

Digging Deeper into Community Engagement in Chronic Disease Prevention

Alice A. Jaglowski, MSH
Public Health Consultant



NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS

Promoting Health. Preventing Disease.



Objectives

1. Review/Describe Models and Strategies for Engaging the Community
2. Provide Examples for Successful Community Engagement

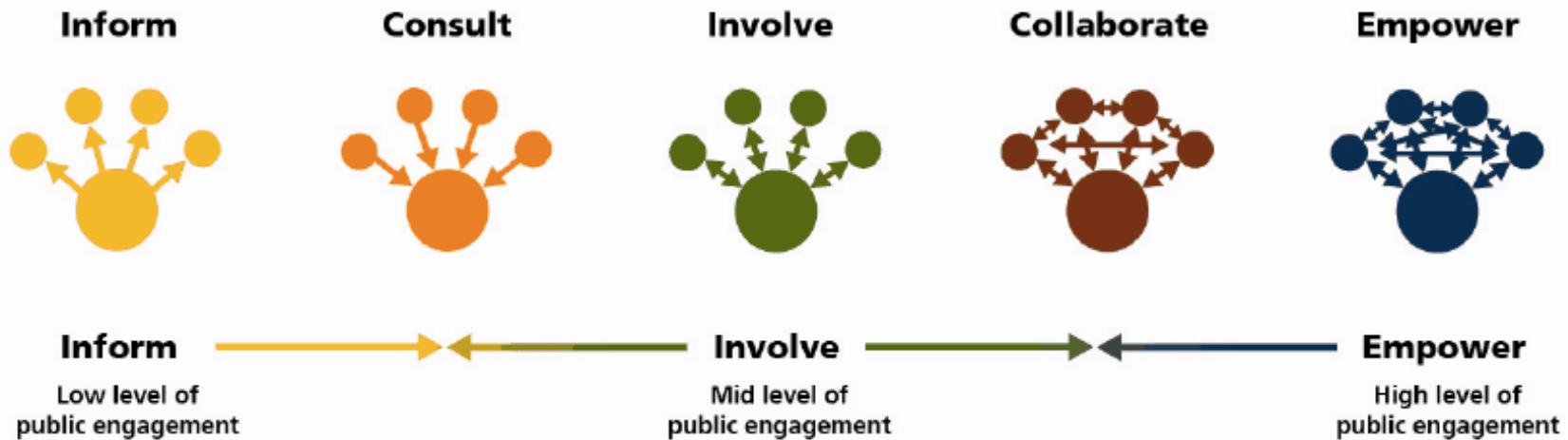


“Community engagement
is the process by which
organizations and groups
collaborate with members
of the community to
influence positive health
outcomes.” – *U of SC,*
School of Public Health



“Engaging members of
disadvantaged
communities in public
health initiatives has
been suggested as a
way to reduce health
inequities”

O'Mara-Eves et al BMC Public Health (2015)
15:129



iap2 public participation spectrum

developed by the international association for public participation



	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problems, alternatives and/or solutions.	To obtain public feedback on analysis, alternatives and/or decision.	To work directly with the public throughout the process to ensure that public issues and concerns are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and issues are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for direct advice and innovation in formulating solutions and incorporate your advise and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.
EXAMPLE TOOLS	<ul style="list-style-type: none"> • Fact sheets • Websites • Open houses 	<ul style="list-style-type: none"> • Public comment • Focus groups • Surveys • Public meetings 	<ul style="list-style-type: none"> • Workshops • Deliberate polling 	<ul style="list-style-type: none"> • Citizen Advisory committees • Consensus-building • Participatory decision-making 	<ul style="list-style-type: none"> • Citizen juries • Ballots • Delegated decisions





The Spectrum of Public Participation is underpinned by seven values:

