

Eliciting Public Priorities Through The CHAT and REACH Exercises

Inter-American Development Bank
Webinar

November 13, 2017

Marion Danis, MD
Department of Bioethics
National Institutes of Health

Disclaimer

- The views expressed here are my own and do not represent the policies of the National Institutes of Health or the US Department of Health and Human Services

What We Can Gain from Public Deliberation

- Increasing public understanding
- Reducing discord on divisive issues
- Getting public buy in to solutions
- Making solutions more compatible with public preferences

Defining Public Deliberation

- A combination of careful problem analysis and egalitarian process in which participants have adequate speaking opportunities and engage in attentive listening or dialogue that bridges divergent ways of speaking and knowing

- Burkhalter S, Gastil J, Kelshaw T. A conceptual definition and theoretical model of public deliberation in small face to face groups. *Communication Theory*. 2002; 12:398-422.

Assumptions

- Expert-guided public engagement is feasible
- It is possible to structure complex policy decisions in a way that the public can understand and participate in
- Public deliberation will yield more reflective input than surveys

Rationale

- Priority setting is not something the public is experienced in doing
 - Therefore the method should make the priority setting process easy to learn and do

Description of the CHAT and REACH Exercises

- CHAT: Choosing Healthplans All Together
- REACH: Reaching Economic Alternatives that Contribute to Health

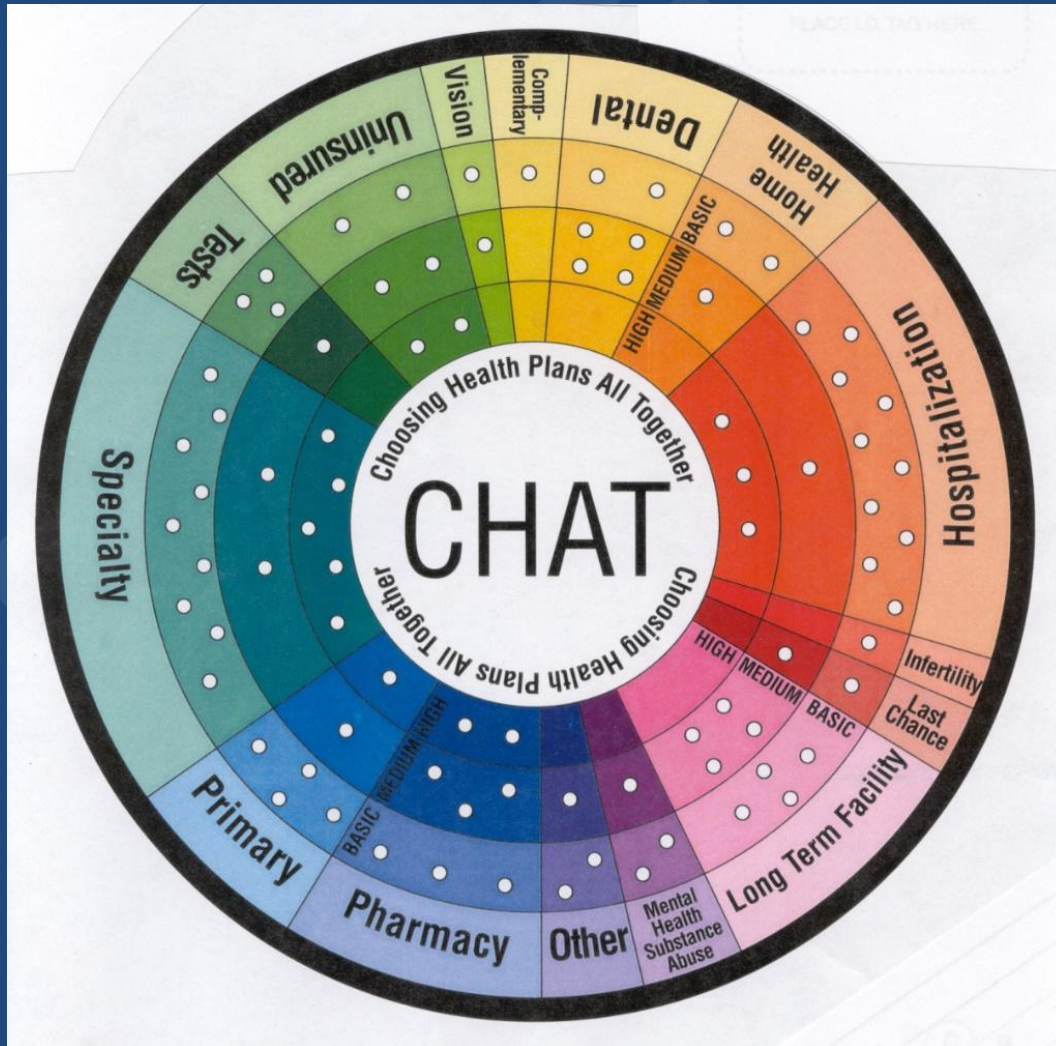
Description of the CHAT and REACH Exercises

