



Facilitator's Guide

To Hosting a Discussion after Public Health Grand Rounds

Contents

- ◆ **Introduction**
 - What is Public Health Grand Rounds?
 - What is a post-broadcast discussion? And what are the benefits?
- ◆ **Getting started**
 - Flyer
 - Welcoming event
 - Group viewing
- ◆ **Ideas for post-broadcast events**
 - Group discussions
 - Problem identification and solution brainstorming
 - Local experts or guest panels
 - Best practice stories or questions for the web forum
 - Follow-up
- ◆ **Resources**
- ◆ **Examples from sites around the country**
- ◆ **Public Health Grand Rounds contact information**

Introduction

The Public Health Grand Rounds (PHGR) program provides this guide to help site facilitators and others organize, coordinate, or facilitate a discussion following a Public Health Grand Rounds broadcast. Suggestions for facilitated discussion and recommendations for further learning and engagement are provided.

What is Public Health Grand Rounds?

Public Health Grand Rounds began as a live national satellite broadcast and Webcast series on June 11, 1999, with “Bioterrorism: Implications for Public Health.” Produced by the Centers for Disease Control and Prevention (CDC) and the University of North Carolina at Chapel Hill School of Public Health (UNC-SPH), this series of one-hour broadcasts addresses the most challenging problems that the public health workforce faces. The format, based on the traditional model of medical grand rounds, features videotaped case studies of communities that have demonstrated exemplary responses to public health threats from obesity to West Nile virus. A live panel led by William L. Roper, MD, MPH, as moderator, and Hugh H. Tilson, MD, DrPH, as case presenter, provides the context for discussion. Guest panelists including leaders from the CDC, academia, and public health practice offer the latest information and guidelines for each topic.

The goals of Public Health Grand Rounds are:

1. To increase awareness of contemporary public health issues.
2. To promote a leadership-level national dialogue on public health issues of strategic significance.
3. Provide new information to the public health practitioners to help guide state and local action.

In the hour-long broadcast, the case and its implications are discussed by the national experts, allowing fifteen minutes at the end for live call-in, fax, or on line questions and comments. After the live broadcast, the program is “archived” and available on the PHGR website for viewing at any time, along with the full archive of prior broadcasts. An online discussion forum is hosted for one to two weeks allowing all participants (and those viewing the archived webcast) to raise questions, register reactions, comments, or other resources, and describe their own experiences and proposals for ‘best practices’. Content experts from the CDC provide answers and referrals as needed.

What is a post-broadcast discussion? And what are the benefits?

A post-broadcast discussion can take many forms. It can be a group discussion of the broadcast and how the topic applies to your agency or community. It can include local experts who share their opinions of the broadcast

and discuss how the topic affects your community. In a health department, the health director could be invited to view the broadcast and speak at the end. The post-broadcast discussion can take whatever form would best serve your needs.

Grand Rounds broadcasts provide case study analysis and discussion of national and global health concerns. The Grand Rounds experts will provide valuable information, but holding a post-broadcast discussion can show how to put that information into practice in the local community. A post-broadcast discussion can result in new ideas, strategies, and action plans to address local public health issues.

Public Health Grand Rounds recently conducted a study on the benefits of holding a group discussion or event following the broadcast. Holding a discussion or event was found to:

- ◆ Relate the broadcast to the site's community
- ◆ Increase awareness of local strengths and weaknesses around the topic
- ◆ Facilitate creation of a community action plan around the topic by representatives from several local agencies
- ◆ Increase community collaboration and awareness of resources by inviting several organizations to the broadcast and discussion

What is required of my site to hold a post-broadcast discussion?

Each site should have a discussion facilitator/moderator. The facilitator will be responsible for advertising the Grand Rounds broadcast and the discussion afterwards. The facilitator is also responsible for organizing the event (including recruitment of outside speakers if necessary). The following sections of this document can assist the facilitator in planning a discussion.

Getting Started

Flyer

A one page flyer is available on the PHGR website. The flyer is useful for advertising the program in your office or emailing to other colleagues or community groups. To retrieve the flyer, go to www.PublicHealthGrandRounds.unc.edu. Click on the link "About the Program" and scroll to the bottom of the page.

Welcoming event

Before the broadcast begins take a few minutes to welcome participants. If appropriate, indicate why you think the topic is important to the agency or community and mention that a post-broadcast discussion will occur and encourage all to stay.

Group Viewing

Invite participants to write down thoughts or questions on index cards during the broadcast. After the broadcast read the cards out loud or transfer the ideas to a large poster board to generate discussion.

Ideas for Post-Broadcast Discussions

Group discussions

The most popular form of post-broadcast learning is group discussion. This can take many forms. The group can discuss the topic and how it relates to their community as one large group. The group could also break into smaller groups to discuss certain parts of the topic and report back to the larger group. As the facilitator, you may choose to prepare a few questions during the broadcast to help the group get started. Triggers for discussion may also come from thoughts or questions other viewers had during the broadcast. Group discussions should help promote understanding of the topic for all participants and ideally be applied to the local community.

Problem identification and solution brainstorming

Group discussions may progress one step further. For participants who have a good understanding of the topic, problem identification and solution brainstorming may be more appropriate. First, ask the participants to list problems in your community related to the public health issue. Then prioritize the problems and generate steps that could be taken to solve those problems. Try to break down large and complex problems into smaller pieces so that solutions will be more realistic.

