



# **Community Engagement**

## **Choreographing the Movement**

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Caller: Donn Thomson**

# Community Engagement: Objectives

## Today we will

- *Plan the Performance:* **Review the Sonoma County Community Engagement Framework**
- *Learn the Steps:* **Design Best Practice Activities**
- *Should I Dance or Support the Dancers?* **Consider your role within the Community Engagement Framework**
- *Step into Action:* **Identify next steps via an exercise designed just for this purpose.**

# Community Engagement: An Exercise



**Turn to a neighbor and share a story of a time when you were really engaged and how that felt.**

**We will share a few.**

# Community Engagement: Why all the fuss?



- **“It is a powerful vehicle for bringing about environmental and behavioral changes that will improve the health of the community and its members”**

Agency for Toxic Substances & Disease Registry (ATSDR)  
Principles of Community Engagement  
Second Edition

# Community Engagement: Empowered



**Cherokee Word for Water**

**<http://wilmamankiller.com/film.html>**

# Community Engagement: Empowered



**Nobel Peace laureate Leymah Gbowee, 39, mobilized women from across Liberia's ethnic and religious divides to call for an end to Liberia's brutal 14-year civil war.**

# Community Engagement: Empowered



## Foster Community Capacity

Marin County Health and Human services, in its **mission to gain trust and build community capacity**, has become a skill-based **partner** for Binational Health Week, **instead of its organizer**.

In the **first year** of the event, the county went to the communities and **arranged events**. in the **second year**, they **gave the communities the option to hold the event as they saw fit**. the county would provide technical assistance, such as tents, supplies, vaccines, or nurses and \$1000.

It instilled within the community the idea that the county **wasn't only interested in calling the shots**, that it was **interested in being a partner**.

# Community Engagement: A Working Definition



- The process of working collaboratively with and through groups of people affiliated by geographic proximity, special interest or similar situations to address issues affecting the wellbeing of those people.
- It often involves partnerships and coalitions that help mobilize resources and influence systems, change relationships among partners and serve as catalysts for changing policies, programs and practices.

# Community Engagement: Definition Graphic - Greg



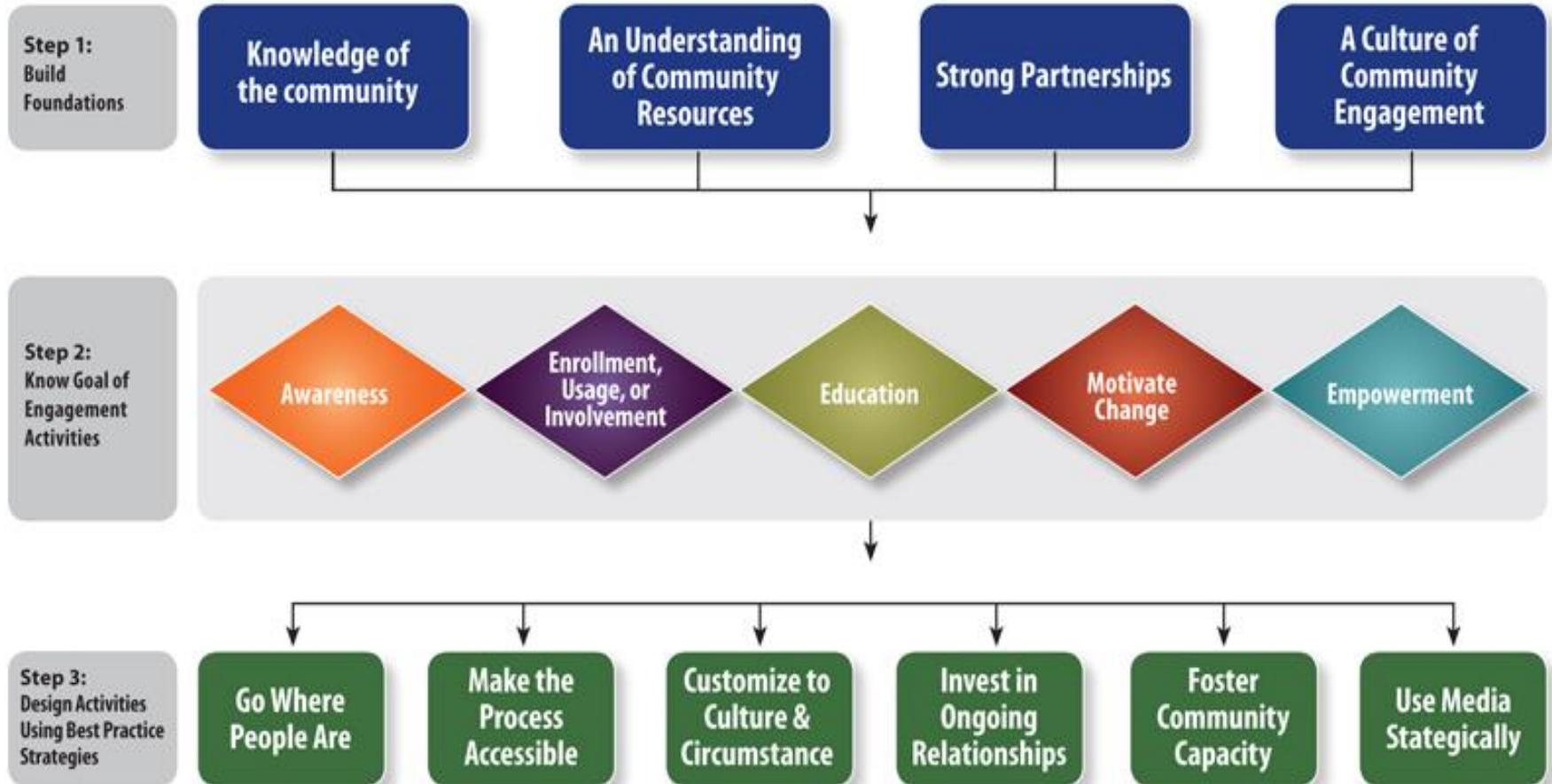
# Community Engagement: Why Sonoma County?



