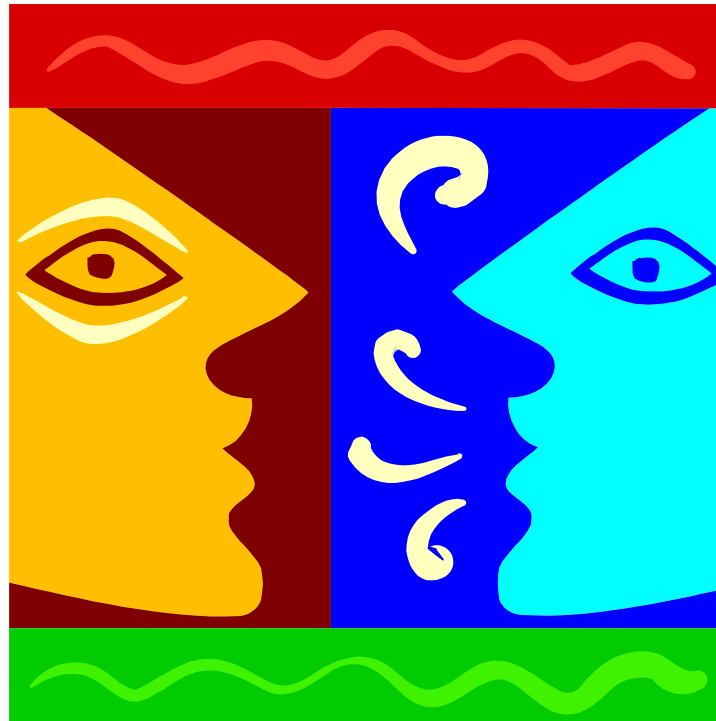


# Engaging the Community & Building Capacity

---



Facilitated by:  
Martha Madrid & Andrea Valdez, MPA



# Welcome & Overview

---

- Why Engage the Community?
- Challenges
- Engagement Strategies
- Coalition Example
- Recruitment
- Developing Effective Coalitions
- Exercise: Collaboration Multiplier
- Q&A



# Why Engage the Community?

---

- Engaging the community or target population can provide useful insight and positive direction of the program services and community initiatives.
- In order to benefit the community it must be meaningful to and/or developed by the target population.



# Why Engage the Community?

---


- Engaging the community members give them a sense of ownership and can provide the skills to shape their communities.
- The community will respond better if “gatekeepers or one of their own” is involved in the development, outreach and/or implementation phase.



# Top 3 reasons why a community member will choose to participate:

---

1. A direct benefit to community- something they want or need (park, stop sign, more policing, fewer liquor stores).
2. How, why & by whom they are asked to participate.
3. He/She feels comfortable participating (skill set, people, location).



## Top 3 reasons why a community member will choose not to participate:

---

- 1) No perceived benefit to community.
- 2) Unfamiliar with who is asking for their participation; unclear as to why they should and how they are asked.
- 3) He/she feels uncomfortable participating (language barrier, skill set, location, participants, history of past participation or efforts).

# Challenges

---



What additional challenges have you experienced?

# Engagement Strategies

---

- ***Input: Surveys, questionnaires***
- Explain the importance, what will be done with the information gathered? who is it helping?
- Provide in appropriate language or with bilingual proxy
- Explain terminology, acronyms
- Provide appropriate incentives
- Ensure anonymity





## ***Participation: Focus Group, Meeting, Event, Program attendance***

---

- Date, time & location selected
- Appropriate invitation (flyer, letter, canvas)
- Follow-up (face-face, telephone call, canvas)
- Refreshments, Coffee & Cookies, Family Dinner
- Incentive for participation (marketing items, monetary)

# ***Advocacy / Community Based Initiatives:***

**Gathering Petitions, Speaking w/Neighbors or City Council, Letter-writing**

---

- Educate the target population
  - Provide easy-to-use materials and resources
- Empower them
  - Engage throughout the process: assessment, strategic planning, community recruitment, implementation, and evaluation
- Provide skills needed
  - Spokesperson training, messaging, community outreach

## Example - Community Park

---

Local agency using promotoras to deliver diabetes & childhood obesity workshops repeatedly heard community members voice concerns that there were no areas for children to exercise or play outdoors.



