

# Building Value and ROI in Housing and Health Partnerships



Learning Collaborative  
October 6, 2021 - November 17, 2021

# WELCOME!



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# HOUSEKEEPING

Click to mute  
& unmute  
your mic



Chat your comments &  
responses to the group here

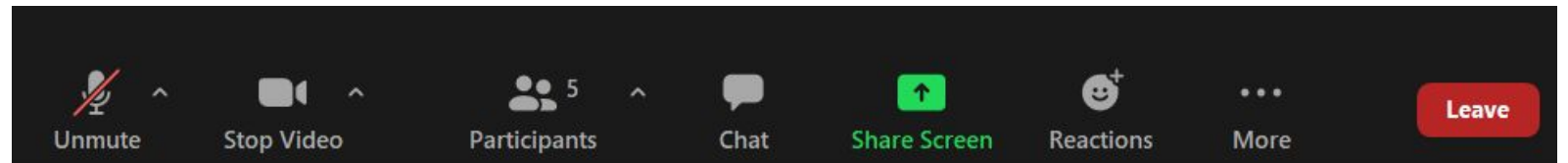


## Zoom Tips

- Videos on!
- Mute when not speaking
- Engagement
- Breaks when you need them

## Follow-up Items

- Brief survey poll at the end of the module
- CME/CNE credit link to be shared in our Google folder



Turn your  
video on/off

## During the session: Zoom Tips

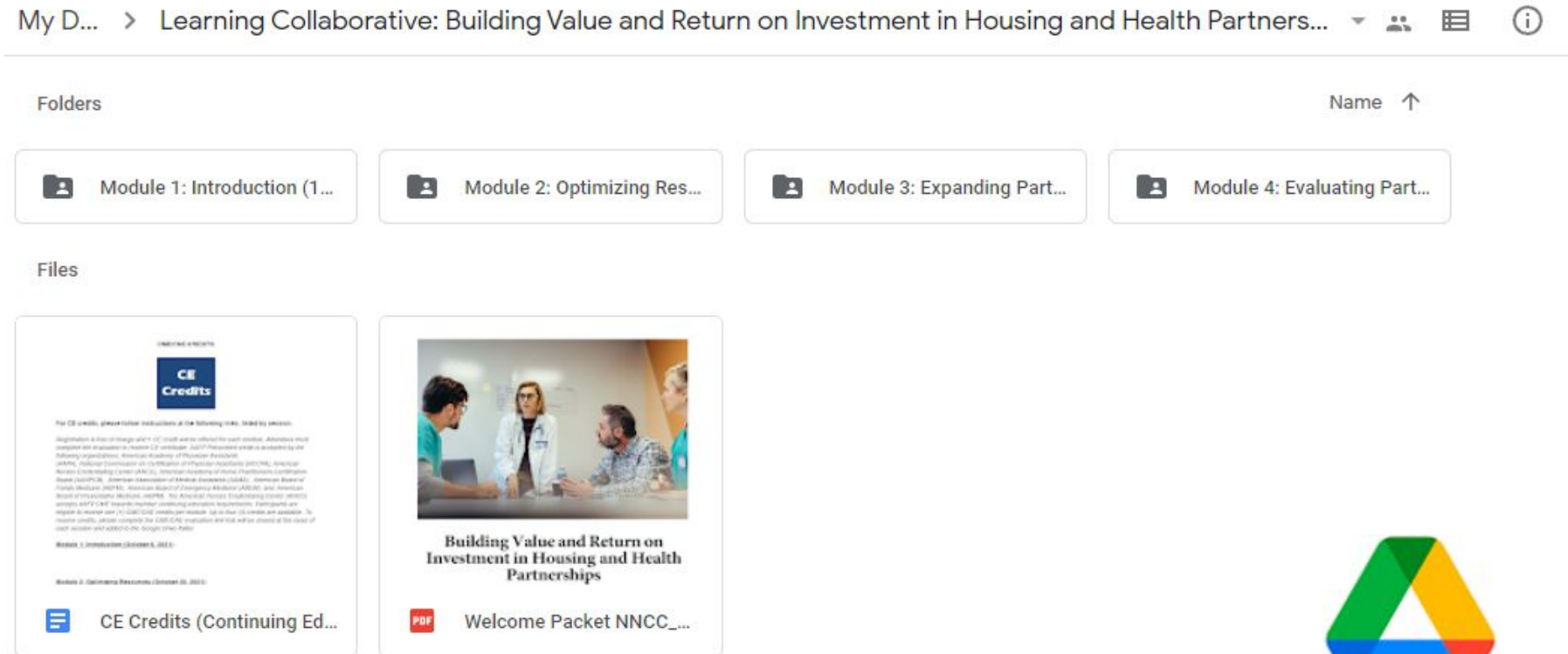
- Videos on (when possible)
- Mute when not speaking
- Engagement
- Breaks when you need them

# Shared Resources Folder in Google

We have a Google folder to share resources between sessions.

