

# Utilizing the Toolkit: 10 Principles of Trustworthiness

# Introduction: Our Team



**Funmi Makinde,  
MPH  
Moderator**



**Marshala Lee, MD,  
MPH  
Co-facilitator**



**Maranda Ward,  
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Co-facilitator**

# Roadmap for Today's Workshop



- Poll/Introductions
- Housekeeping/Community Agreement
- Land Acknowledgement
- Poll/Toolkit Components
- Opening Discussion – 10 Principles of Trustworthiness
- Six steps outlined in the Interactive Discussion Guide
- Break-out groups/Debriefing Poll
- Future work/Wrap-up



# Community Agreement



Photo Credit: Promising Futures

- Use of “I” Statements
- ‘Oops & Ouch’
- Step Up/Step Back
- Humble Inquiry
- Vegas Rule
- Others?

# Land Acknowledgement

What is it?

Why do we do this?

Here are our acknowledgements:

*Funmi:*

*S. Maryland – Piscataway*

*Marshala:*

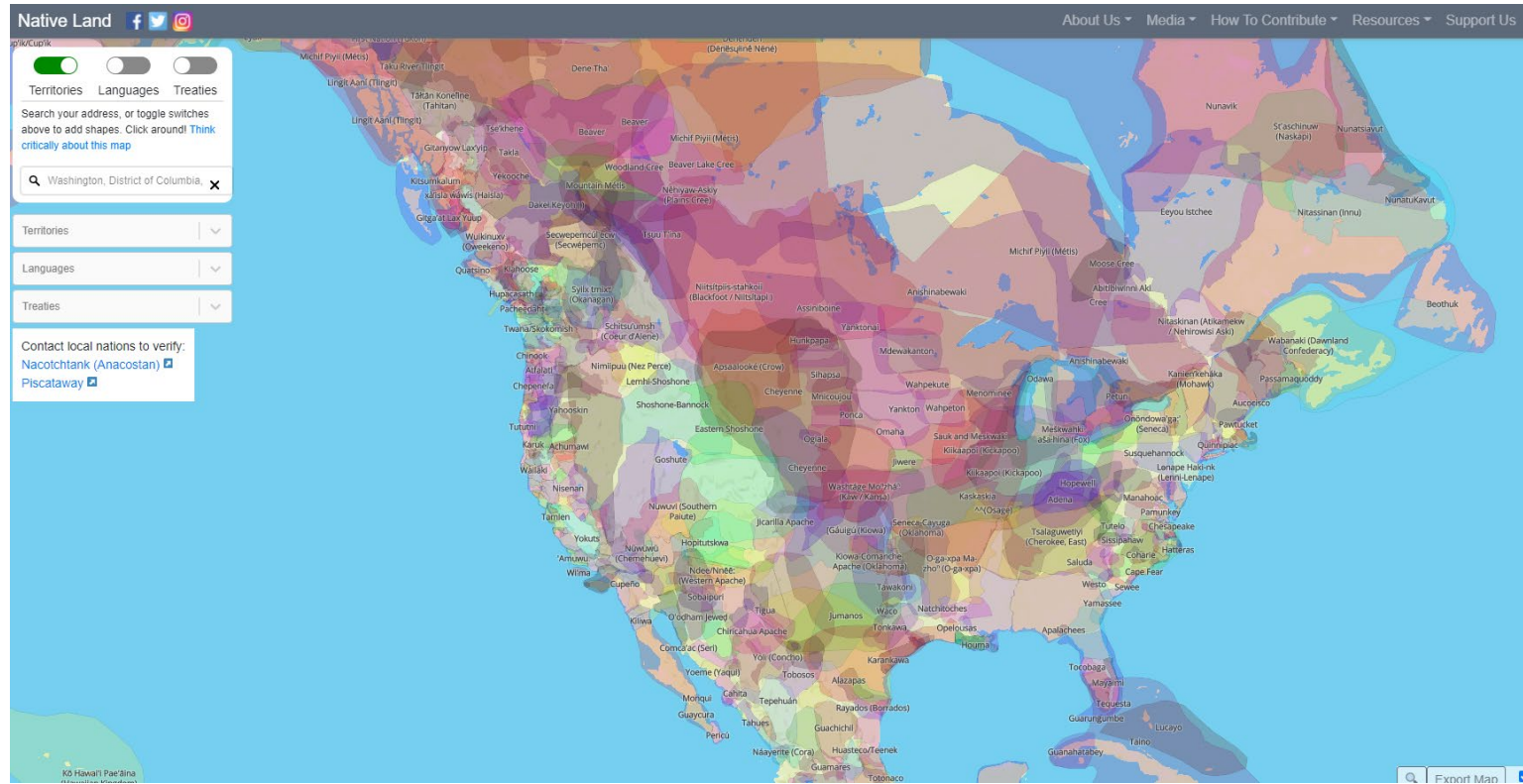
*Delaware- Nentego (Nanticoke)*

*Maranda:*

*Washington, DC- Nacotchtank (Anacostans)*

If you don't already know, visit

<https://native-land.ca/>



Feel free to join us by posting in the chat



# Toolkit Structure and Components

**10 Principles of  
Trustworthiness**



**Interactive Discussion  
Guide**

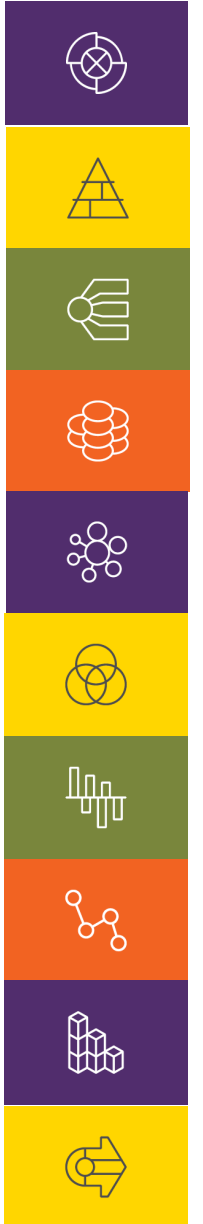
- **Six suggested steps  
for using the Toolkit**