- Each is a structured small group exercise conducted with groups of 10-15 individuals (multiple groups can be conducted in a particular project)
- A game board is used to represent benefits or other services/options of interest
- Stickers are used to represent a pot of resources that must be allocated among benefits
- Participants go through 4 decision cycles

Exercise Sequence

- Round 1: participants make choices for themselves by placing stickers on the board
 - Read and reflect on event cards
- Round 2: Small groups make choices
 - Read and reflect on event cards
- Round 3: Facilitator leads whole group in deliberation
- Round 4: Participants make individual choices again

The CHAT Exercise Board



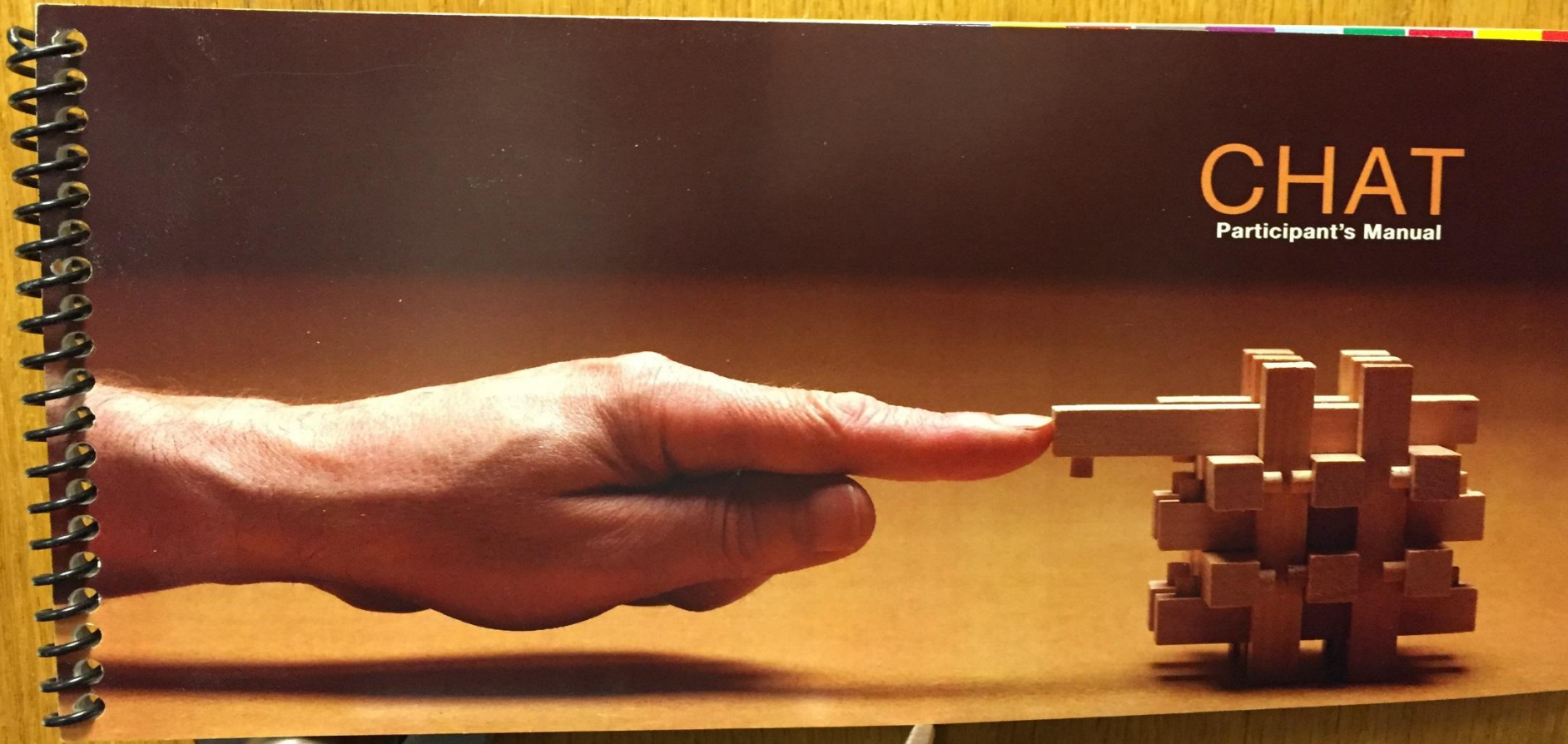
- Benefits are offered based on evidence of effectiveness
- Benefits are displayed in slices around the board
- The number of stickers needed to choose benefits is based on actuarial cost