## Best Practices in Action

**Blue Sky Consulting Group and Common Knowledge conducted an analysis of the "best practices" for community engagement and outreach that have been successfully employed in communities throughout the state. This report is an outcome of that research.**

# Community Engagement: A Framework



# Community Engagement: Build a Foundation



## Knowledge of the Community

**Develop a deep understanding of the concerns, values, culture(s), habits and demographic characteristics of the community.**

# Community Engagement: Build a Foundation

## Knowledge of the Community

- Where do they live, work and congregate?
- How do they Communicate?
- Who do they trust?
- What do they value?

# Community Engagement: Build a Foundation



## An understanding of community resources

Know the community-based and government organizations and leaders that serve, interact with, and have the trust of the community.

# Community Engagement: Build a Foundation



## Strong Partnerships

Be known and accepted as a partner in collaboration. *This requires a commitment to building and maintaining relationships.*

# Community Engagement: Build a Foundation



## A Culture of Community Engagement

**Prioritize engagement within organization  
(at all levels) and support continuous  
improvement in cultural competency**

# Community Engagement: Build a Foundation

## 5 Strategies to Create and Sustain the Foundation

1. ***Institutionalize Community Feedback***
2. **Formalize Intra-County Collaboration**
3. **Create a County Presence in the Neighborhood**
4. **Build and Sustain Strategic Community Partnerships**
5. **Commit to Culturally Competent Practices**

# Community Engagement: Build a Foundation

## Institutionalize Community Feedback

Table 2: Strengths and Considerations of Feedback Mechanisms

Feedback Mechanism	Strengths	Considerations
Using intercept surveys from church goers after services	Targeted to a specific population	Limited in content
Having a listening session with Latino leaders to hear their concerns and priorities	Allows participants to determine content and creates a bond	Assumes that concerns and priorities are funneled up to leaders
Convening 100 focus groups done countywide to elicit the “real scoop” from the community	Goes directly to the population for feedback	Results are a snapshot in time
Bringing consumers in on the planning team	Strengthens skills of consumer	Limits feedback to planning content
Using an advisory board of community members	Strengthens skills of community members	County can limit the context of the feedback
Consulting with relevant CBOS before undertaking new projects	Permanent mechanism that creates partnership	Assumes that concerns and priorities are represented by CBOs
Placing a bilingual, bicultural staff member in the community liaison position	Brings back feedback on a range of issues and creates a countywide presence in the community	Relies on government funding and strength of relationships rests on one person
Creating a Community Development section with community-filled advocate and organizer positions	Brings back feedback on a range of issues and creates a countywide presence in the community; builds skills of community members	Funding sources may limit the ability to keep these positions non-programmatic
Creating a non-profit of non-profits	Permanent mechanism that creates partnership	Assumes that concerns and priorities are represented by CBOs

