

COMMUNITY ENGAGEMENT & COALITIONS



COMMUNITY ENGAGEMENT

Working collaboratively with & through groups of people affiliated by geographic proximity, special interest, or similar situations to address issues affecting their well-being

Centers for Disease Control and Prevention (CDC). (1997), Principles of Community Engagement. Atlanta: Author.

WHAT DOES THAT MEAN?

- **Focus on community's expectations, assets & needs when designing, implementing & evaluating solutions to issues**
- **Value community members as equal partners**
- **Meld community "wisdom" with institutional & scientific expertise**

COMMUNITY ENGAGEMENT



GOALS OF COMMUNITY ENGAGEMENT



CDC. (2011) Principles of Community Engagement, 2nd Ed.
Atlanta: Author.

Build trust



Enlist new resources & allies

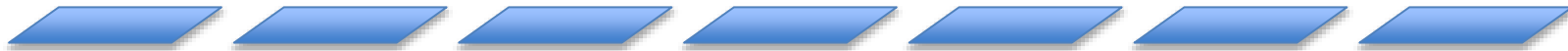


Create better communication



BENEFITS OF COMMUNITY ENGAGEMENT

Strengthened communities & cohesion



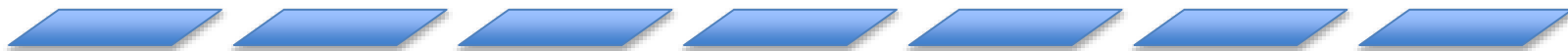
Strengthened accountability of partners & coalitions



Improved service delivery, efficiency & effectiveness



Improved health & social outcomes



Community Engagement Continuum *

OUTREACH

CONSULT

INVOLVE

COLLABORATE

SHARE
LEADERSHIP

Increasing Level of Trust, Community Involvement, Communication & Impact

* International Association for Public Participation

COALITIONS & COMMUNITY ENGAGEMENT REALITIES

- **Each coalition member must believe it needs help to reach goals**
- **Common ground must exist so members will eventually agree on purpose, policies & strategies**
- **Continuous negotiation is required**
- **Each member must believe that it will receive benefits that match/exceed their contributions**

**ENGAGING
THE
COMMUNITY
IN
COALITIONS**



Know your community



Go into the community



Recognize & respect diversity



Identify people & organizations you want to engage in the work



Potential Organizations

- Who has previously supported issue?
- Which organizations have compatible goals with yours?
- What prior relationships exist?
- What are their values & cultures?
- What do they bring to table (resources, power, results)?
- What are their public records/positions about issue?