Other Materials Used in the Exercise

- Facilitator script
- Participant manual
- Event cards to promote prudent choices
- Stickers

CHAT

Participant's Manual



ADVICE

Insures that a person gets help with writing a living will or other legal papers so the family and doctor will know what to do if the patient is not able to make decisions. A person may also get help with planning to distribute personal property. This may include preparing a will and setting up trusts to transfer one's assets. This can reduce the family's taxes after death.

Basic: (1 Sticker)

- A person receives the services described above.

Advice

Cash

Complementary

Cosmetic Care

Dental/vision

Drugs

Emotional Supports

Home Care

Home Improvements/equipment

House Calls

Nursing Facility

Other Medical Care

Palliative Care

Primary Care

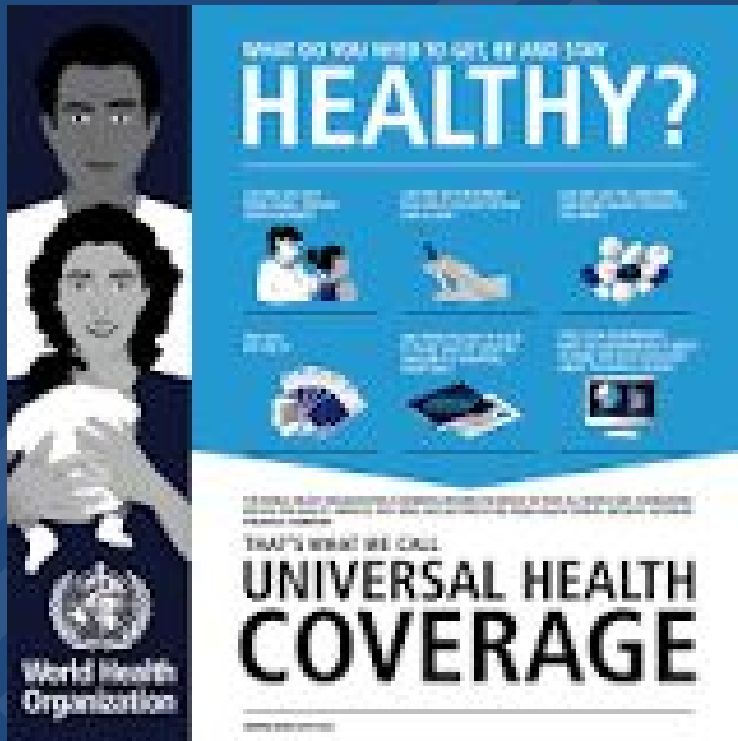
Treatment for Cancer



Policy Questions that Have Been Addressed

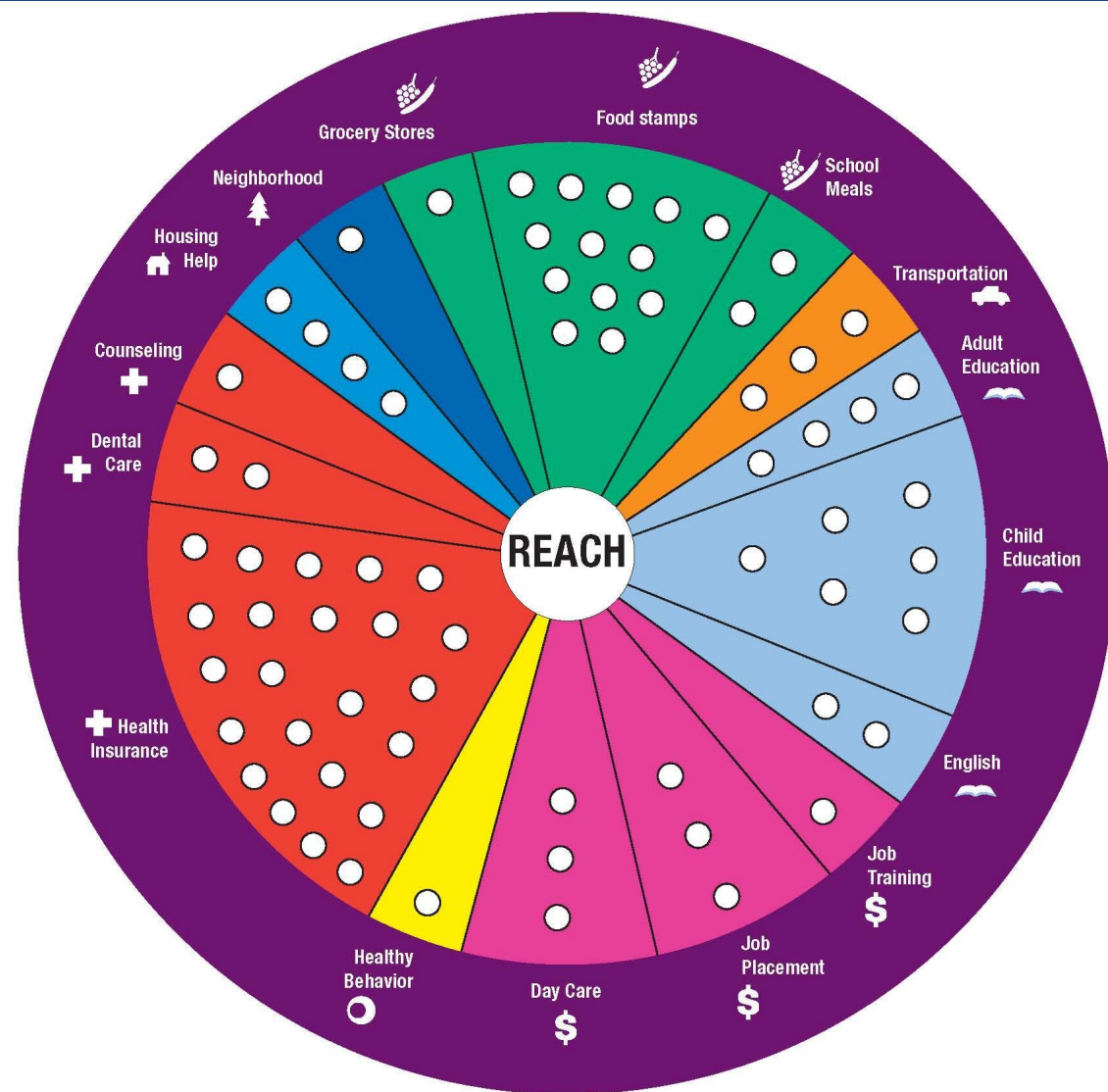
- In the US
 - Design of the Medicare package
 - Design of Medi-Cal for disabled adults
 - Benefits of employer-sponsored commercial insurance
 - Designing coverage for the uninsured
- In India
 - Micro-insurance for rural villages
- In South Africa
 - Universal Health Coverage

