



# Building Bridges, Earning Trust, and Shifting Power through Community Engagement

Friday, April 16<sup>th</sup>, 2021



In Video Tile

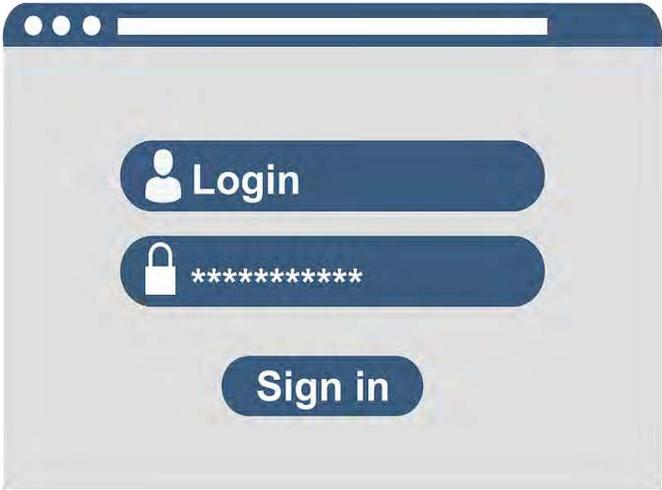
Participate!



MUTE when NOT talking



Log back in if disconnected





# Agenda

- **Welcome and Purpose Setting**
- **Icebreaker: Scavenger Hunt**
- **Framing Community Engagement**  
*Sarah de Guia, ChangeLab Solutions*
- **Break**
- **Group Learning Activities (with Break)**
- **Closing Discussion**

# Welcome & Purpose Setting



# Icebreaker: Scavenger Hunt



# Task: Find something in your workspace (home/office/etc.) that represents what you would want to take on a desert island

## In each breakout group:

- Each person introduce yourself and your item
- As a group:
  - Determine which **ONE** object the group would like to adopt to take to their desert island
  - Come up with a group name
  - Decide which one individual from your group will share out your chosen item during the lightening round report-out
    - The person sharing out should **NOT** be the item's owner
    - Be brief. You will have less than 30 seconds to share:
      - Group name
      - Selected item, item owner, and why the group chose the item



# Desert Island Scavenger Hunt: Group Share

- Please put your GROUP NAME in the chat
- Be brief. You will have less than 30 seconds to share
- Tell us your group name, selected item, item owner, and why the group chose the item



# Sarah de Guia, JD

Chief Executive Officer  
ChangeLab Solutions



VALUES AND  
PRACTICES FOR  
COMMUNITY  
ENGAGEMENT

# THE HEALTHIEST CITIES AND COUNTIES CHALLENGE



**ChangeLab Solutions**  
Law & policy innovation for the common good.



# ICEBREAKER REFLECTION

- How did your group engage with each other to reach a decision?
- How could you have improved your process to be more inclusive?



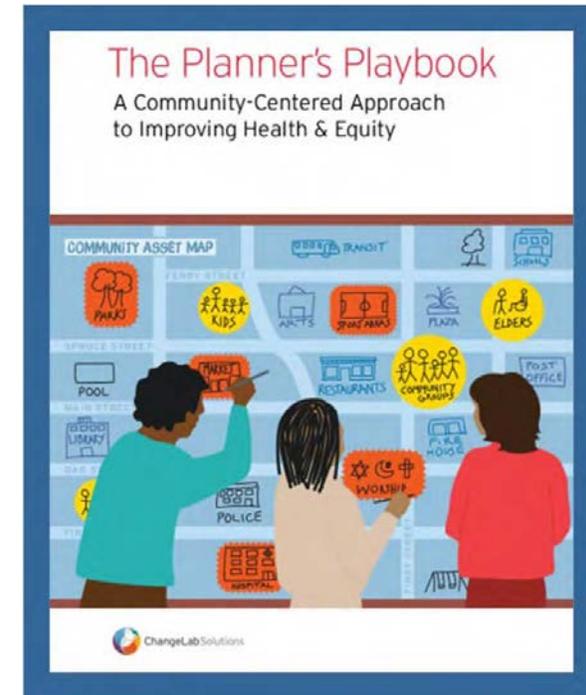
## What is ChangeLab Solutions?

