



How to Launch Projects with a Community Partner

Raquel McDaniels, MPH

Population Health Project Manager, One Brooklyn Health

Ann Morgan

Executive Director, The North Country Healthy Heart Network

Agenda

Introductions

Our partners

Session 4: How to launch projects with a community partner

Questions & answers

HANYS Care Connections Team



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Our partners



OUR FUNDER

Funding from the [Mother Cabrini Health Foundation](#) allows HANY to expand its capacity to provide education, direct support, tools and data to our members. With Care Connections, we strive to build hospital-community partnerships and share evidence-based chronic disease prevention and management strategies to address healthcare access barriers at the local level.



OUR PARTNER

DataGen®, Inc. develops custom analytics for participants to help them understand healthcare access barriers and the chronic disease burden in their communities so they can develop tailored interventions.

Raquel McDaniel, MPH

McDaniel is a Population Health Project Manager at One Brooklyn Health System.

In this role, she supports project coordination and engagement with internal and community stakeholders. Her program's primary goal is to advance ongoing improvement initiatives and community health programs supported and led by the Department of Population and Community Health.

McDaniel's previous experience includes coordination for non-profit youth enrichment programs, including with Muslim Sisters of Staten Island, and manuscript management with the Center for Intergenerational Psychiatry at New York State Psychiatric Institute.

McDaniel received her Master of Public Health from Columbia University as a Huo Public Service Fellow, concentrating in Child, Youth and Family Health.



Ann Morgan

Morgan is the Executive Director for the North Country Healthy Heart Network, Inc.

Morgan's background and experience includes serving as a project coordinator on multiple public health grants before accepting a position as Wellness Director at Canton-Potsdam Hospital from 1996 – 1999.

In 1999 she became Director of Community Health & Wellness at Adirondack Medical Center in Saranac Lake. In 2004, she left full-time employment and worked as an independent contractor while she raised her family.

She returned to the public health workforce in 2014 and in 2016 assumed leadership for the North Country Healthy Heart Network, Inc. In that capacity, she also serves as Network Director for the Get Healthy North Country Community Integrated Health Network – a NYS and federally funded rural health network that aims to ensure a robust chronic disease prevention system in the North Country.

Morgan has a Master of Science degree in Community Health Education from Southern Illinois University.



Question 1

What early steps help set up a successful hospital/community-based organization partnership?

How do you prepare for the first formal meeting to ensure shared understanding and accountability?

Raquel McDaniels, MPH
Project Manager, One
Brooklyn Health

Ann Morgan
Executive Director, The
North Country Healthy
Heart Network

Question 2

What is your process for setting shared, meaningful goals and expectations before work begins?

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Question 3

How do you clarify roles and responsibilities so that both partners feel ownership on the project?

What does shared accountability look like in practice?

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Question 4

Hospitals and community-based organizations often have different missions, timelines and operational pressures. How can they align priorities despite different missions and timelines?

Raquel McDaniels, MPH
Project Manager, One
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Ann Morgan
Executive Director, The
North Country Healthy
Heart Network

Question 5

How do you ensure that community voices meaningfully shape project design and decision-making?

Ann Morgan
Executive Director, The
North Country Healthy
Heart Network

Question 6

What are some common challenges that arise when launching a project with a community partner, and how have you successfully navigated them?

Raquel McDaniels, MPH
Project Manager, One
Brooklyn Health

Question 7

What communication practices or tools best support strong collaboration throughout a project?

Raquel McDaniels, MPH
Project Manager, One
Brooklyn Health

Question 8

How do you approach funding and sustainability when designing a project with a community partner?

Raquel McDaniels, MPH
Project Manager, One
Brooklyn Health

Ann Morgan
Executive Director, The
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Heart Network

Question 9

How do you evaluate the impact of a hospital/community-based organization partnership?

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Ann Morgan
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Question 10

For organizations that are just beginning to work with community partners, what is the most important piece of advice you would give them?

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Recommended Reading


Partnership Building Toolkit

Sections:

Centering Community Voices; Getting Started; and Find and Engage Community Partners

Why these sections?

These sections cover important things to look for when launching your collaborative project!



4. An office of community engagement is insufficient.
5. It doesn't start or end with a community advisory board.
6. Diversity is more than skin-deep.
7. There's more than one gay bar and "Black church" in your community.
8. Show your work.
9. If you're gonna do it, take your time, and do it right.
10. The project may be over, but the work is not.

Source: [Principles of Trustworthiness Toolkit](#), Association of American Medical Colleges

Centering Community Voices

Authentic community engagement is actionable and centers community voices. The disability activist motto "Nothing About Us Without Us" emphasizes that communities must be included in discussions and decision-making processes that affect them. Hospitals and health systems must ensure that community members can share their ideas, participate in decision-making conversations and create shared accountability structures. For hospitals and health systems, this may look like including community members on the Board of Directors or starting a Patient and Family Advisory Committee.

The Minnesota Department of Health encourages healthcare systems to:

- explicitly include and engage with those in poverty, communities of color, American Indians, immigrant communities, and others experiencing health inequities;
- go beyond forming intermittent relationships for the purposes of gaining feedback;
- seek to build and sustain lasting relationships; and
- be willing to listen and allow the community to lead the work.


Source: [Nothing About Us Without Us](#), Secretariat for the Convention on the Rights of Persons with Disabilities

Getting Started

Before engaging community partners, health systems should 'do their homework'. This involves assembling a planning team to focus on a specific need, thoughtfully identifying potential partners, and examining the history – good and bad – of engaging with these partners and their community.

1. Examine the institutional data to identify health disparities. Notice when patients within a specific demographic group have worse health outcomes than their peers.
2. Create an internal planning team. Consider inviting staff from the following departments:
 - a) population health and health equity;
 - b) community health;
 - c) social work and case management;

Page 5 of 17 | 1/13/2025 | © 2025 Healthcare Association of New York State, Inc.



Upcoming sessions

Wednesday, April 1 | 10 – 11 a.m.

Ensuring that the project is worth the investment

Panelists will discuss how to make an evaluation plan that yields quantifiable results, how to craft a compelling narrative to engage potential funders and partners, and common mistakes that limit long-term success.

Remaining sessions in this series:

- April 8 | Centering community voices
- April 15 | Extend your hospital's reach with community health workers



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Questions?

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