Identify & overcome any barriers to involvement



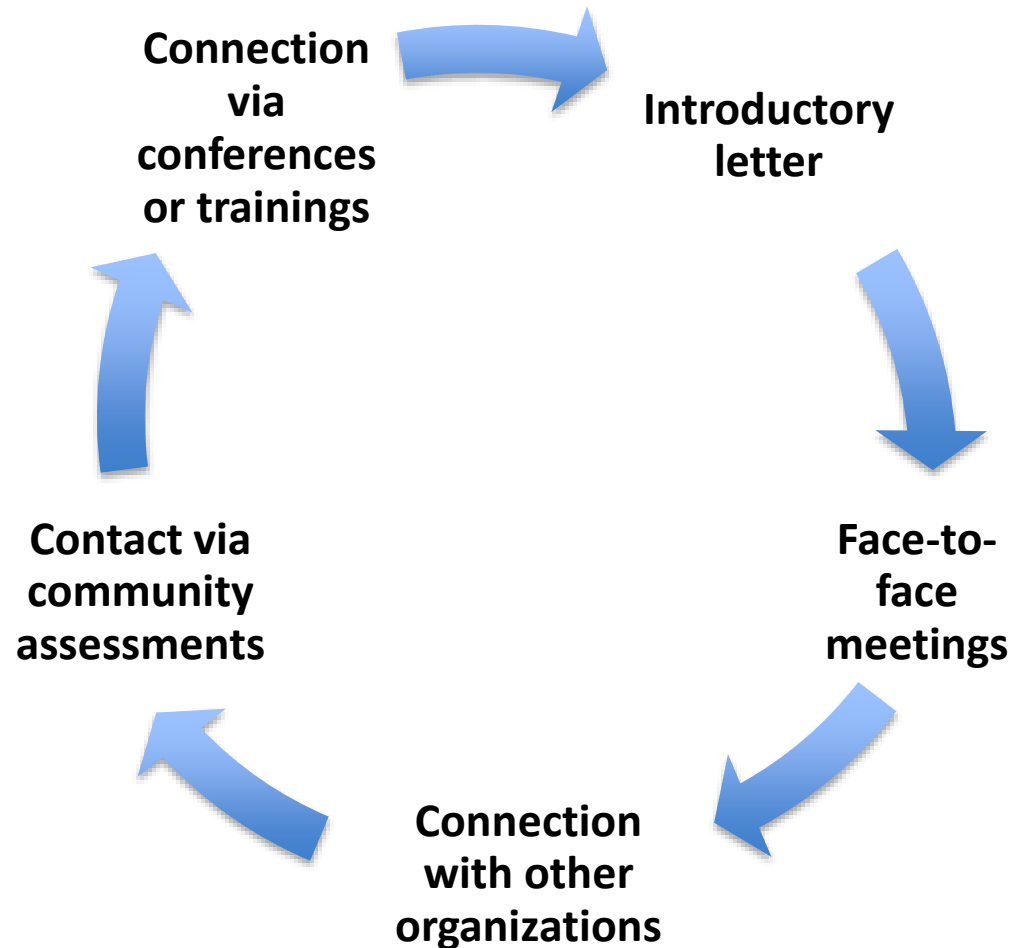
Engage members from all relevant community sectors



SKILLS

- Advocacy
- Fund-raising
- Finance
- Communication
- Marketing
- Recruitment
- Leadership
- Strategic Planning

RECRUITMENT STRATEGIES



Annual Member Commitment Card

*I, _____ hereby commit to providing the following resources to the
(COALITION NAME) to assist in creating a healthier community.*

Resources	In-kind	Cash	Time	Other

Signature: _____

Date: _____



- ✓ **Help develop vision & mission**
- ✓ **Be community ambassadors for coalition**
- ✓ **Recruit other members**
- ✓ **Secure resources**
- ✓ **Attend meetings/events**
- ✓ **Provide guidance & feedback**
- ✓ **Implement PSE change strategies**

Every single person has capabilities, abilities, and gifts. Living a good life depends on whether those capabilities can be used, abilities expressed, and gifts given. If they are, the person will be valued, feel powerful and be well connected to people ... and the community around the person will be more powerful because of the contribution that person is making.

Kretzmann & McKnight, 1993



Why Members Join & Stay



- **Believe in issue & mission**
- **Build relationships**
- **Accomplish goals**
- **Have influence & impact**
- **Like being informed & up-to-date**

Why Members Leave . . .

- ✓ Don't feel included or respected
- ✓ Disagree w/leaders
- ✓ Conflict with others
- ✓ Unclear roles or responsibilities
- ✓ Don't see results



Motivate Members

- **Provide training - leadership, meeting facilitation & other skills**
- **Offer annual retreats to build skills & interest in coalition**
- **Offer transportation to state partnership meetings & legislative forums**
- **Invite leaders to represent coalition at grantee meetings**
- **Write letters of appreciation to bosses & recommendations for colleges/jobs**

Retention Tips

- **Use Buddy System – link experienced & new members**
- **Provide small stipends to members**
- **Make attendance easy: Parking, meals, childcare & convenient times/places**
- **Promote sense of team spirit & fun**

Engage people in things that matter to them



Provide opportunities to share knowledge, experience, goals & energy



Gather & use community assessment data to agree on purpose, scope, actions & timeline



Bring people to the table & nurture their active participation in all aspects of decision-making