Universal Health Coverage



- Competing aims:
- Access for many
- Wide coverage: promotive, preventive, curative and rehabilitative health services
- Protection from financial hardship when paying for services

The REACH Exercise



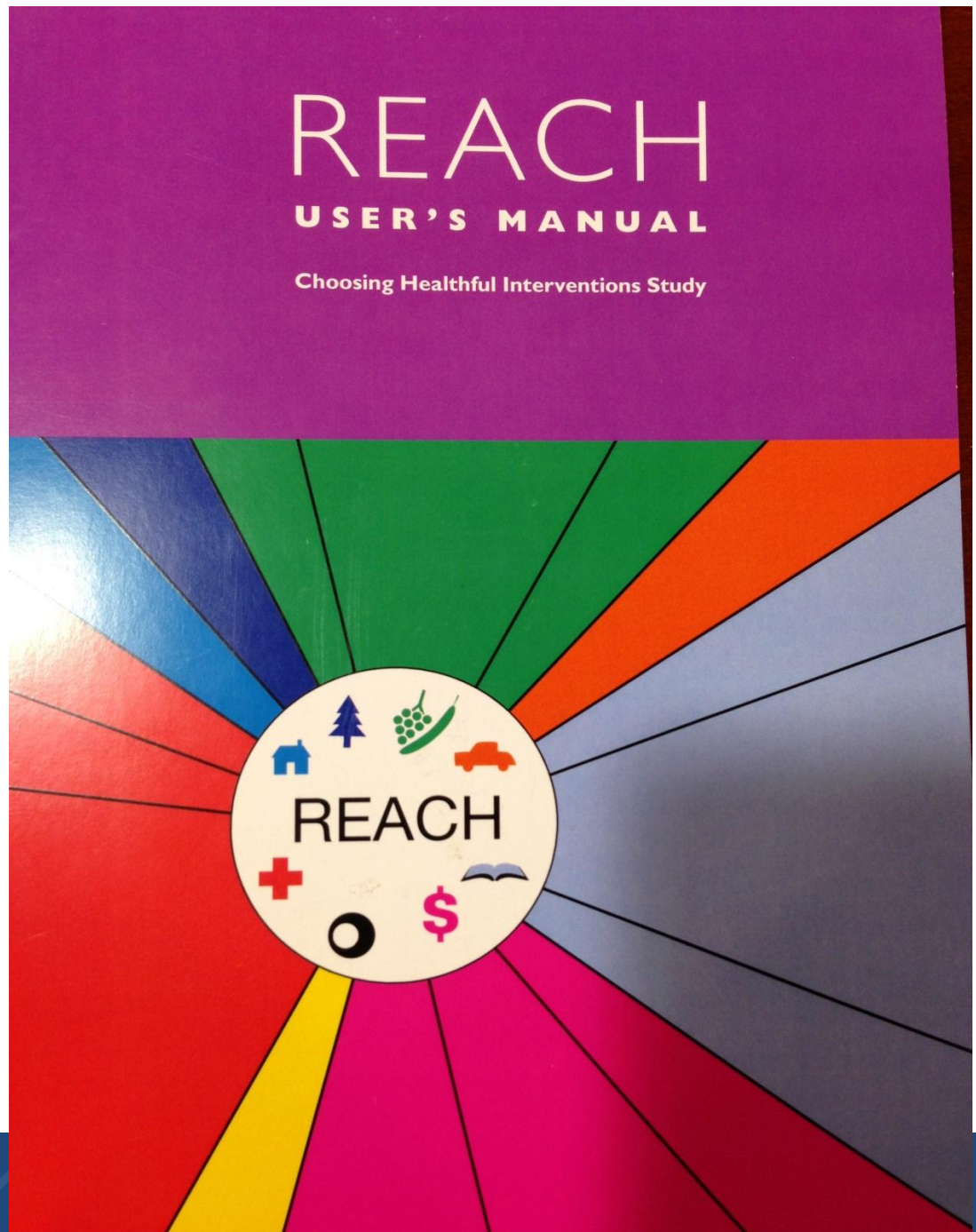
Rationale

- Socio-economic factors are powerful determinants of health, yet the public may not necessarily be fully aware of this reality
 - Therefore the method must first serve to be informative regarding SEDH
- Information about the SEDH, by itself, may not be sufficient to yield thoughtful priorities
 - Therefore the method should include some opportunity for reflection and deliberation

Facilitator's Introduction

- *Around the world public health experts have learned that people with low incomes are likely to be less healthy than people with high incomes. There are lots of reasons for this. People with low incomes often have less education. They don't earn as much money to spend on medical care and other things they need to keep them healthy. They live in neighborhoods and houses that are less safe. The project you are participating in today was created to address this problem. Several governments are developing programs to improve