There you'll find:

- Welcome packet
- CE evaluation links
- Slides/recordings
- Resources



My D... > Learning Collaborative: Building Value and Return on Investment in Housing and Health Partners... Name ↑

Folders

- Module 1: Introduction (1...
- Module 2: Optimizing Res...
- Module 3: Expanding Part...
- Module 4: Evaluating Part...

Files

- CE Credits (Continuing Ed...)
- Welcome Packet NNCC...

<https://drive.google.com/drive/folders/1ICHZLoE5ZndZK0tnXHy-LMgQlwPYbdNv?usp=sharing>



# **“Expanding Partnerships”**

November 3, 2021

# Agenda

**Introduction** (5 min)

**Fishbone Activity** (15 min)

**Partnership Showcase** (20 min)

**Question and Answer** (10 min)

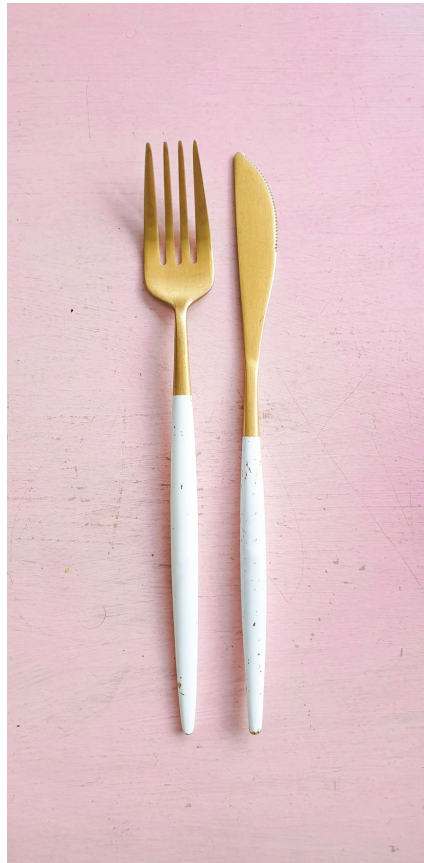
**MOU Information** (5 min)

**MOU Activity** (5 min)

# Today's Learning Objectives

1. Identify the role and essential components of a Memorandum of Understanding (MOU) for expanding community partnerships.
2. Discuss challenges associated with building cross sector partnerships and strategies to address them.
3. Describe strategies to expand partnerships beyond a traditional medical model to address the whole health of a patient.