Develop members' commitment & capacity to plan & take action



Identify & mobilize member assets & resources



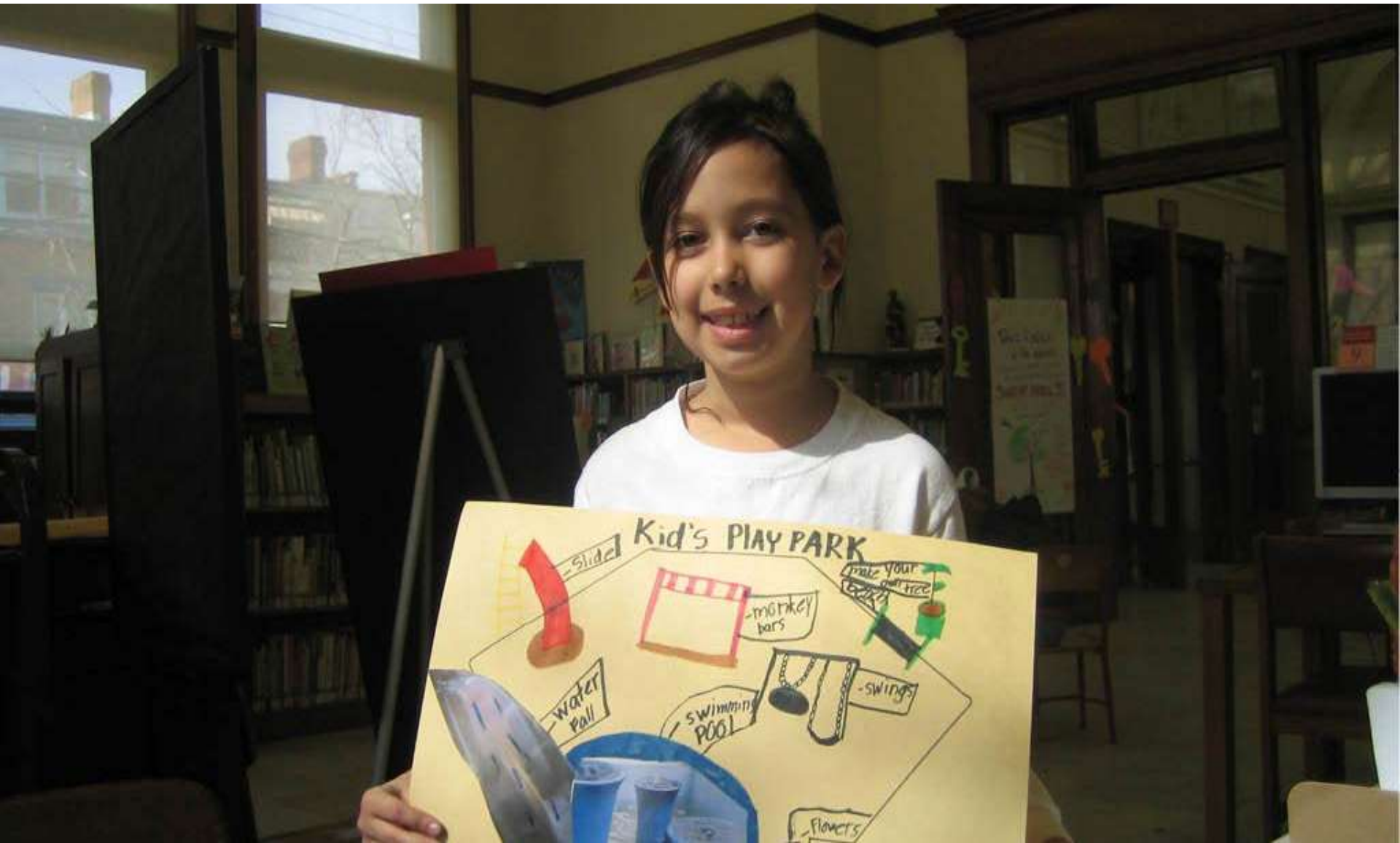
Use clear procedures so participants work together efficiently & effectively



**Create plans that are politically viable,
economical, understandable & accepted by most**



Foster & implement strategies that change policies, systems & environments



Monitor, evaluate & communicate outcomes



Prepare to release control of coalition & strategies



**Remember: Community collaboration
requires long-term commitment**

