

**Jefferson County Health Alliance  
Culture of Connection Action Team, Planning  
Group**

November 18, 2020, 3:00 to 4:15  
Microsoft Teams

**MEETING  
NOTES**

**Meeting Objectives:**

- Create a shared understanding of a Culture of Connection, within this group, based on interview data and our own experiences
- Decide on next step(s)

- **Overview of JCHA:**
  - **Building up to a shared vision of a connected community. Two focus areas:**
    - **Connection (people, organizations) – caring, supportive.**
    - **Collaboration – systems are working together to improve outcomes.**
- **What stood out:**
  - **Trust – takes time – moves at the speed of relationship**
  - **Collaborative culture – takes time**
  - **Differences in communication (ethnic groups, terms, what is valued).**
  - **Challenge re: agencies working, but community isn't connected.**
  - **Moral injury – repairing a sense of distrust and lack of relationships. Hard to represent a system you don't always agree with. How to approach communities that haven't had a great relationship/pushed to the side. Not just build, but re-build/re-do.**
  - **Policies not universally enforced.**
  - **We often go to community with huge ideas - not always what is needed. Enforcement, involvement**
  - **Don't do stuff to us – do it with us. Be able to hear the angst of the past (even if you didn't do it) – cover old group that you weren't responsible for, but needs to be vented.**
  - **Collaboration is essential.**
  - **Intentionality behind relationships – doesn't just happen.**
  - **Safety – to be able to show up as who you are.**
  - **We bring our own rooms and biases – how do we make space for vulnerability and be able to move past barriers? How can we take the wounds and start to move forward, so it is not a reoccurring process? How to get to the next level, while acknowledging wounds have happened.**
  - **Multi-generational and multi-cultural conversations can be therapeutic – personal story is important, a discovery.**
  - **There's collaboration...there's trust...how do we get to engagement?**
- **Culture of Connection is...**
  - **Common goals.**
  - **Common purpose that can't be achieved without everyone in the cultural web.**
  - **Intersectionality – recognizing that each community overlaps – commonality, while also acknowledging and valuing differences. Takes trust.**
  - **Steamboat Springs: SOS (Save our Season) re: wearing masks. Highlighted a greater good that is uniting the community with a specific call to action.**

- Trust is not assumed...it is earned. Must plug away at it – need extra energy in case it goes away. People are in silos. Must have organic experience on a regular basis to earn and create trust.
- Communications method around controversial topics, i.e. anti-vaccine. Common goals allow the flexibility for people to take messages back to their communities and have a conversation because trust is already built there (vs. generic messages). Interacting with people's separate spaces. More likely to accept a message from someone you trust. Kind of like introducing mutual friends, neighbors.
- Trust thrives in relational and missional experiences.
- Need to be open minded about people's differences, opinions. If trust isn't there, the conversation isn't going anywhere, won't have same goals, won't see eye-to-eye. Safe place – for example, Arvada Library – staff and volunteer are nice, open-minded, no fighting, non-judgmental, could have civil conversations. If we have one or more safe places in the community, you are already building trust. Can still have differences, but you don't have to judge them – can have conversations about them.
- How to market in a way that appeals to values (safe spaces, etc.)? Demonstrate value regardless of where you land. What vocabulary do we use?
- COVID: crisis messaging fatigue is an example. People like a winning team message. Need a compelling reason, big picture, end goal description.
- Collaboration requires a champion. There has to be leaders. Pull together a representative group of leaders – aim them in a way that explores pathways in the county. Flourishing and thriving – no specific measurement; could be emotional – what are the barrier to this? Powerful leadership core that can move us forward; they just need to be aimed.
- **Summary: A culture of connection is recognizing that we all have something in common. We are open minded and non-judgmental and are continually building trust with trial and patience.**
- **Next steps:**
  - Come up with community goals, changes, what to work on. What does the community want to work on? Youth, older people, diversity, real representations, Spanish-speaking.
  - Community listening tour. Where are the hopeless neighborhoods? What neighborhoods have the highest rates of suicide? What are some realistic goals that move this neighborhood to thriving and flourishing? Where are resources not equally distributed? Where are the communities that are disconnected – where service organizations are doing FOR, but not WITH?
  - Identify a larger goal. Why does it matter? Where do we get with connectedness that we wouldn't get otherwise? Then how do we take that goal and set action steps. Larger picture of what we want to accomplish and why connectedness is such a needed part of it. The push into larger sphere.
  - Listening tours...Reg did them in underserved neighborhoods. Would see what bubbled up. If people walked away and felt listened to, that was a win. Even better if tangible items emerged.
  - Connected culture = at the very least, people who are deserving of resources will get them. People decide what resources they need (rather than being imposed). This takes longer.

- **Mel/CTC – deals with substance abuse prevention, hopelessness and anxiety. The voices given to youth in the community and what needs to change. Has several campaigns.**
- **Connection – we see it play out in different metrics re: substances. Impacted by supports and connectedness. Micro-messaging around those issues, “We know that connectedness impacts alcohol use for youth.” How to rally around this – the impacts it has on suicide prevention, substance abuse, etc. Provides resources for existing groups to do their work better. Metrics to help communicate and understand connection – and link it to individual organizations. This is how it impacts you – why you should care.**
- **Connectedness heals community wounds. Or helps identify the wounds of community. Because someone is walking alongside of you, you can succeed. Social networks – how to bring that into organizations?**
- **When something tragic happens, people band together (meals, money, childcare). How to amplify this into different spaces?**
- **Scarcity mindset vs. abundance. If you have enough to give, you will give freely. How to instill the mindset of abundance to push people forward. How to amplify it out so that people are comfortable giving time, thoughts, food. Why do some come together and some don’t?**
- **What building blocks lead to connected culture? Connected leadership (network of experiences, where leaders from different silos work together – the more connected they are, the more the silos break down. Not end goal, but could be a building block). What values/rhythms/disciplines of habits are building blocks.**