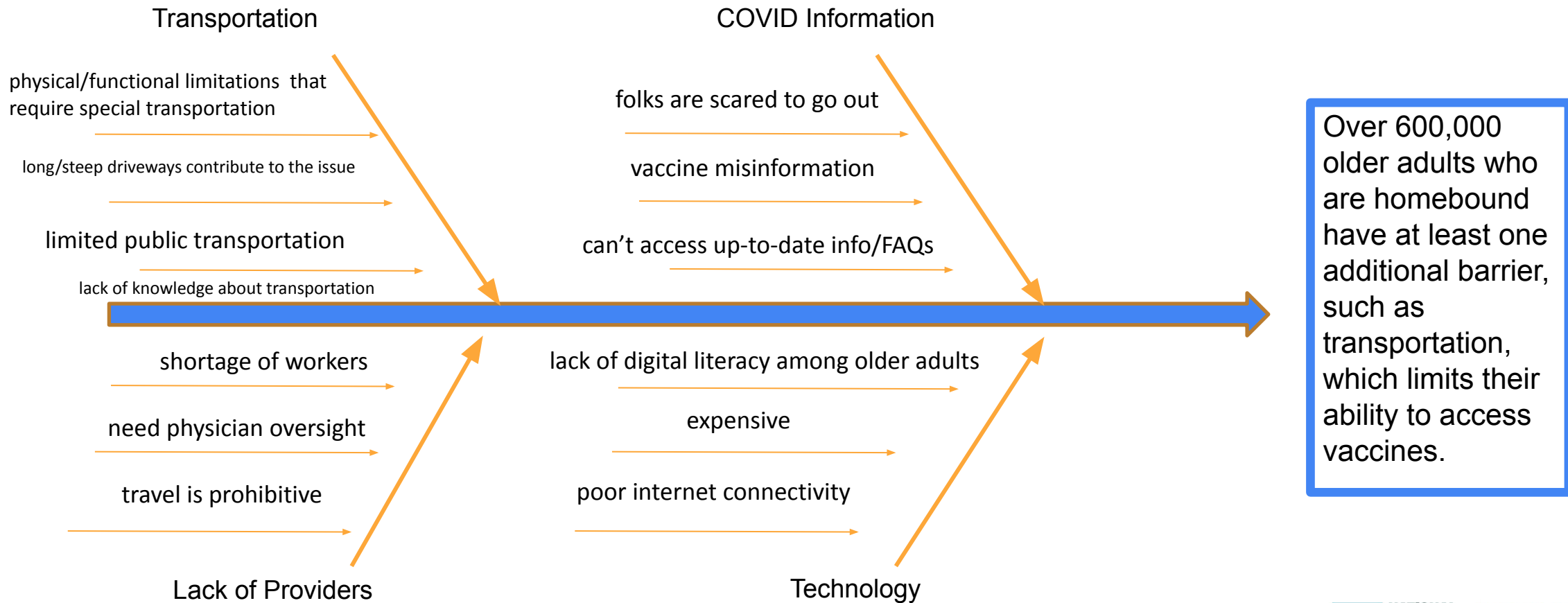
# Icebreaker



**What is your favorite kitchen utensil?**



# ACTIVITY





# Partnership Showcase:

## Roots Community Health Center



**Noha Aboelata, MD**  
*Founder & CEO*  
Roots Community Health Center

# CREATING AN ECOSYSTEM OF WHOLE HEALTH

THE ROOTS + REACH OF *ROOTS*

**Noha Aboelata, M.D.**

CEO AND CO-FOUNDER OF ROOTS COMMUNITY HEALTH CENTER



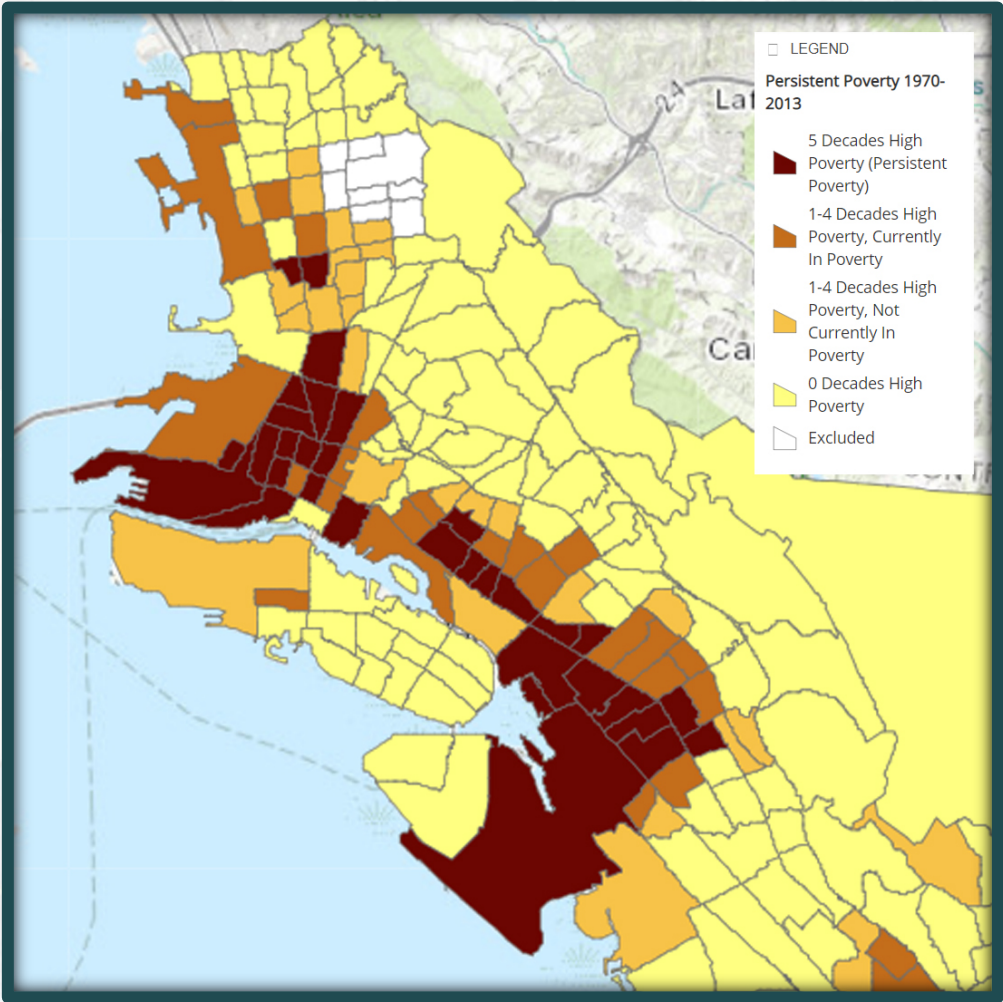


# FROM + FOR OUR COMMUNITY

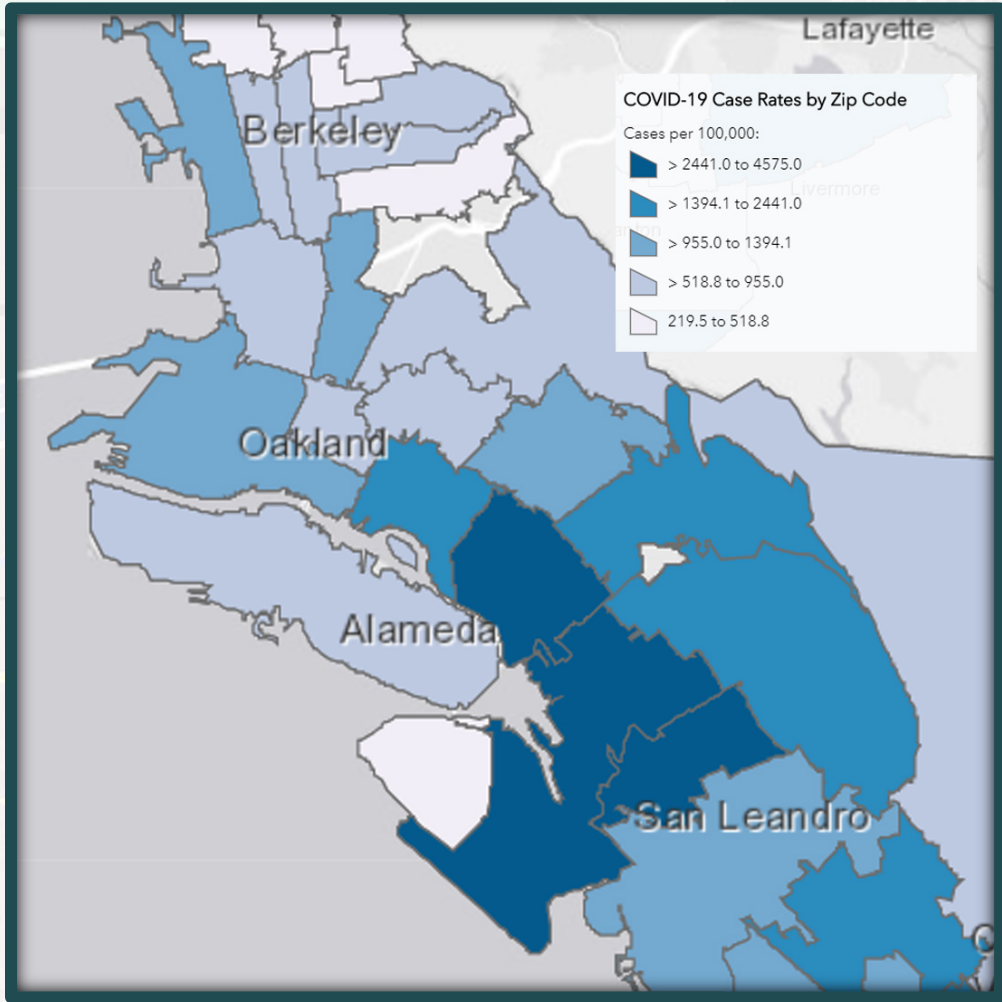




