are one or two flavors or ingredients that, if in the meal, would be intolerable?
- What ingredients remind you of your best memories?
- What colors and flavors create a warm and welcoming space for you?

Later, you listen to this data. Through an iterative reflection process, you hear common themes, such as a preference for colorful meals and seasonal produce. You also hear areas of divergence, such as requests for buffet vs family style meals. You make note of the answers critical to the safety and success of the meal, such as allergens, but challenge others. For instance, when members offer direct solutions, such as serving the meal buffet or family style, you consider what problem they are attempting to solve. You realize that your group is concerned with balancing the ease of serving many people with the importance of cultivating a sense of togetherness. Rather than pit one serving style against the other, you contemplate how you can best achieve the goals your members have illuminated. Perhaps you decide to serve the meal in a buffet style, but ensure your meal feels communal. You listen to your data. You book a meeting space large enough to accommodate all members to sit at one table.

You also do your own research on ingredients that reflect the guardrails that emerged from the conversations. What you can't fit into the menu, you use to inform the color and flavor of appetizers, drinks, and desserts. You even buy decorations, such as table clothes and wall hangings that reflect the remaining points made. You don't leave one thing out. Not one.

You listened. You acted. You built trust.
And, you ate well.

Engagement Tip of the Month:

Speak Plainly

Most people believe big words and complex jargon are signs of expertise. We disagree. Instead, these words often leave people out of very important conversations where their own expertise matters. Sometimes this feels intentional, but most often it's not.

If you know a topic well, you should be able to describe it simply so others can join in a fruitful conversation. Creating plain language tools just takes practice. Here are a few steps to consider:

- **Finish your thinking.** You cannot explain a topic to others if you have not yet summarized the topic in a way you fully understand.
- **Step back and reflect.** Now that your ideas are on paper, ask yourself the key takeaways amongst the sea of words. Write them down. Consider these as chapter headings within one great novel.
- **Be Patient.** Look at these points, sentence by sentence. Challenge yourself to say the same thing in half the words and half the syllables. (Spoiler Alert: You always can.).
- **Repeat.** Once you have simplified your document, walk away. Come back well rested and do the process all over again. You will notice, each time, there is always an easier way to say it!

Here is the good news: With time, you will start to think and write in plain language, leaving little need to go through difficult translation process!

Collective Insight to Demonstrate Why 'Measurement Matters'



Funds awarded by the Patient-Centered Outcomes Research Institute

Collective Insight is putting meaningful engagement on the MEASUREMENT MAP!
Up until now, engagement has been a fuzzy concept that many say can't be measured.

We argue it CAN be measured and, when done well, can be linked to positive clinical outcomes. The result should be MORE evidence-based engagement practices that lead to MORE person-centered research, healthcare, and social services.

SO, HERE IS OUR CHANCE! [Dr. Erin McGaffigan](#), Principal of Collective Insight, will partner with the [Dr. Marc Cohen](#) from the LeadingAge LTSS Center @UMass Boston and [Dr. Tam Nguyen](#) from Boston College's Connell School of Nursing to develop and validate an engagement measure informed by Collective Insight's very own [PAE Attention Framework](#).

THIS WORK IS FIRST OF ITS KIND! The Measurement Matters research project has been approved through a highly competitive, first-ever [PCORI funding announcement](#) to support measurement of engagement within comparative clinical effectiveness research. [Join our listserv](#) to stay apprised of this great new opportunity!

The Measurement Matters award has been approved pending completion of a business and programmatic review by PCORI staff and issuance of a formal award contract. [PCORI](#) is an independent, nonprofit organization authorized by Congress in 2010. Its mission is to fund research that will provide patients, their caregivers and clinicians with the evidence-based information needed to make better informed healthcare decisions.

Looking for Help with Engagement?

Collective Insight, a certified Women-Owned Business, is an engagement company you can count on to take you from concept to outcome.

Learn more [here](#) or email us at info@collectinsight.com



The ADA turns 33!

On July 26, 1990, the Americans with Disabilities Act (ADA) was signed into law. The ADA protects the rights of people with disabilities.

On this ADA Anniversary, we honor the legacy of those who fearlessly blazed the trail for disability rights. Their tireless efforts have brought us closer to an inclusive society.

Yet, now more than ever, it's crucial for all of us to step up, advocate, and ensure that we become agents of change and champion a world where everyone's rights are respected.

Learn more about the ADA here:
adata.org/learn-about-ada

Check out this video from the ADA National Network to learn about the continued fight for inclusion:



Commit to Accessible Meetings

Engagement doesn't happen without access.

This ADA anniversary, improve your engagement by prioritizing accessibility. **Wondering where to start?**

Find our **In-Person Meeting Accessibility Checklist** below or click [here](#) for a printable PDF.

Committed to continued learning about accessibility? Follow our meeting accessibility series on our social media:



In-Person Meetings Accessibility Checklist

Start by Asking Questions

Engage community partners to understand the needs and preferences of the communities you seek to engage:

- Find out if a location is safe and welcoming
- Verify your meeting date and time does not clash with any cultural or religious events
- Learn about meeting norms of the community, such as sharing pronouns or offering land acknowledgments

Take Time to Verify Access

Ensure everyone can get to your meeting:

- Chose a location near public transportation stops or provide access to transportation
- Check for a parking lot or ample street parking, including sufficient accessible parking spots
- Verify your location includes curb cuts, ramps, and accessible doorways and elevators

Take Time to Question the Space

Make sure everyone can get in and move around in your space:

- Choose a space near the entry and close to accessible bathrooms, when possible
- Create ample aisle space
- Eliminate trip or fall hazards
- Provide enough accessible tables and chairs for your participants
 - Including wheelchair accessible tables (no taller than 34 inches and no less than 28 inches from the floor), eliminating raised platforms for food, and not making assumptions on where people in wheelchairs should sit

Pro tip!

This checklist lays out an important foundation, but accessibility isn't static. Be ready to be flexible and responsive. Be sure to engage your partners with disabilities on what accessibility looks like to them.

Arrange Accommodations

Determine accommodations based on conversations with community partners and participants, such as:

- Set up microphones and a speaker system
- Find a space with non-florescent lighting
- Adapt meeting material handouts (e.g. Braille, large print, Spanish language, etc.)
- Hire and budget time for interpreters
- Organize transportation, caregiver stipends, and/or child care options

Communicate

Give participants the information they need to actively engage:

- Communicate with participants and share meeting materials in advance
- Send out clear directions on how to get to the building and meeting room
- Make signage or attendants available to guide individuals to the meeting room

Make Your Space Enjoyable

Increase satisfaction with your events:

- Schedule breaks into your agenda
- Budget for refreshments
- Ask about dietary restrictions, allergens, and meal accessibility standards such as providing straws

Establish Inclusive Meeting Norms

Be clear about meeting norms upfront to set the tone:

- Provide name tags and make introductions to ease communication
- Collaborate on explicit meeting guidelines that normalize and encourage:
 - Breaks for personal care or religious or spiritual practices
 - Breaks to support sensory needs, such as a need for change in lighting, noise, or movement
 - Learning at one's own pace and creatng a safe space for questions
 - Expressing needs as they arise