# Community Park

---

- Began collecting data by conducting door-door surveys- success due to familiar presence
- Agency also conducted focus groups with residents of apartment complex w/ approx. 2000 residents
- Provided weekly educational workshops on leadership, fundraising & advocacy for both teens & adults
- Once residents reached a level of sophistication, agency arranged for participants to observe City Council meetings, facilitated meetings w/elected officials & local businessmen

# Community Park

---

- ❖ Over a 4 year period able to secure a state grant, donated land and matching funds from city to build & maintain a park adjacent to apartment complex, they broke ground last year and the park is currently under construction.



# Recruitment

---

## *Four Basic Methods:*

1. Outreach
2. Internal Referral Sources
3. External Resources Sources
4. Mass Marketing



***Outreach*** – the use of staff or volunteers to seek out and encounter members of targeted population in their own environment and deliver recruitment messages.


---

**Tips for conducting Outreach:**

- ❖ Go where & when potential clients gather.
- ❖ Identify appropriate outreach workers.
- ❖ Conduct outreach in teams.
- ❖ Develop Outreach protocols.
- ❖ Screen Clients

**Tips for developing your Outreach message:**

- ❖ Make it specific to the service
- ❖ Use the language of the target population
- ❖ Test it with community members



***Internal Referral Sources***-the use of staff of volunteers, who provide a service within an agency, to screen clients for other services within the same agency and when appropriate refer clients to these services.

---

### **Steps in Giving Internal Referrals:**

- Consider all clients, and assess their different needs.
- Develop criteria that will “trigger” your staff as to when to give the referral.
- Use gateway services as incentives to attract clients (free family counseling).
- Develop targeted and appropriate messages to be delivered by individual staff or use social marketing strategies (posters hung in agency).





# ***External Referral Sources***-the use of sources external to the agency to deliver recruitment messages for specific intervention services to members of the targeted population.

---

## ***Steps for using Agency Referral Sources***

- ✓ Identify appropriate agencies
- ✓ Establish & nurture linkages
- ✓ Beware of competition that may exist
- ✓ Provide appropriate promotional materials
- ✓ Support bi-directional referrals (MOU)
- ✓ Keep all contact information up-to-date

## ***Steps for using Peer Referral Sources***

- ✓ Recruit members of community / targeted population
- ✓ Provide training / orientation about services
- ✓ Document referral follow-up
- ✓ Use of incentives may help

***Social Marketing***-the use of marketing techniques to deliver specific recruitment messages to specific audiences through use of media.

---

Examples include:

- An HIV Testing campaign
- Mothers Against Drunk Driving Campaign





# Recruitment for Community Based Initiatives

---

- Conduct activities aimed specifically at recruiting new supporters
  - ✓ start with who you know and who you need
- Train your core group to conduct one-on-one recruiting meetings with key opinion leaders
- Make presentations to organizations
- Have one-on-one meetings with prospective new coalition activists
- Attend community social events



# Developing Effective Coalitions

---

- Handout: The 8 Steps to Effective Coalition Building
- Coalitions are not appropriate for every situation. They are only one of a variety of tools.
- The main factor in unproductive business meetings is having the wrong people present.
- Poll members to see which times & locations present the least conflict, consider traffic & parking issues.
- Provide an Orientation for new members.
- Good food is good for morale!
- Select activities that members will experience as successful – ones they can contribute to. Press release, training.
- Maintain open communication not just with those who attend but those who stopped attending.
- Reciprocity – a coalition works both ways.



## An ideal coalition should contain the diverse segments of your community:

---

- Public Health Professionals
- A Health Expert
- Dedicated Workers
- Youth
- General Community
- Blue collar workers
- Communities of color
- LGBT communities
- Low income communities
- Faith-based communities
- Colleges, universities
- Professional Associations
- Neighborhood Associations
- Political Action Groups
- Environmental Groups

# Collaboration Multiplier

*(partial sample)*

---

<b>Agency / Partner</b>	<b>Expertise</b>	<b>Desired Outcome</b>	<b>Strategies</b>	<b>Strengths &amp; Assets</b>

# Building Capacity

---

- Working together is working smarter!
- Partners can provide opportunities for training, share expertise, access to volunteers, service providers, new community contacts, funding or in-kind services.