# Community Engagement: Know the Goals



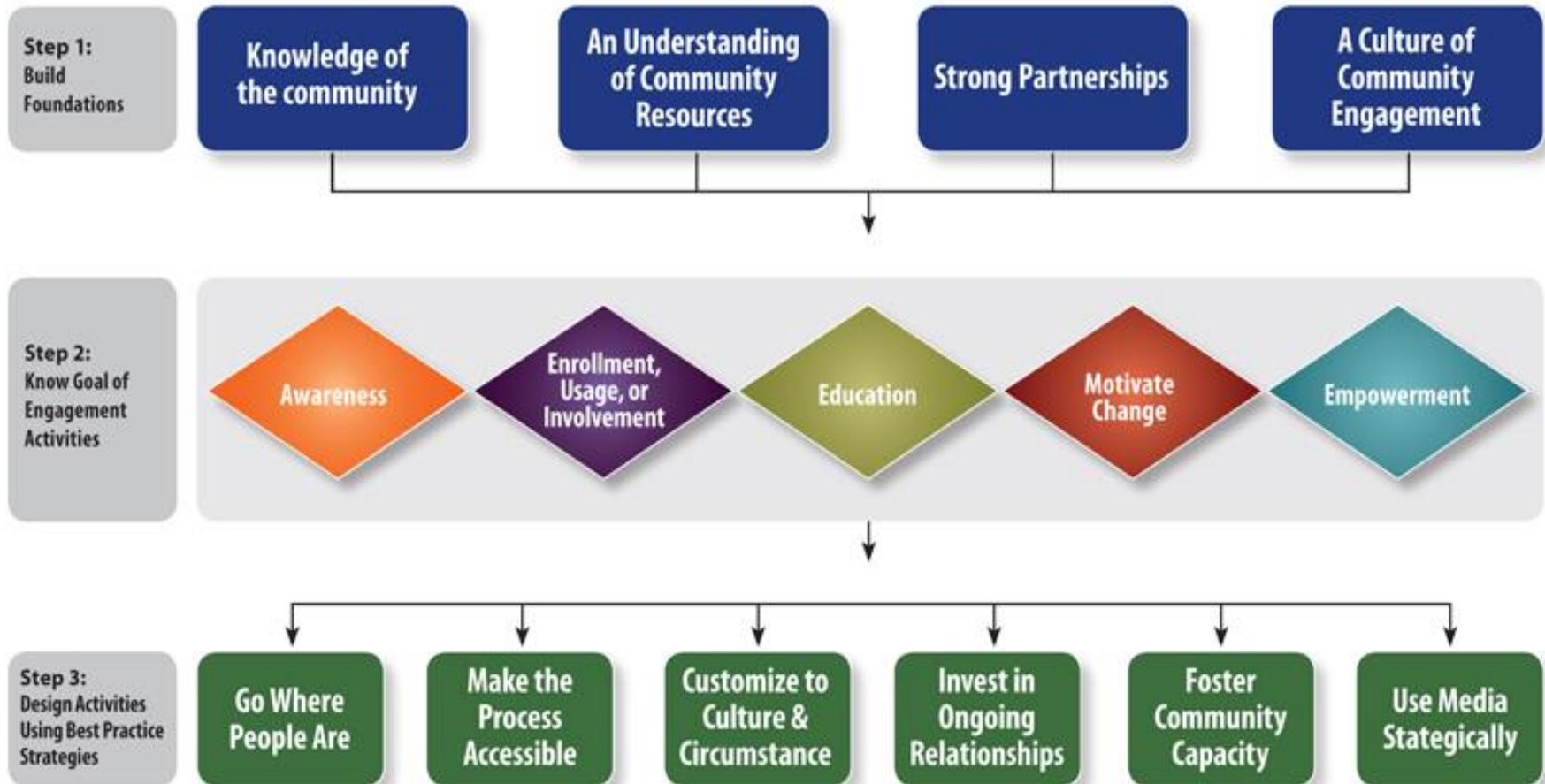
**“When I was growing up I always wanted to be someone. Now I realize I should have been more specific.”**

**— Lily Tomlin**

# Community Engagement: Know the Goals

Possible Goals for Engagement	Awareness	Enrollment/ Usage	Education/ Involvement	Motivate Change	Empowerment
	Draw attention to services, education or other opportunities	Enroll residents in programs or increase use of County services	Teach residents about important issues and/or involve them in decision-making	Inspire changes to behavior	Enhance the community's ability to identify and mobilize around self-selected issues

# Community Engagement: Best Practice Strategies



# Community Engagement: Best Practice Strategies



## Instructions for activity:

- Group according to Olympic sport
- Each group will receive a definition of one element of the Sonoma County Community Engagement Framework's Best Practices in Action
- Together read the definition and talk about how the definition can be represented graphically. You will have about 15 minutes
- Each group will receive flip chart paper and colored pens to do so with words, drawings, etc..
- Each group will share the representation of their definition

What are your questions?