the health of people with low incomes. They offer programs that help people to improve their lives and their health. But these programs are very expensive and it will be hard for any government to offer all the programs that might possibly be helpful. Today we will ask you to imagine that your city is planning programs to improve the health low income residents. Today you get a chance to tell us which programs would be most helpful to you.*

User's Manual



User's Manual

Adult Education
4 Stickers
You can get money to finish high school. You can get up to 80% of the cost of college courses or professional courses at a community college. You will keep getting money if you pass your courses.
Adult education can help people find better jobs. People with high paying jobs are often more healthy than people with low paying jobs.

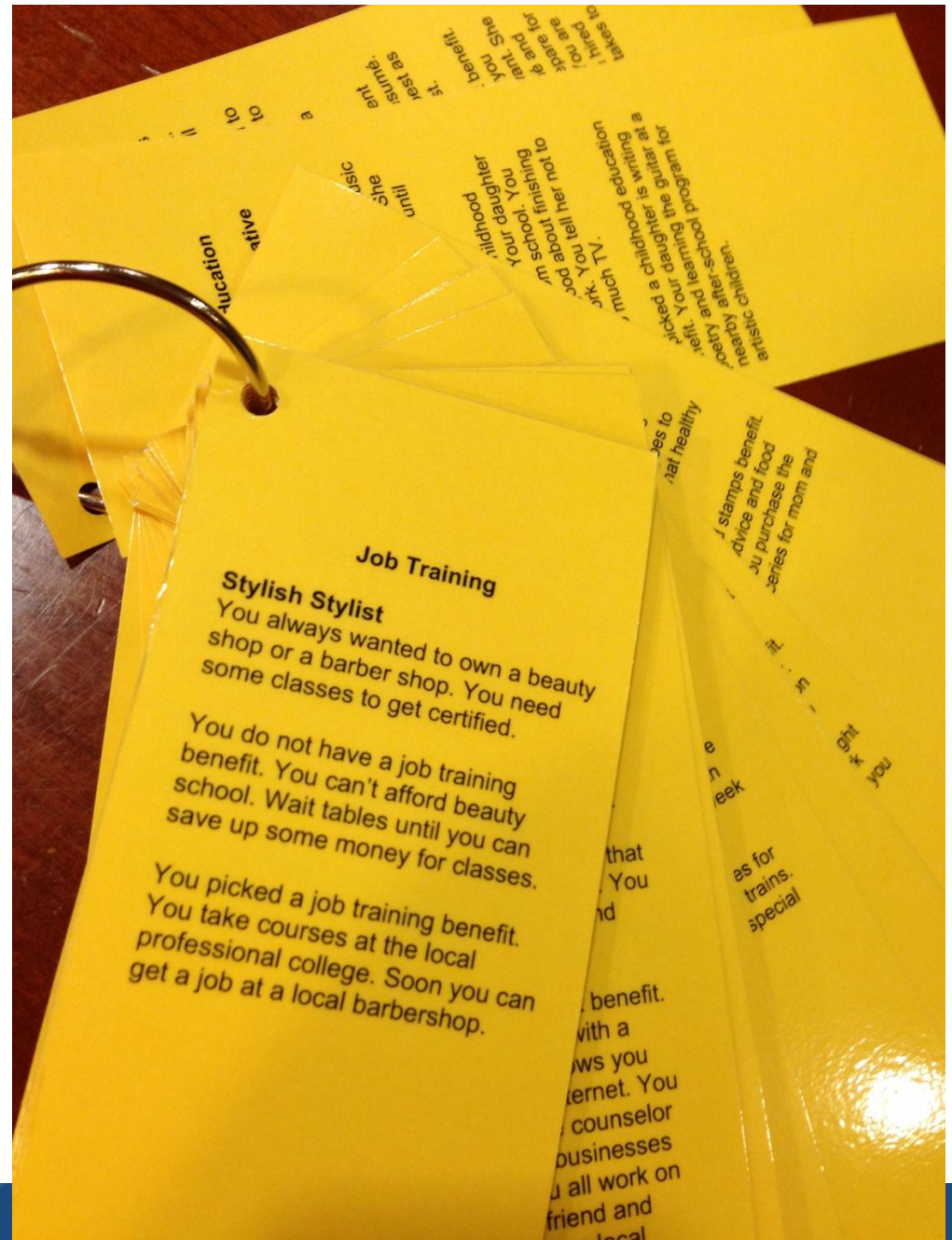
Childhood Education
6 Stickers
Your child can go to pre-school. This will help your child to get ready for school. Older children in low-performing schools can go to after-school programs.
Children who go to preschool do better in school. They are more likely to go to college and get good jobs. They are less likely to get in trouble and go to jail.

