

IPS TRAINING & TA CASE STUDY

THE CERC TASKFORCE (COMMUNITY ENGAGEMENT, RESOURCE & COMMUNICATIONS)

CLIENT: AltaMed Health Services

DURATION: January 2008 - June 2011

IPS ROLE: Technical Assistance / Co-Planner

CHALLENGE

During the COVID-19 pandemic, Los Angeles' Latino, immigrant, and other historically marginalized populations were disproportionately impacted by inequitable access to timely, accurate, and culturally responsive information. This highlighted the urgent need for trusted messengers and communication strategies that could bridge the gap between public health systems and the people most at risk. AltaMed launched the Community Engagement and Response Coalition (CERC) Taskforce, centering residents' leadership to co-create policy objectives and build durable infrastructure for community-driven change.

WHAT WE DID

IPS partnered with AltaMed to design and facilitate the CERC Taskforce. We mobilized diverse community stakeholders, built trust across sectors, and created tailored communication strategies to inform and engage community members. By combining coalition-building, TA, and rapid response tactics, the taskforce bridged public health decision makers with hard-to-reach populations.

BY THE NUMBERS



40+

Community Leaders Engaged



2

Policy Workshops Delivered



2

Policy Action Plans Created
(Health / Housing)



6

Listening Sessions Conducted



10,000+

Impressions From Bilingual Digital
and Print Awareness Campaigns



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CERC TASKFORCE

WHY IT MATTERS

The CERC Taskforce illustrates IPS' ability to mobilize trusted messengers, elevate community voice, and build power-sharing structures. Our approach strengthens health equity by aligning resident expertise, data, and policy to improve access, resilience, and long-term community well-being.

OUR APPROACH

Power-Sharing & Governance

- Monthly co-planning with CAB members; IPS co-facilitates meetings, co-designs agendas, and holds office hours.
- Clear roles, shared decision-making, and facilitation that elevates lived experience.

Capacity Building

- Policy-oriented trainings/workshops to build skills in Public Narrative, power-mapping, Policy 101, and campaign planning.
- Empowerment strategies to build voice for first-time advocates.

Policy Mapping & Legal Epidemiology

- Policy record reviews and issue scans to surface actionable levers at local/state levels.
- Co-development of Policy Action Plans (health & housing tracks) in partnership with community.

Community Listening & Story Collection

- Parallel listening sessions and 1:1s to define issues (e.g., Medi-Cal literacy and telehealth access; renter protections and language justice).
- Emphasis on lived experience to inform education campaigns and policy asks.

Coalition Infrastructure & Sustainability

- Integration with My Community My Health Coalition (MCMHC) to lead the work long-term.
- Timeline, workgroups, and hand-off plan so work continues beyond the grant period.

TRAINING & TA FROM IPS

IPS offers strategic, high-impact training and technical assistance (TTA) to organizations across the U.S. working to create healthier, more equitable communities.

LET'S WORK TOGETHER

Whether you're a public agency, intermediary, or funder seeking an implementation partner, IPS is ready to support your vision with equity driven TTA and strategies bridging multiple sectors.

CONTACT US

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SCAN HERE

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