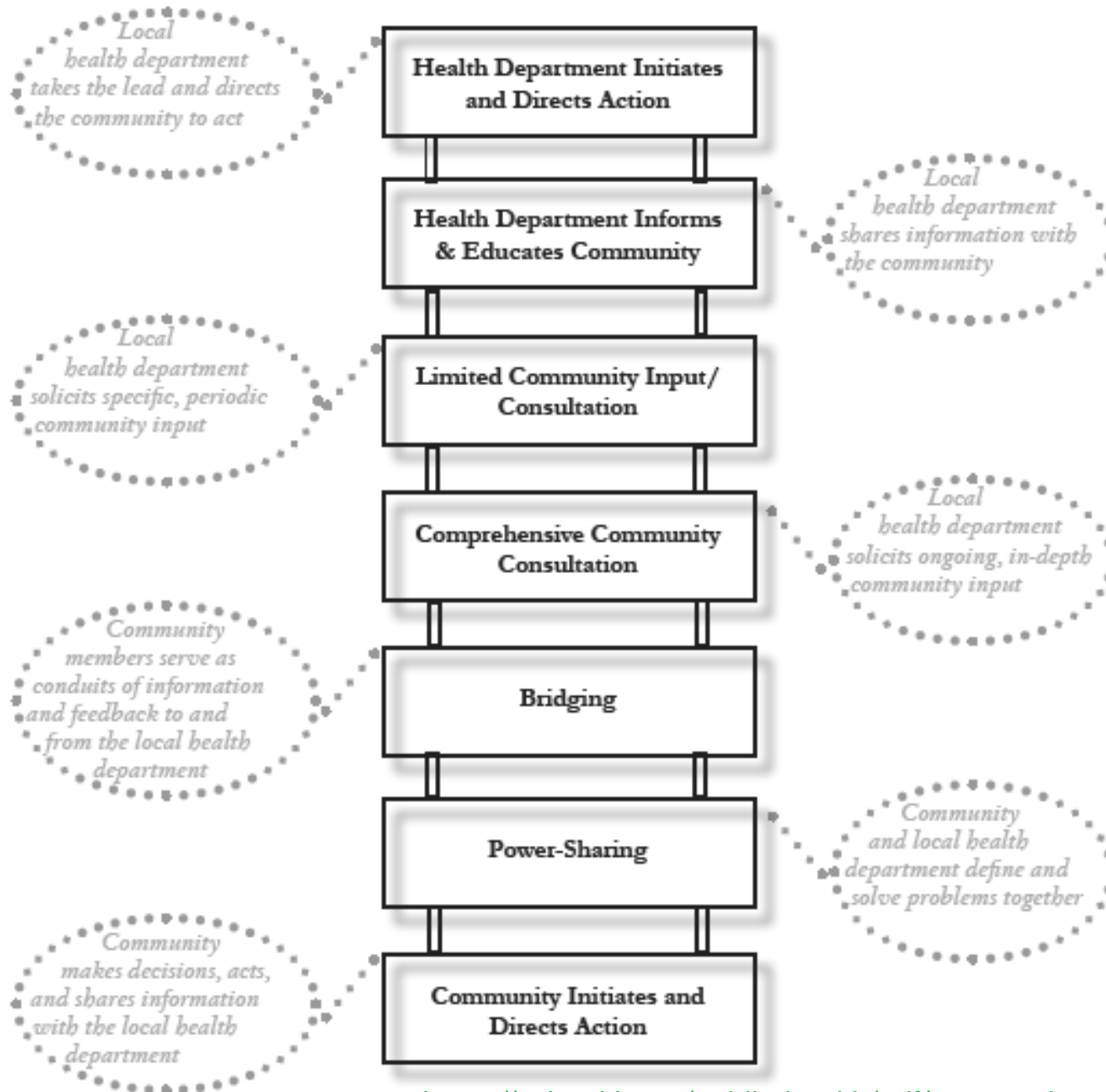
1. Those who are affected by a decision have a right to be involved in the decision-making process.
2. Promise that the public's contribution will influence the decision.
3. Promotes sustainable decisions by recognizing and communicating the needs and interests of all participants, including decision makers.
4. Seeks out and facilitates the involvement of those potentially affected by or interested in a decision.
5. Seeks input from participants in designing how they participate.
6. Provides participants with the information they need to participate in a meaningful way.
7. Public participation communicates to participants how their input affected the decision.



IAP2 Seven Core principles for public engagement

- 1. Careful planning and preparation**
- 2. Inclusion and demographic diversity**
- 3. Collaboration and shared purpose**
- 4. Openness and learning**
- 5. Transparency and trust**
- 6. Impact and action**
- 7. Sustained engagement and participatory culture**

The Ladder of Community Participation includes seven strategies:





Navigating the ‘Ladder’

- A formal vision of community engagement
- Mission and values statements that incorporate
- A strategic and articulated decision-making process
- A flexible structure that allows funding and resources to be allocated
- Consistent, visible and committed local health department leaders
- Staff with expertise
- Political leaders
- Humility and a sense of humor



Tips for Success

- Honor and build on community interests, priorities and assets
- Identify and leverage existing institutional relationships
- Define and communicate the parameters of joint health department and community efforts
- Provide support to maximize and maintain community participation
- Document and communicate the link between community engagement strategies and improved public health outcomes



Lets hear from you all...

- What are some examples of Community Engagement you have been involved with?
- What worked? What didn't work?
- Where on the 'Spectrum' or 'Ladder' were those activities? What types of tools did you use?

Thank you!

Alice A. Jaglowski, MSH
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ajaglowski@chronicdisease.org

(904) 477-4494



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