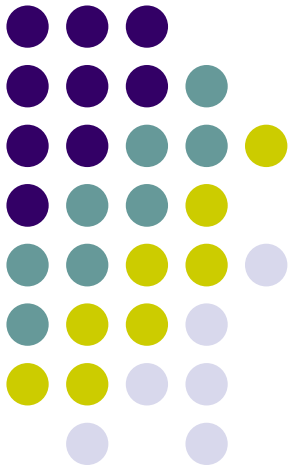
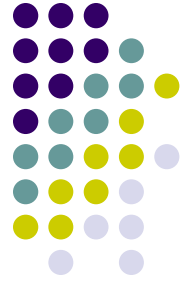


# Community Engagement

Building a healthy community





# In this presentation...

- Some basic concepts
- The importance of community engagement in the CHC model
- The goals of community engagement
- Principles and approaches to community engagement – what works, what are the challenges and how to overcome them?



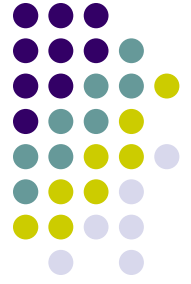
# Some basic concepts

- Types of communities: geographic, interest-based, and virtual
- An individual can belong to several communities at the same time
- **Community development** is a process designed to achieve social, cultural, economic, and environmental goals for the whole community with its active participation
- **Community engagement** is about people working together to create visions for the future and take action. As individuals become more engaged, they can have a powerful effect on their lives and communities.

# Principles of community development



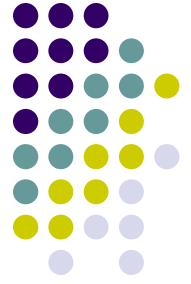
- Grassroots
- Democratic
- Inclusive
- Non-authoritarian
- Community self-determination and ownership
- Asset-based (or enhancing natural capacities and networks)
- Social justice and equity
- Universality
- Service integration
- Focused on prevention and health promotion



# Activity

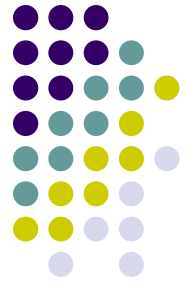
- Using the handout, match the traditional perspectives and approaches to dealing with social problems with the alternative community development approach

# Community engagement and community health

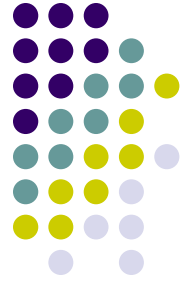


- Engaging people in the processes that impact on their own health and the health of their community is a critical component of health promotion
- Community engagement in this context seeks to influence the broader social determinants of health by...
  - Engaging the community in identifying their health needs, setting priorities, controlling and implementing solutions, and evaluating progress
  - Focusing on those neighbourhoods that are marginalized, face barriers and therefore experience greater inequalities in their health
  - Strengthen the mechanisms by which people come together, interact and, in some cases, take action to promote health

# The goals of community engagement in the CHC model

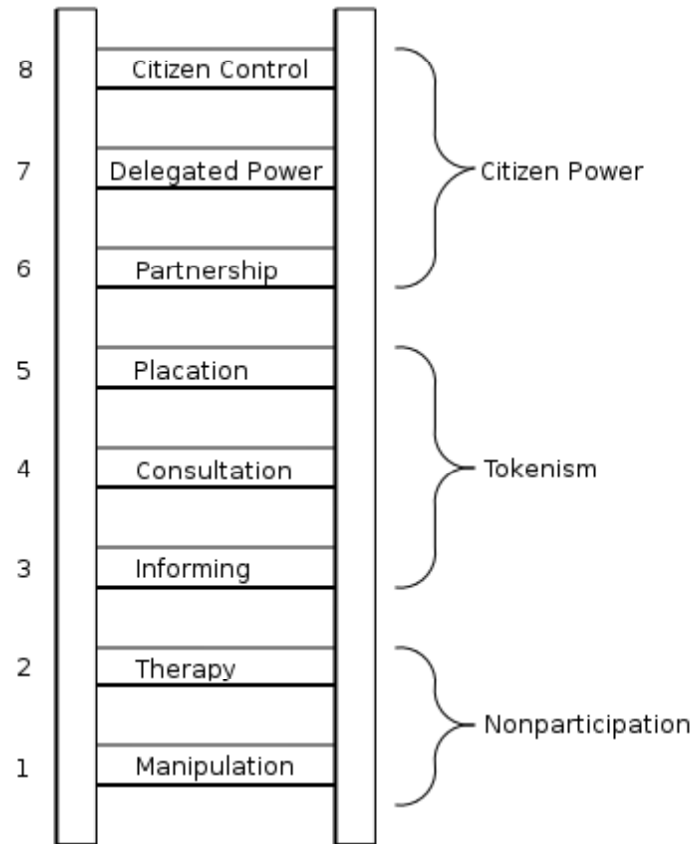
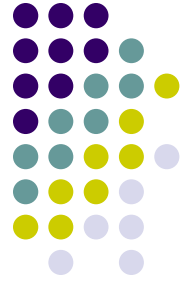


