



Public Engagement

IN THE DEVELOPMENT AND
GOVERNANCE OF A UNIVERSAL
HEALTH PLAN FOR OREGON

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Why Prioritize Public Engagement?

- Strong public engagement has been, and remains, a **top priority** in Oregon's Universal Health Plan Process.
- Good public engagement results in **effective** policies that align with a population's needs and values.
- **Community ownership** is one of the guiding values and principles for the Universal Health Plan.
- Public engagement can increase **understanding** of, and **support** for, the UHP.
- Public engagement builds **trust** by increasing **transparency** and **accountability** in policy making.



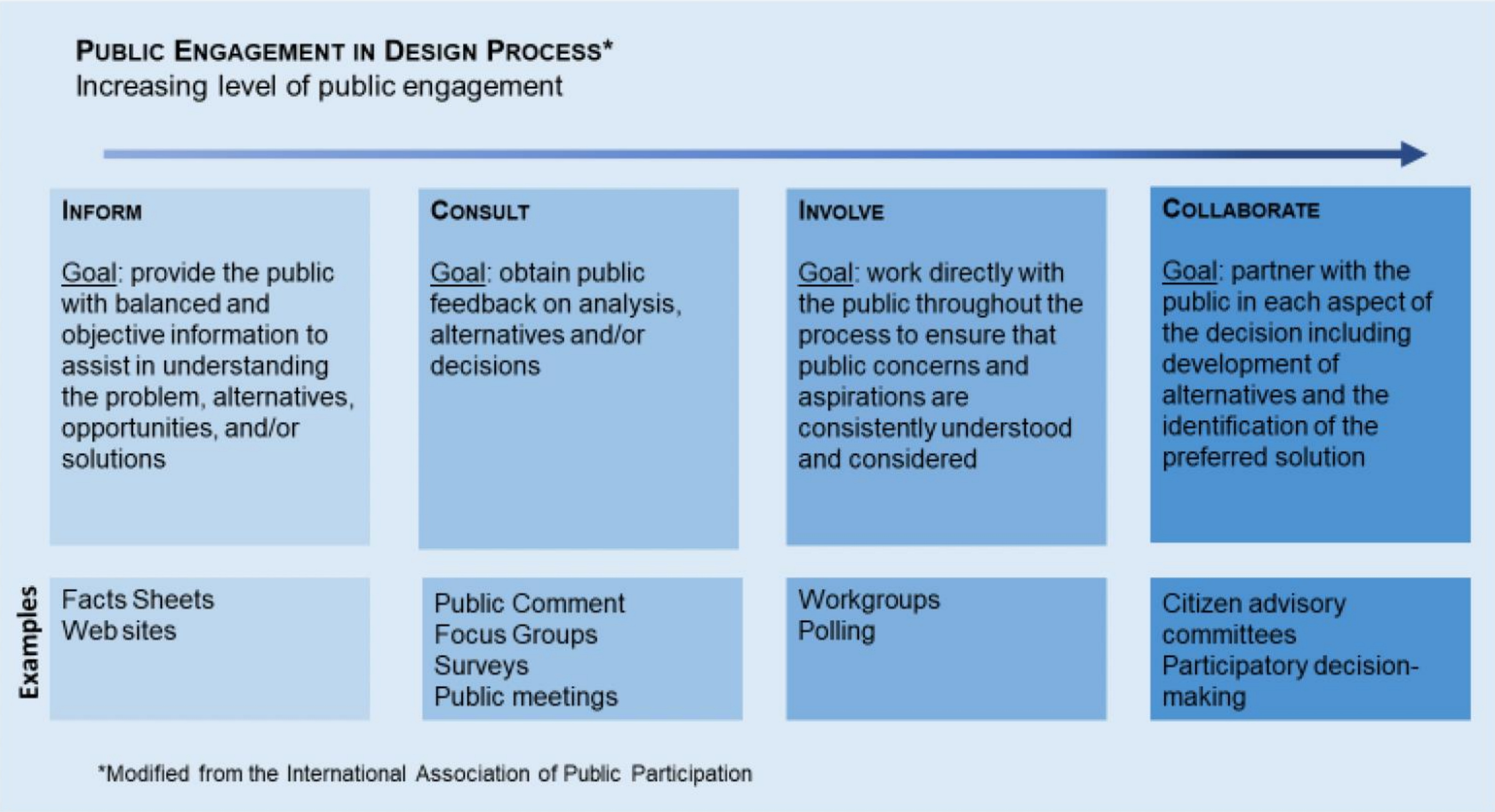


7 Principles

1. Careful Planning and Preparation
2. Inclusion and Demographic Diversity
3. Collaboration and Shared Purpose
4. Openness and Learning
5. Transparency and Trust
6. Impact and Action
7. Sustained Engagement

[Developed by the Public Engagement Principles Project](#), link to source.

Figure 6. Task Force Public Engagement Model



Source: Legislative Policy and Research Office

What to Avoid

“But look, you found the notice didn’t you?”

“Yes,” said Arthur, “yes I did. It was on display in the bottom of a locked filing cabinet stuck in a disused lavatory with a sign on the door saying Beware of the Leopard.”

– Douglas Adams,
The Hitchhiker’s Guide to the Galaxy





Legislative Priority

- Senate Bill 770 directed the Universal Health Plan Task Force to engage in a robust public process to solicit input from people across Oregon.
- SB 1089 directs us to continue public engagement as a central component of our work.
- The Universal Health Plan Task Force recommends continued public engagement in planning, implementation, & governance

Our Charge

Senate Bill 1089, Section 2:

- (f) Evaluate how to work with the **nine federally recognized Indian tribes** in Oregon and **existing boards, commissions and councils** concerned with health care and health insurance;
- (g) Work collaboratively with partners across the complexities of the health care system, including **hospitals, health care providers, insurers and coordinated care organizations**, to build a sustainable health care financing system that delivers care equitably;