# CONSEQUENCES OF DISINVESTMENT



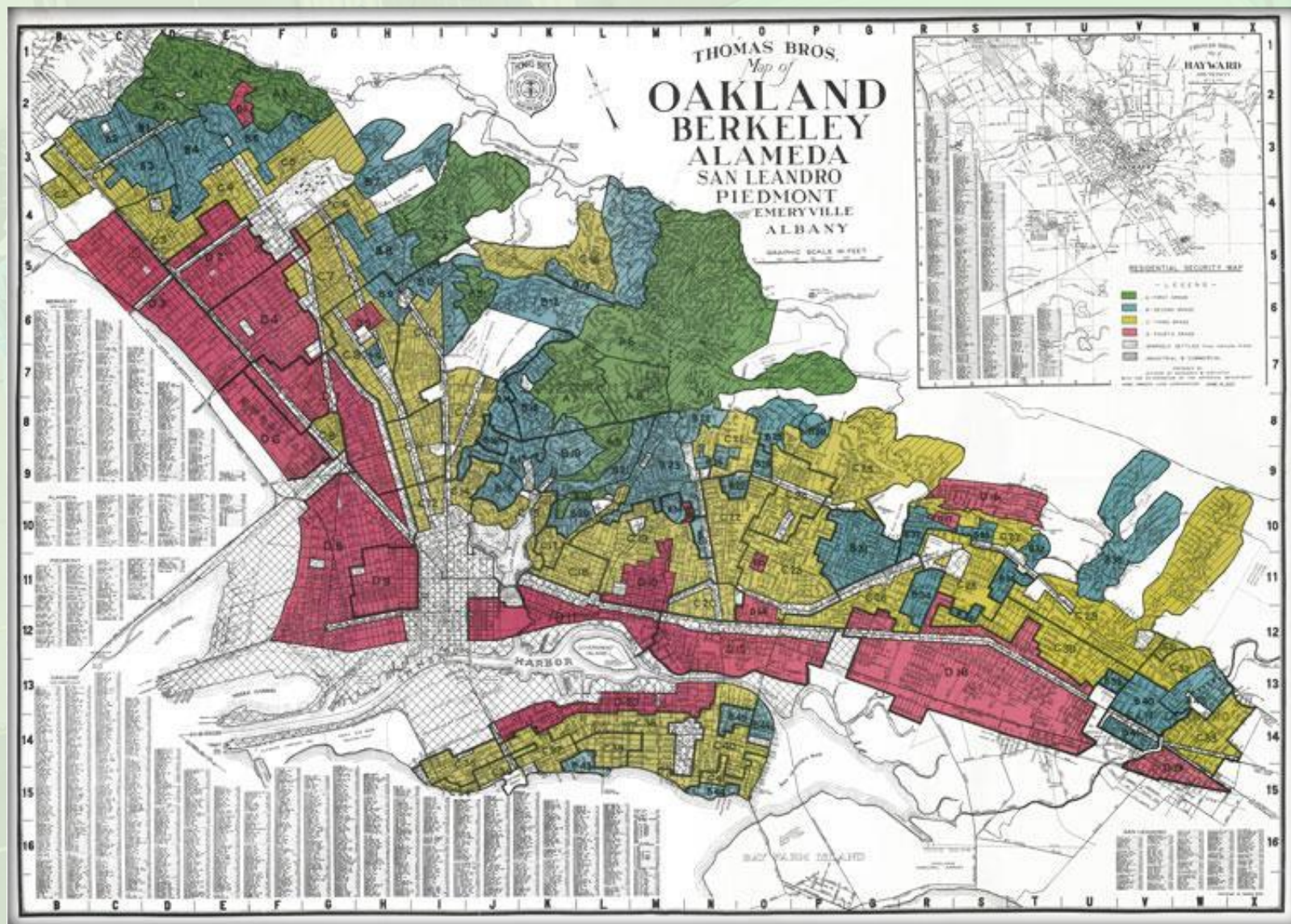
PERSISTENT POVERTY (1970-2013)



COVID CASE RATES (as of 10/18)



# DISINVESTMENT CREATES DISPARITIES





# MISSION STATEMENT

Roots' mission is to uplift those impacted by systemic inequities and poverty. We accomplish this through medical and behavioral health care, health navigation, workforce enterprises, housing, outreach, and advocacy.





# OUR LOCATIONS



Roots Main Campus

East Oakland



Clean360

North Oakland



Hamilton Broadway Signs

North Oakland

Roots Headquarters

East Oakland



STOMP Mobile Clinic

Oakland



Emancipators' Academy

North Oakland



Dream Youth Clinics

Downtown Oakland



Peralta College Student Health  
Alameda County



Roots South Bay

San Jose



Emergency Workforce Housing

Oakland





# OUR APPROACH

# NO WRONG DOOR.





# CARE

Full-scope primary care  
and behavioral health care  
for the entire life  
spectrum.