**Toolkit at a Glance**



# 10 Principles of Trustworthiness

1. The community is already educated, that's why it doesn't trust you
2. You are not the only experts
3. Without action, your organizational pledge is only performance
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, one "Black church" and one bodega in your community
8. Show your work
9. If you're gonna do it, take your time, do it right
10. The project may be over, but the work is not





# Steps 1 and 2: Know your Community

1

## Define your community

- Assess your community's assets and needs

2

## Gauge the degree of trust within your community

- History, barriers, and actions that cause or reinforce mistrust

To follow along, you can download the guide at <https://www.aamc.org/trustworthiness#toolkit>

**Step**

**3**

## **Let's look at the Community Video: The Principles of Trustworthiness**

# Community Video: The Principles of Trustworthiness



# Community Video: Feedback

- How do the perspectives shared in the video connect to the experience(s) you have had in your own community?
- What stood out to you?
- How (if at all) does it connect to the experience in your own community?
- If you shared it with your team, staff and/or community – what was their reaction?
- How (if at all) could the video be used with your team as a prompt for discussion and/or reflection?



# Step 4: Activity One – Show 10 Principles Overview Video

- How useful was it for you in better understanding the Principles?
- If viewed with team, staff and/or community, what was their reaction?
  - Was it useful for your staff and/or community in better understanding the principles?

## Step 4: Activity Two – Discover your Community: Appreciative Inquiry (AI)

- For those of you who mentioned using the toolkit, has anyone completed this activity?
  - If yes, was it useful? Did it accomplish its purpose?
  - If not, is anyone familiar with AI or used it for a different purpose?
- What other feedback re: the AI activity would you like to offer?



# Step 4: Activity Three – The Community Engagement Action Guide

**Goal:** To begin moving the 10 Principles of Trustworthiness from concept to action

**Principle 1 Suggested Activity: Consider your institution’s three most recent community communications re: COVID (either about your work in the community or a message directly to your community)**

Questions for Discussion	Your Response to Questions	Suggested Action	Additional Actions
How (if at all) was the messaging co-developed with the community?		With community partners, co-create a new style guide for community conversations and messages.	(Your Ideas for action)

**Add your own Activity here for Principle 1 (this table can be filled in during or after a training session)**

**Principle 1 Suggested Activity:**

Questions for Discussion	Your Response to Questions	Suggested Action	Additional Actions
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# Step 4 : Activity Four – Revisit: Appreciative Inquiry





# Step 5: Use the Community Engagement Reflection Guide

**10 Principles of Trustworthiness**

**Principle 1 – The community is already educated, that's why it doesn't trust you.**

**Key Behavior: Respect and Responsibility**

- How are we approaching the community as a dialogue between equals instead of a one-way lesson?
- How do we take the time to understand local knowledge, history and its ramifications?
- How do we ask the community what is needed and already has rather than assume?

## Key Behaviors

Principle 1: Respect and Responsibility

Principle 2: Humility

Principle 3: Authenticity

Principle 4: Commitment

Principle 5: Diversity of Thought



Principle 6: Intersectionality

Principle 7: Relationship Building

Principle 8: Transparency

Principle 9: Intentionality

Principle 10: Maintaining the Relationship

# Step 6: Further (or Future) Community Engagement Work

## Health Equity Inventory

- Collect information on initiatives across research, education, and clinical care mission areas
- Helps identify
  - Areas of redundancy
  - Opportunities to increase efficiency and impact

## Center for Justice Future Initiative

- Expand community engagement work by making it accessible to a cross-sector audience, beyond the Academic Medical Centers

# Small Group Discussion in Breakout Rooms

# Breakout Room Activity

- You will be part of a small group to discuss **one** of the 10 Principles
- You will be randomly assigned
- You will have 20 minutes, with a 2-minute warning before the breakout ends

## Instructions

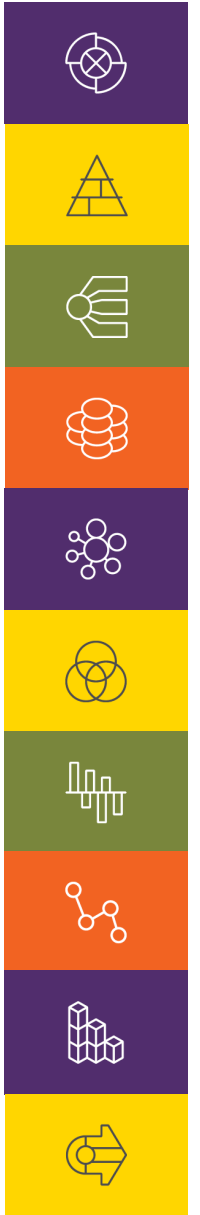
- Introduce yourself and the community you represent and/or work **within the Chat**
- **Unmute**, and discuss the following:
  - Any immediate or general reactions to this Principle
  - What this Principle means to you, your community and your shared work

**View the Principles:** [aamc.org/trustworthiness](https://aamc.org/trustworthiness)



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# Debrief: Breakout Room Discussions



# Wrap Up



# Building a National Collaborative

- Ideas for carrying on the work of the 10 Principles of Trustworthiness



# Thank You and Let's Stay in Touch!

Contact: [healthjustice@aamc.org](mailto:healthjustice@aamc.org)

Complete the evaluation survey