- Because community members are the experts on their own needs, hopes, and dreams of their community
- To build capacity among community members and groups and empower them to take action
- To practice inclusion – the sense of belonging emerges when people engage in their communities
- To partner in the development of healthy communities and contribute to better health outcomes
- To be more responsive to community needs and dynamics through our programs, resources and services
- To build trust and credibility in the community
- To bring diverse voices into the planning process



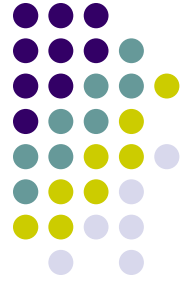
# Approaches to community engagement

# The ladder of citizen participation



Source: Arnstein, 1969

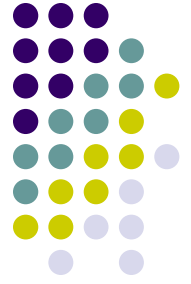
# Community engagement continuum



Adapted From: Hashagan 2002 and Sydney Department of Planning 2003.

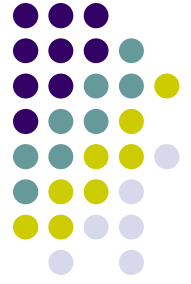
Source: Tamarack: An Institute for Community Engagement

# The Spectrum of Participation



- Informing
- Consulting
- Involving
- Collaborating
- Empowering

Source: Vancouver Coastal Health, adapted from the WHO and the International Association of Public Participation



## Small group activity

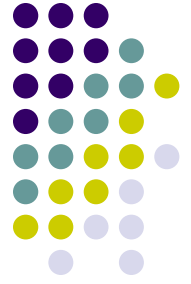
- What are ways to engage communities and community members across the spectrum of participation?
- Based on your own experiences, what has worked well?
- What would you anticipate (or what have you observed) as the barriers to community engagement? How can these barriers be addressed?

# Community engagement – what works?



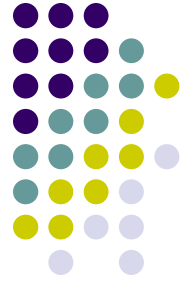
- Learn about the community
- Identifying community assets, resources, needs, and issues
- Listen to community members
- Bring people together
- Create common visions and goals
- Provide the tools, resources, space, and facilitation to empower community members to take ownership of the issues and solutions
- Take action

# Community engagement – what are the barriers?



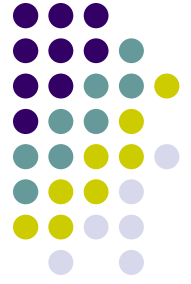
- Intimidating processes
- Marginalization
- Time constraints
- Childcare constraints
- Lack of transportation
- Any many more!

# How to address barriers to engagement



- Hold meetings in community spaces that are familiar to participants
- Hold meetings at times that are convenient to community members
- Build in training and learning opportunities
- Provide childcare
- Provide transportation
- Ensure the space is accessible for people with disabilities
- Provide a nutritious meal or snack
- Acknowledge the unique expertise and contributions of community members by providing an honourarium or stipend for their time
- Provide translation and interpretation

# Case Study



- Read through your case study and describe the steps you would take to engage the community



**Questions?**