

Rocky Mountain Public Health Training Center

You're committed to fostering healthy communities. We're committed to supporting you.

Community Engagement

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Why is Community Engagement important?



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Rocky Mountain
Public Health Training
Center

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Gunnison County
Substance Abuse
Prevention Project

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Communities that
Care

Why We Engage... or Don't

Tune your dial to WIIFM



What's In It For Me?

1. Good use of my time & talents

- Relevant
- Multiple ways to be involved
- Organized
- I have something to offer

2. I benefit from participating

- Connections
- Knowledge, skills
- End result
- Incentives

3. My voice matters

- Listened to
- Influence
- Involved in decision-making



Strategy 1:

A Good Use of My Time & Talents

Effective Meetings

- **Purpose**
 - “*Why are we meeting?*”
- **Agenda**
- **Engage participants**
- **Inclusive**
 - “*I belong here*”

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Designing Effective Meetings Virtual Workshops

Description



Designing meetings so they are focused, effective, and engaging is a key leadership skill. Whether you lead a community coalition, an accreditation or QI team, workgroup or committee meetings, stakeholder planning sessions, or other types of meetings, this virtual workshop will provide you with strategies and techniques to help you keep your meetings on point, engaging, and action-oriented. This workshop focuses on how to plan and structure a meeting to achieve your desired outcomes.

This virtual workshop will feature a blend of instruction and practice work in small groups, so come ready to participate! A webcam is required for participation. Don't have one or not sure how to use yours? We can help!

Email us at support.rmphtc@ucdenver.edu.

Learning Objectives

This virtual workshop addresses the strategic skill of Persuasive Communication as participants will explore strategies for leading meetings that are inclusive, invite dialogue and engagement, and motivate participants to action.

By the end of this workshop, participants will be able to:

1. Describe meeting planning and design strategies that encourage participation and engagement
2. Create a meeting agenda that best serves the meeting's purpose
3. Identify at least 1 meeting design strategy that addresses the issues of power or inclusivity

Effective Structures

*In my small community, it's the **same 10 people** who are involved in everything.*

Our county (or state) is so rural – it's hard to bring people together. (Not to mention snow storms!)

I invite people to meetings, but they don't show up.

Strategies

I Benefit from Participating

Partner Analysis

WHO	WHYs			HOW
Who do you want to involve?	Why do you want them involved? What do they bring to the effort?	Why might they want to be involved in this effort?	Why might they <i>not</i> be involved in this effort?	How might you capitalize on motivators and address barriers in order to effectively engage them?
Consider: <ul style="list-style-type: none"> • Who is affected by the issue/problem? • Who is connected to the problem/solution? • Who has influence with a decision maker? 	Consider: <ul style="list-style-type: none"> • Expertise • Credibility • Diverse view • Influence • Bring additional supporters • Others 	Consider Motivators: <ul style="list-style-type: none"> • Issue is important to them (personal) • Have a stake in the work (professional) • Gives public platform/notoriety • Social connectedness • Others 	Consider Barriers: <ul style="list-style-type: none"> • Language • Familiarity • Trust • Location or time • Competing priorities • Transportation • Childcare • Understanding of issue • Others 	