*Healthier communities  
for all through equitable  
laws & policies.*



	<b>INFORM</b>	<b>CONSULT</b>	<b>INVOLVE</b>	<b>COLLABORATE</b>	<b>EMPOWER</b>
<b>PUBLIC PARTICIPATION GOAL</b>	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
<b>PROMISE TO THE PUBLIC</b>	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

Embracing the highest level of community engagement are effectively promising: “we will implement what [the community] decides.”



# STRATEGIES FOR IMPROVING COMMUNITY ENGAGEMENT PRACTICES

1

**Engage  
Community  
Members**

2

**Build  
Capacity**

3

**Understand  
the Roots of  
the Problem**

4

**Align Action  
to Solve  
Core  
Challenges**

# APPLY EQUITY PRINCIPLES TO COMMUNITY ENGAGEMENT

- Focus on people-centered engagement
- Listen / give people space to share
- Focus on inclusive representation
- Build a foundation of trust
- Create ongoing engagement & discussions



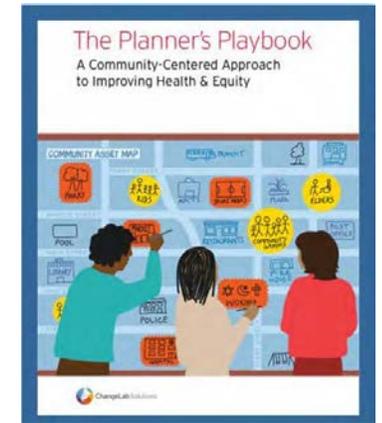
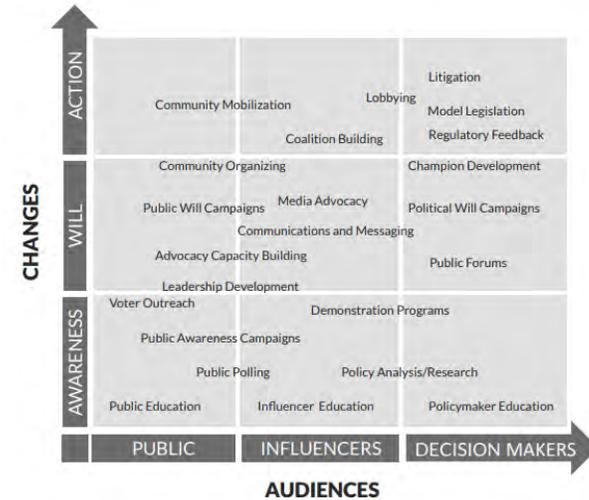
# BUILD CAPACITY



- Assess the readiness of all stakeholders
- Develop local leadership, knowledge, and skills
- Build government and community partnerships
- Align actions across sectors for collective impact

# Assessment Tools

- Coffman & Beers: [Advocacy Strategy Framework](#)
- ChangeLab Solutions' [“The Planner’s Playbook”](#)
- PLACE Research Lab: [Policy Readiness Tool](#).
- Tri-Ethnic Center for Prevention Research, [Community readiness for community change](#).



# UNDERSTAND THE ROOTS OF THE PROBLEM



- ▶ Create a shared understanding of the problem/issue
- ▶ Utilize questions/ analysis from contemporary, historical, place-based, and systemic perspectives:
  - What is working here? What are assets and strengths?
  - What different lenses (temporal, geographic, societal) can we apply to better understand what's happening here?
  - Map assets and disparities
  - Focus on processes or systems that lead to inequities, rather than individual choices or “problems”

# ALIGN ACTION TO SOLVE CORE CHALLENGES

- ▶ Helps to address problems from multiple directions
- ▶ Allows stakeholders to identify and prioritize structural needs/issues and assess feasibility
- ▶ Helps to prevent misallocation of resources
- ▶ Assists in leveraging strengths and assets, and in identifying and addressing gaps



# INCORPORATING EQUITY INTO ROANOKE, VA'S 20-YEAR PLAN

- Effort built off a previous partnership to address food insecurity through data-driven solutions
- ChangeLab provided law and policy technical assistance for incorporating equity in the Vision 2040 plan.
- Result: The City of Roanoke developed their Vision 2040 Plan with health equity considerations front and center.