# Community Engagement: Best Practice Strategies

## Definitions and Descriptions of Best Practices:



Go Where the People Are – Pages 17 & 18



Make the Process Accessible – Pages 18 & 19



Customize to Culture and Circumstance – Pages 19 & 20



Invest in Ongoing Relationships – Pages 20 & 21



Foster Community Capacity – Pages 21 & 22



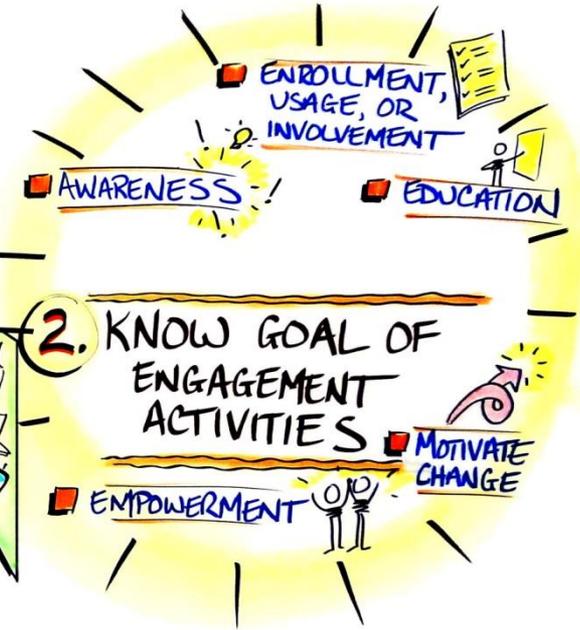
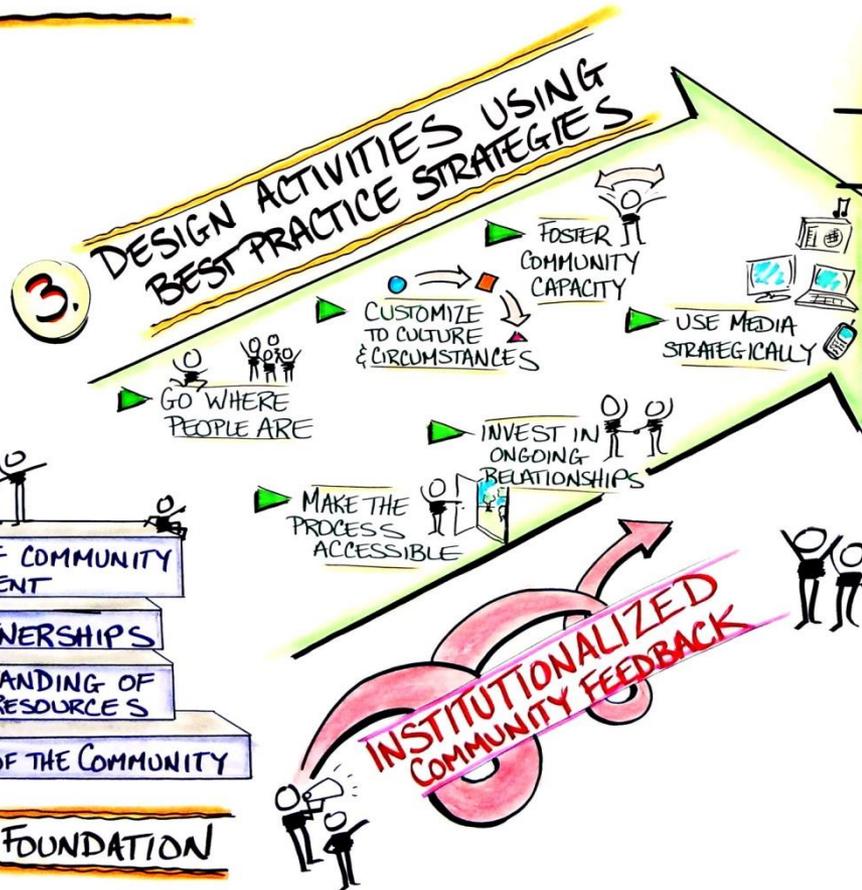
Use Media and Marketing Strategically – Pages 22 & 23

# Community Engagement: What's My Role

## SONOMA COUNTY COMMUNITY ENGAGEMENT MODEL



### 1. BUILD A FOUNDATION



# Community Engagement: Like Dance! What?

**A Community Engagement Framework, embedded in living systems, requires movement. Like dance, it is fluid and dynamic with the best performances well-choreographed. In some cases, like a dance, it can be a “party” for policy, systems and environmental change.**

# Community Engagement: Dancing as Engagement



**Thinking about what you learned today, compare your experience square dancing to community engagement. Call out your comparisons!**

**Please share your thoughts on the training; fill out an evaluation before you leave.**

# Community Engagement: Questions?



## Resources

### Sonoma County and Community Engagement

<http://www.sonoma-county.org/health/community/index.asp>

### Principles of Community Engagement

<http://www.atsdr.cdc.gov/communityengagement/>

### Asset Based Community Development

When People Care Enough to Act

Mike Green

### Community Conversations

Mobilizing the Ideas, Skills and Passion of Community Organizations,  
Governments, Businesses and People

Paul Born