

A young girl with dark hair, wearing a light green, sleeveless, button-down dress with ruffles, stands in the center of the frame. She is looking slightly to the left of the camera with a neutral expression. The background is a soft-focus outdoor scene, likely a beach or park, with a warm, golden light from a setting or rising sun. The overall mood is calm and contemplative.

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

Community Engagement Framework

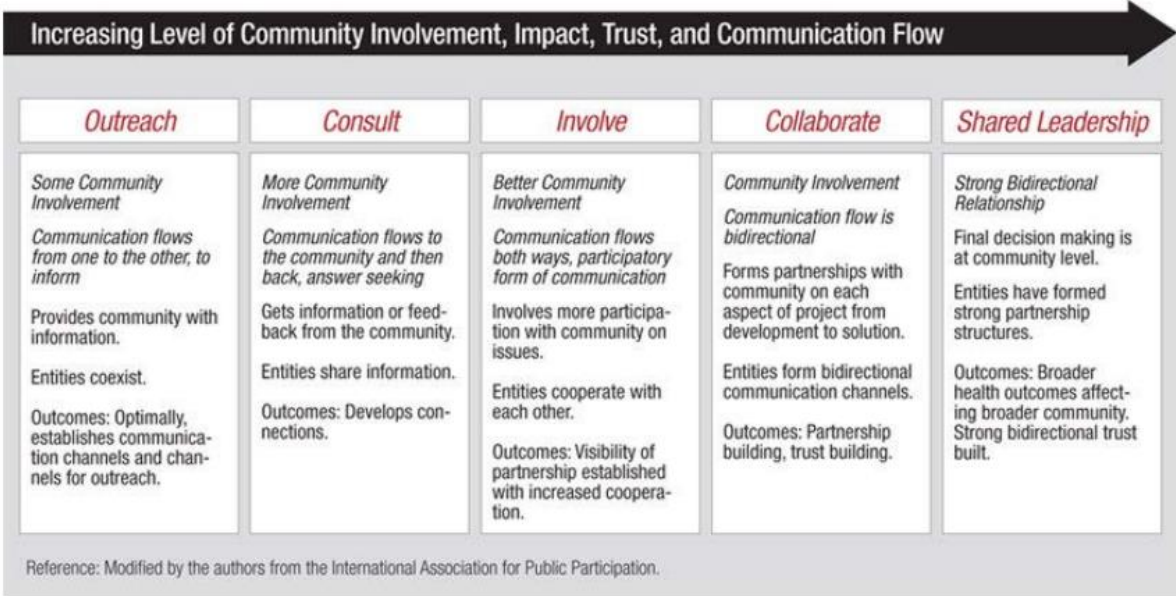


Figure Community Engagement Continuum Principles of Community Engagement Second Edition. NIH Publication No. 11-7782. Printed June 2011

Community-Based Participatory Action Research (CBPAR)

Community Engagement Framework



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

A red speech bubble graphic with a white outline, containing white text. The bubble has a tail pointing downwards and to the right.

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

The background features several sets of concentric, curved lines in the top-left and bottom-right corners. Some lines are solid, while others are dashed, creating a sense of motion and depth.

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?