Community engagement strategies for sharing power and building allies

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Overview

- Introductions
- Community engagement
  Frameworks, approaches and tools
- Considerations for engaging in the prenatal to 3 space
- Discussion
Community Engagement Continuum

Figure: Community Engagement Continuum
Community Engagement Framework

Community-Based Participatory Action Research (CBPAR)
Recruiting community members in early planning phases

- Recruit from existing networks that are in your institution
- Ask colleagues about the partners they work with
- Consult databases or partner lists that your organization has
- Walk-in
- Cold calls
- Schedule in-person meetings to discuss your project
- Attend community events and meetings
- Find existing coalitions of organizations that you can attend or recruit from
Create conditions for full engagement

- Understand and mitigate opportunity costs for community members
  - Compensate community members or residents for their time and commitment
  - Budget for train, taxi or gas costs to get to meetings
  - Offer child care or include in compensation
- Assess and address accessibility issues that impact full participation
  - Have bilingual project staff
  - Budget for interpretation services
  - Use plain language
  - Survey participants to understand schedules and best time to have meetings
- Create a welcoming environment through intentional processes
  - Transform the meeting space even in small ways
  - Provide food, especially if meetings are during meal times
  - Ask how members like to communicate outside of meetings (emails, texts, WhatsApp, in person, etc.)
  - Use a consensus decision-making model to address power imbalances
  - Assess policies, forms, or procedures that could create a risk for some participants
Considerations for engaging in the PN to 3 space

- Not everyone understands needs of PN-3
- Messaging has to resonate across many sectors
- Socio-Political Culture - who is responsible?
- Kids Don’t Vote
- Inclusion of PN not universally adopted in ECH Community
- It’s a marathon and not a sprint!
- Surprisingly siloed and territorial
Get feedback throughout the project on your practices

- Ask for feedback from project and planning partners
- Ask partners, “Who is missing?”, and seek to include them
- Use or create a survey for your partners to complete (i.e. Community engagement in research assessment)
- Check in individually with community partners
- Refer back to your group guiding principles
- Refer back to the community engagement continuum
- Assess who is not represented in the project and engage or name this
Recap: Building a community-centered project

- Meet with and recruit community partners to help plan
- Be clear about commitment and deliverables for the planning phase
- Be intentional about achieving meaningful community engagement
- Focus on engaging more stakeholders as the project goes on
- Assess your approach periodically and get feedback from partners
Thank you!
Questions?