# Oakland STOMP





# COVID-19 SERVICES



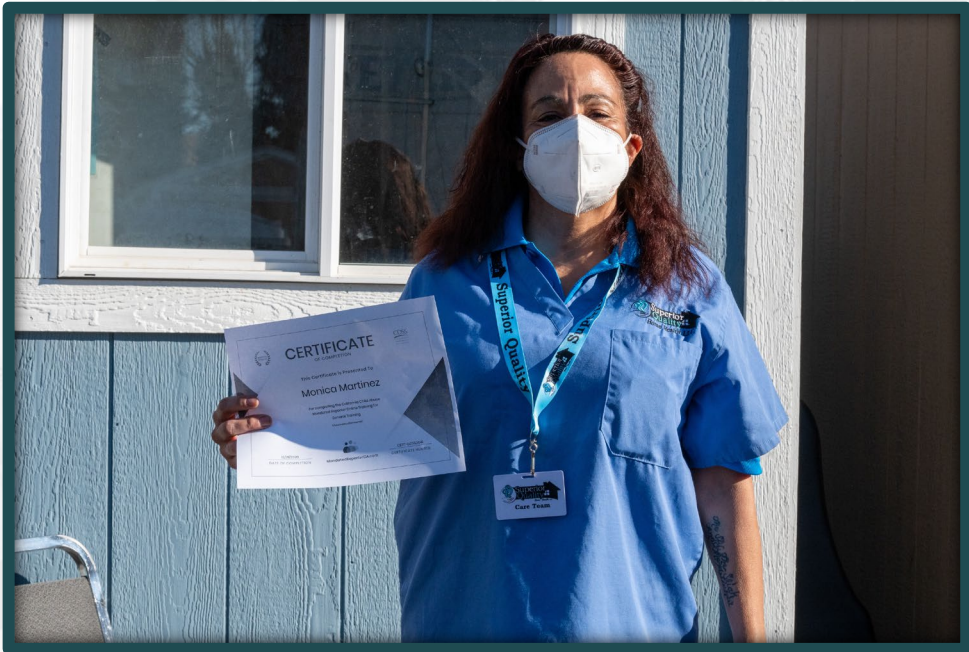




# NAVIGATION

Assistance towards resources and assets by Roots Navigators – employees from the community with specialized health outreach and health coaching training.





**Earn while you learn.**



**WORKFORCE DEVELOPMENT**  
**PAID, ON-THE-JOB TRAINING**  
for members of our community.

Hamilton Broadway  
**SIGNS**

ROOTS  
community health center  
www.rootsclinic.org



# EMPOWERMENT

Creating opportunities for self-sufficiency and increasing the economic and political leverage of our community in East Oakland and San Jose.

PROTECTING  
OUR COMMUNITY'S  
VOTE.



Aquil Naji

COO at Roots Community Health Center



**"WE UNDERSTAND THE APPREHENSION THAT OUR COMMUNITY'S VOTES WOULD BE LOST OR DISQUALIFIED. SO WE MADE SURE TO STAY UNTIL ALL THE VOTES WERE COLLECTED BY THE REGISTRAR."**