Engagement Strategies

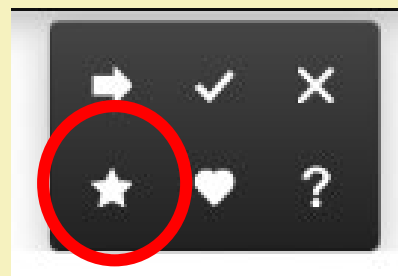
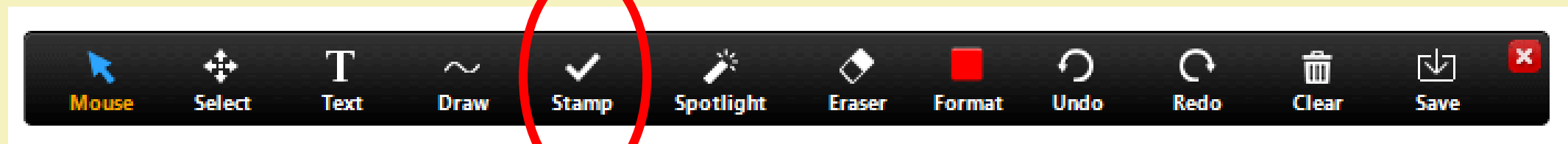
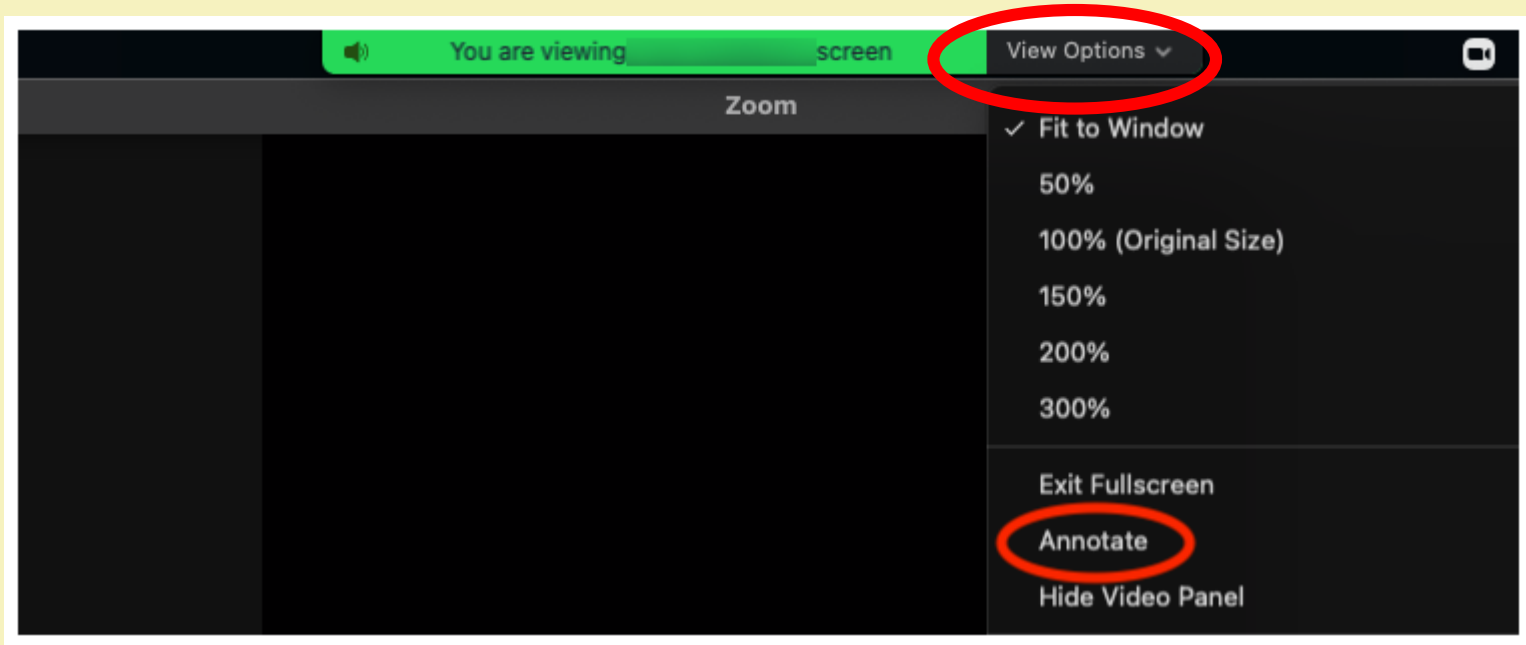
- What else could you be doing?
 - Attend community meetings and cultural events as a participant
 - Develop an awareness of racial and economic realities in your area
 - Seek to understand any history between your organization and others
 - Avoid jargon, translate materials, provide interpreters
 - Hold meetings at locations and times convenient to desired participants
 - Consider incentives such as childcare, transit passes, food, time to socialize, mileage reimbursement, compensation, etc.

Strategies

My Voice Matters

Participation Spectrum

INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
<p>Provide information.</p> <p>Help the community understand the problem, options, or solutions.</p>	<p>Get input.</p> <p>Seek feedback from the community on options or decisions.</p>	<p>Ask for and consider concerns and desires.</p> <p>Ask the community about its concerns and desires. Seek to understand. Use these concerns and desires to influence the decisions made.</p>	<p>Partner to identify options and preferred solutions.</p> <p>Look to the community for advice and innovation in creating solutions. Incorporate these recommendations into the decisions made.</p>	<p>Give final decision-making power.</p> <p>Allow the community to make the final decision. Implement / support the decisions made by the community.</p>



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Summary

- Good use of my time & talents
 - Run a great meeting
 - Consider a structure that best meets your & your desired partners' needs
- I benefit from participating
 - Understand who you want involved – their motivations and barriers
 - Explore engagement strategies that address these
- My voice matters
 - Seek maximum appropriate participation
 - Build trust through transparency



**What are your TOP TIPS for
successful community engagement?**

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Thank You!

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Sarah Davis, MNM

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