Local experts or guest panels

Another popular form of a post-broadcast discussion is to invite local experts to speak about how the topic relates to the community. Speakers may be within your organization or outside of it. Invite speakers to view the Public Health Grand Rounds with the group, comment on how the issues discussed relate to the community, and answer questions from the audience.

Best practice stories or questions for the web forum

Public Health Grand Rounds hosts a web forum following each broadcast. Your site may have questions or stories of success with the topic that you would like to post on the web forum. The web forum can be found at www.PublicHealthGrandRounds.unc.edu.

Follow-up

Often sites have had successful discussions after a broadcast and want to continue work on the issue. Ask those interested in continuing work on the topic sign up for different tasks or form a working group. The group can continue to meet in the future to discuss solutions to issues raised at the first session or meet with local experts to gain more information.

Resources

Facilitation Methods for Group Discussion

This section briefly discusses two facilitation techniques commonly used for effectively focusing group discussion. Please contact Kristin Schaible if you have further questions about the techniques.

ORID

The ORID method is used to structure meaningful dialogue that results in clearly stated ideas and well thought out conclusions. Each letter stands for a particular part of the thought process. To be most effective, try to get the group to progress in the order of the questions instead of skipping ahead. The example questions for each letter below should be tailored to the broadcast and your goals for the group discussion.

ORID Example

O= Objective (Get the facts—see, hear, touch, smell, taste)

What words, phrases, colors, or scenes do you remember from the broadcast?

What did you observe in the broadcast?

R= Reflective (Gut—emotions, feelings, associations)

What was your first response to the broadcast?

What excited, angered, intrigued, or frightened you?

What was the high point of the broadcast for you?

Where do you remember the whole group reacting?

I=Interpretive (So what?—values, meaning, purpose)

What was the broadcast about?

What were the most significant events mentioned?

Why were they important?

What are some of the deeper questions we could explore?

What issues does this discussion bring up for you?

D=Decisional (Now what?—future resolves)

What would you say about this discussion to someone who is not here?

What change around this topic is needed?

What can we do here about these issues?

What actions can we take?

What should be our first step?

Force Field Analysis

Force Field Analysis is a method for listing, discussing, and evaluating the various forces helping or hindering a troubling issue within a community or group. When investigating a topic, force field analysis helps you look at the big picture by analyzing all of the forces impacting the change, both positive and negative. This method helps you develop strategies to reduce the hindering forces and encourage the positive ones. While ORID is used more to help generate discussion, Force Field Analysis should be used to plan change in your

community or organization. This method assists in keeping group members realistic about change and the challenges that may be encountered while planning. This method can also help establish action steps and strategies to help you work toward your goals. Force Field Analysis is a more lengthy process and time should be budgeted accordingly.

Force Field Analysis Example

1. Participants should brainstorm 3-4 themes related to the target issue. For example, "Increasing the public's awareness of the importance of getting a flu shot" might be a theme for the Influenza broadcast.
2. Participants should then prioritize one theme for discussion.
3. Ask the group to discuss the current situation for their particular community and decide on a goal they want to achieve.
4. Write the goal on the far right side of a large display board. Write the current situation in the center of the paper.
5. Next, the group should brainstorm all the helping and hindering forces that affect the situation (i.e. available resources, organizational structures, attitude of people, regulations, past/present practices, policies, values, desires, costs, events etc.)
6. Write the helping forces on the left side of the current situation and the hindering forces on the right side of the current situation. Explain that the group can move towards the goal by increasing the helping forces or reducing the hindering forces.
7. Ask the group to choose one helping force they could strengthen **or** one hindering force they could weaken.
8. Using this chosen force as the new present situation, ask the group to identify a new goal regarding this force. Redraw the diagram.
9. Brainstorm the helping and hindering forces for the new goal in the same fashion as above. Repeat this process (choosing a new goal and brainstorming its forces) until you have established a goal that the group can realistically achieve (usually 2-3 times).
10. Once the final goal has been identified, ask the group to start listing action steps they can take to achieve the goal. For each action step, decide who in the group will be responsible for completing the action.

Evaluation

The Public Health Grand Rounds program is currently conducting a pilot evaluation of post-broadcast events. If you are interested in participating in the evaluation or us helping you to evaluate your post-broadcast event, please contact us at the numbers below.

Examples from sites around the country

Sites participating in the recent Public Health Grand Rounds study of post-broadcast events held a few different types of events. Most sites held informal discussions after the broadcast where office staff discussed the content and how it could be used to help their organization be more effective. Two other organizations invited key representatives from other agencies in their community to the broadcast. A facilitator at the hosting site then used the broadcast to lead the group in a discussion about how they could work together to create change in their community. The discussion helped the groups identify resources at each other's organizations and increase understanding about the limitations and strengths each organization had. Another organization invited a panel of local experts to speak following the broadcast. This approach allowed participants to become familiar with local resources working in the topic area and ask questions specific to their community.

Site facilitator's we spoke with emphasized that taking the time to invite those outside your organization helps tremendously to explore outside views and resources. They also mentioned that stressing available CEU credits and providing snacks or lunch helps encourage participants to attend the broadcast and discussion.

Public Health Grand Rounds Contact Information

Program website: www.PublicHealthGrandRounds.unc.edu

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