- (h) Engage with **regional organizations** to identify strategies to reduce the complexities and administrative burdens on participants in the health care workforce and to otherwise address workforce challenges;
- **(C) The components of the Universal Health Plan must be accountable and fully transparent to the public regarding information, decision-making and management through meaningful public participation;**

Task Force Engagement

Reached 230 community members in 14 virtual sessions focused on:

- Latinos/as/x who speak Spanish
- Black and African American community;
- Native Americans, Pacific Islanders;
- People needing disability services and long-term care services;
- Individuals who navigate the behavioral health system; and,
- Individuals residing in rural regions of the state.
- Community listening sessions organized by region

Reached 37 healthcare industry professionals, large and small employers, and union representatives through small specialty forums

Community Engagement Workplan Summary

Aug/Sept

Review prior public engagement materials

Oct/November

Develop comms/outreach plans & materials

Dec/January

Implement approved outreach/comms plans



We need your help

Committee Recruitment

- Community Engagement & Communications
 - Community engagement strategies.
 - Knowledge of health care, business, and health care consumers to engage.
- ◦ Finance and Revenue
- ◦ Plan Design and Expenditures
- ◦ Operations and Transition

Identify existing meetings and structures to use for outreach efforts



Recommendations

- Appoint the chairs of the board and of each subcommittee to be authorized to engage with the public, require a monthly report back to the full board.
- Include a short discussion at the end of meetings to identify highlights to share out with the broader public.
- Offer both online and in-person opportunities to engage.
- Do tandem engagement with targeted and broad constituencies.



Discussion

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- What have you seen that has worked well to engage diverse stakeholders?
 - What do you think we can/should do differently than previous public engagement you have seen?
 - What are your hopes and ideas for public engagement in this work?

THANKS

References

- [Senate Bill 770](#)
- [Senate Bill 1089](#)
- [Core Principles of Public Engagement](#) (article)
- [Spectrum of Public Participation](#) (article)
- [International Association of Public Participation](#) (link)