# CLEAN360



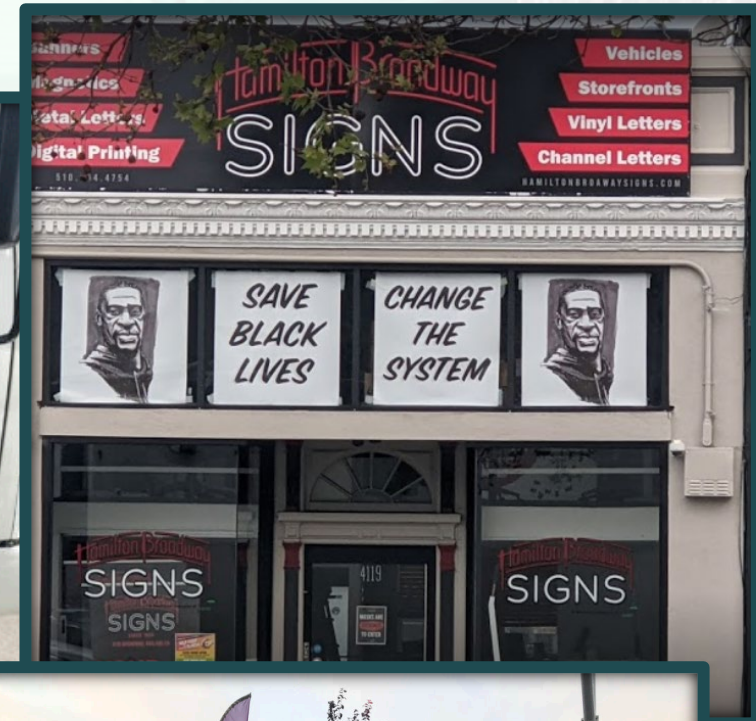


# HAND SANITIZER PRODUCTION





# HAMILTON BROADWAY SIGNS







ROOTS COMMUNITY HEALTH CENTER



# ROOTS

COMMUNITY HEALTH CENTER



# Q&A

**Please type your  
questions into the chat or  
unmute to ask Dr.  
Aboelata questions!**

# “What makes a good MOU?”

Wednesday, November 3rd



**Saqi Maleque Cho, DrPH**  
*Director of Research, Policy, and Health Promotion*  
**National Center for Health in**  
**Public Housing**

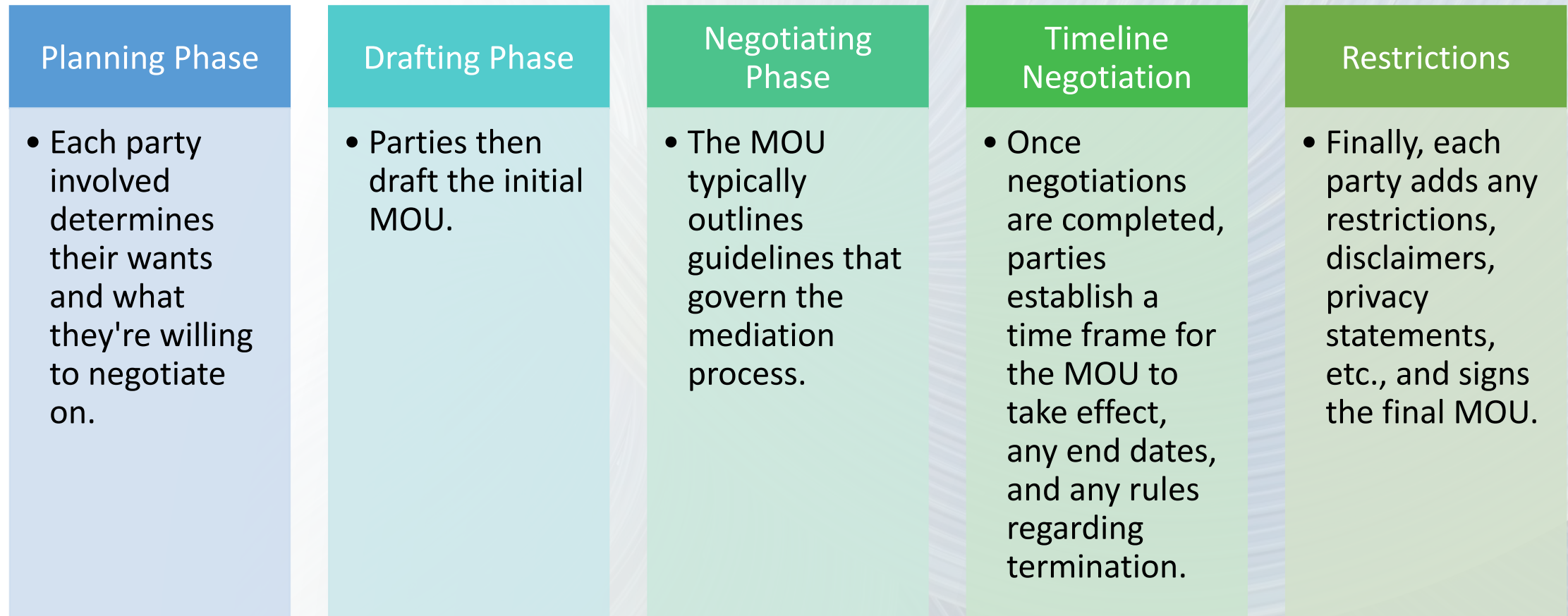
# What Makes a Good MOU?

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Process

Components

MOUs have a unique drafting process:



# Introduction

*The introduction section of the MOU helps the reader to understand the agreement content.*

What to include:

- The need
- Partners involved
- Why it's necessary

What to omit:

- Details of past efforts
- Why partners reached this level of agreement



## Questions to Consider

- What organizations are participating in the MOU?
- Why is this MOU necessary?
- What agreements are set forth by this MOU?

Source: Capacity Project Partnership Building Toolkit.doc (who.int)



# Purpose

*A concise statement discussing the intention of the new or proposed partnership that makes the MOU necessary. It explains how the organizations involved will use the new partnership and under what circumstances.*

Example:

The purpose of the intra-jurisdictional partnership is to provide a communications structure for the City of Chicago and other key support agencies when managing any incident that affects public health in Chicago.