English
2 Stickers
Adults and children who do not speak English at home can learn to speak, read, and write in English.
Some people want to speak and read English to find their way in a new country. It can help in getting jobs.

Education
Employment
Healthy Behavior
Health Care
Housing
Neighborhood
Nutrition
Transportation

1 2 3 4 5 6 7 8

Health Events



Example of Health Events

ADULT EDUCATION

- 4 Stickers
- You can get money to finish high school. You can get up to 80% of the cost of college courses or professional courses at a community college. You will keep getting money if you pass your courses.
- Adult education can help people find better jobs. People with high paying jobs are often more healthy than people with low paying jobs.



Data Collection

- Collection of data from exercise boards in rounds 1, 3, 4
- Administration of pre- and post-exercise surveys
 - Socio-demographic information
 - Attitudinal items regarding acceptability of the exercise and topic of interest
- Digital recording and qualitative analysis of the reasoning that occurs in group deliberation

Flexibility of the CHAT and REACH Tools

- Available as a web based online exercise
- The web based version allows researchers and policy makers to modify the exercise to address any priority setting question of interest
 - Public health programs, research priorities
- Available in multiple languages:
 - Spanish
 - Indian dialects
 - South African dialect
 - Arabic
- Web version can be translated into other languages

Use of Computerized Exercise



Exercise Participants Working Together



Strengths of the Approach

- Allows participants to explicitly make trade-offs
- It is possible to compare individual and group priorities
- It is possible to show change in individual priorities
- It is possible to ascertain the reasoning underlying priorities

Limitations

- We have not compared this method with other methods
- We have not had the opportunity to follow-up and to see whether the priorities that were ascertained were stable
- We have not had the opportunity to see how the priorities elicited in this theoretical exercise would compare to priorities chosen in a real budgeting exercise

Conclusions

- The CHAT and REACH exercises involve expert-guided public engagement
- These structured small group decision exercises allows informed deliberation
- The process can be tailored to allow policy makers in diverse communities to design affordable service packages that are compatible with public opinion

Acknowledgments

- Susan Dorr Goold
- Marjorie Ginsburg
- Richard Duke
- The Center for Health Communications Research at the University of Michigan
- Many funders, users, and participants in the CHAT and REACH exercises