

TITLE: Feedback Management as a Tool to Build Community Trust in State Systems

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STUDENT SUBMISSION: Yes

TOPIC/TARGET AUDIENCE: All public health professionals, but particularly program and policy developers, as well as individuals working with external relations, communications, and local public health authorities.

ABSTRACT: Background: Oregon Health Authority's (OHA) COVID Feedback Team (CFT) responds to a wide variety of COVID-related questions and concerns. This program seeks to inform state-level policies and programs based on community-identified feedback. Purpose: The COVID-19 pandemic has highlighted the importance of community trust-building in state entities. Consideration of community concerns helps to establish more equitable policies while engaging community in emergency response, promoting inclusivity and trust. Methods: The process established by the CFT provides clients with direct follow-up in their preferred language and format. This assists in building trusting relationships with community members and partners. Our systems are designed to center equity, prioritize customer service, and track data for analysis. We respond rapidly, with first contact typically established within two days and issues generally resolved within five days. Outcomes/Implications: The CFT promotes community trust by improving transparency and responsiveness in state public health systems. This program has processed more than 3900 feedback records since March 2021. Clients are often grateful their concerns were heard, and feedback received has successfully resulted in changes to policies, systems and services. Continued expansion of internal and external partnerships may allow for greater opportunities to build community trust during and beyond the COVID-19 pandemic response.

OBJECTIVE(S): Describe the features of OHA's COVID Feedback Management System that promote transparency and encourage community trust-building. Explain the importance of building a feedback culture, especially in the context of emergency management situations, such as the COVID-19 pandemic. Discuss how these feedback management tools and practices can be used to identify and address equity-related concerns and promote the reporting of these issues.