## Questions to Consider

- When will the partnership occur?
- How will it occur?

Source: Capacity Project Partnership Building Toolkit.doc (who.int)

# Scope

*Lists the agencies and jurisdictions to be included in the agreement and describes their relationship.*

## \*Roles and Responsibilities

*This is where the workload and obligations of the organizations are detailed.*

Does your MOU reflect an agreed upon process for apportioning work among partners to ensure equity, transparency and maximum project impact?

### Questions to Consider

- Who provides what?
- Project schedule?
- Periods of review?

Source: Capacity Project Partnership Building Toolkit.doc (who.int)



# Communication

*Does your MOU ensure that key meetings are scheduled regularly with clear expectations of attendance, participation, intention?*

## Example:

2.1 Coordinators Client and Collaborator will each appoint one individual to act as the principal contact person and to coordinate activities in connection with the Program. The initial appointees, or contact persons, are identified in the Plan. Client and Collaborator may each change its contact person at any time and will so advise the other.

[Colloboration-MOU-SLS-sample-06-28-19.pdf \(stanford.edu\)](#)

## Questions to Consider

- Are communication expectations clearly outlined?
- What are the consequences of not attending or supporting key meetings?

Source: Capacity Project Partnership Building Toolkit.doc (who.int)

# Monitoring and Evaluation

*The process for monitoring and evaluating member performance.*

## Example:

2.3 Program Evaluation Client and Collaborator may each collect, analyze, and disseminate data about this Program to evaluate its effectiveness, comply with external funding and reporting obligations, and carry out its communication activities. Each will cooperate in these efforts by providing the other with the reports, if any, contemplated by the Plan or elsewhere in this MOU, and such other information as the other may reasonably request.

[Colloboration-MOU-SLS-sample-06-28-19.pdf](#)  
[\(stanford.edu\)](#)

## Questions to Consider

- Who will be doing the monitoring?
- What is the procedure for addressing performance issues?
- What are the rewards for member excellence or consequences for poor performance?

Source: Capacity Project Partnership Building Toolkit.doc (who.int)



# Other considerations

- Maintenance

- How it will the MOU be amended or terminated?

[Source: Capacity Project Partnership Building Toolkit.doc \(who.int\)](#)

[Capacity Project Toolkit](#)

- Handling Conflict

- Agreed upon protocol for productively and effectively handling conflicts between partners.
- Development of guiding ethics and principles to reinforce the protocol.
- Consequences of not adhering to the protocol repeatedly.

- Handling Authorship or Intellectual Property

- Protocol for managing intellectual property rights, authorship and ownership of materials or deliverables.

- Handling Finances

- How partners will shoulder the fiduciary responsibility of transparent finances and report to stakeholders and funders on the use of funds.

- Definitions

- The operational and technical terms associated with the partnership agreement. Providing definitions will help avoid confusion and uncertainty.

# MOU Activity

## Sample Memorandum of Understanding Template

### Memorandum of Understanding

Between

(Partner)

|

and

(Partner)

#### Contact Information

Partner name  
Partner representative  
Position  
Address  
Telephone  
Fax  
E-mail

Partner name  
Partner representative  
Position  
Address  
Telephone  
Fax  
E-mail

This Memorandum of Understanding (MOU) sets for the terms and understanding between the (partner) and the (partner) to (insert activity).

#### Background

(Why partnership important)

#### Purpose

This MOU will (purpose/goals of partnership)

The above goals will be accomplished by undertaking the following activities:

(List and describe the activities that are planned for the partnership and who will do what)

#### Reporting

(Record who will evaluate effectiveness and adherence to the agreement and when evaluation will happen)

#### Funding

(Specify that this MOU is not a commitment of funds)

#### Duration

This MOU is at-will and may be modified by mutual consent of authorized officials from (list partners). This MOU shall become effective upon signature by the authorized officials from the (list partners) and will remain in effect until modified or terminated by any one of the partners by mutual consent. In the absence of mutual agreement by the authorized officials from (list partners) this MOU shall end on (end date of partnership).

Date:

(Partner signature)  
(Partner name, organization, position)

Date:

(Partner signature)  
(Partner name, organization, position)



# THANK YOU!

- **Next module on Wednesday, November 17th at 3pm ET**
  - **Partnership showcase: Healthcare for the Homeless - Houston**
  - **Please complete the session evaluation**
  - **Complete CME/CNE form if you need continuing education credits**