*“Now we have an actual policy process for improving health that reflects the perceptions and needs of community members. It’s amazing what happens when the community, local institutions, and city government are pulling together in the same direction.”*

- Dr. Liz Ackley, Roanoke College



# VIRTUAL COMMUNITY ENGAGEMENT DURING COVID-19

- **What Works Cities:** <https://medium.com/the-guide-to-remote-community-engagement>
- **Movement NetLab** has developed some resources on community organizing and compiled information comparing different online platforms
- **Training for Change:** [facilitation guidance, templates, and tools](#)
- **IAP2:** [Digital Engagement, Social Media & Public Participation](#)



# ADDITIONAL RESOURCES

## Tools for Change: A Resource Catalogue for Community Health

Web: [www.changelabsolutions.org](http://www.changelabsolutions.org)

Twitter: @ChangeLabWorks

Facebook: ChangeLabSolutions

## Tools for Change

A Resource Catalog for Community Health



THANK YOU!  
QUESTIONS?

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# TEN MINUTE BREAK

**Please mute yourself and turn off your video while you enjoy your break.**



# Group Learning Activities

# 15% Solutions

Discover and Focus on  
What *Each Person* Has  
the Freedom and  
Resources to Do **Now**

- **Purpose:** Reveal actions each person can do now to enhance their community engagement efforts
- **Focus:** The community engagement challenges you identified through the pre-work
- **Result:** Solutions currently within the discretion of each individual and team





How small changes  
can spark big results:  
A real world example  
from Michaela and  
Lauren



# Structure/Time allotments

- Team Breakout #1 - 20 min.
  - Group brainstorming and discussion around challenges and potential solutions
- Speed Consulting Round 1 - 20 min.
  - In pairs, take turns presenting and sharing solutions for feedback
- Speed Consulting Round 2 - 20 min.
  - In new pairs, build on first round and continue to clarify and advise on solutions
- BREAK
- Team Breakout #2 - 25 min.
  - Come back together with your team to share advice received and establish a plan of action



# Team Breakout #1 Instructions

- Move to Breakout Rooms (in project teams)
  - Each person shares ideas from pre-work (8 min)
  - Group discusses ideas from self-reflection and begins brainstorming/developing solutions (10 min)
  - Decide as a group what solution(s) you are going to take the rest of the cohort for feedback (2 min)
- Questions for discussion:
  - What is a specific area of your Challenge project where you could you enhance your community engagement efforts?
  - What is your 15%? Where do you have discretion and freedom to act?
  - What can you do without more resources or authority?



# TEAM BREAKOUT #1



# Speed Consulting Instructions

- Round 1
  - You will automatically be sent to breakout rooms (2 people/room)
  - **If paired w/ someone from your team, send ONE person back to the main room** to be switched to another room.
  - Partner A gets 10 minutes to share their idea with Partner B. Partner B can ask clarifying questions and give advice.
  - After 10 minutes, reverse roles.
- Round 2
  - Pairs come back to the main room just long enough to switch (this takes seconds)
  - **If anyone is paired with the same person a second time, ONE individual from the pair should come back to the main room** so they can be switched.
  - Repeat instructions from Speed Consulting Round 1, building on the ideas from the first round.



# Consulting Tips

- Support your partner by asking them questions that get them to:
  - focus on solutions that are within their individual discretion;
  - remember what unused resources and capacity are available;
  - identify their most unnoticed source of influence;
  - apply their unique knowledge, skills, and abilities;
  - reinvent the wheel, if needed;
  - and expand their understanding of what is possible!





# SPEED CONSULTING

**Please stay at your computer and have your camera on, if possible.**



# TEN MINUTE BREAK

**Please mute yourself and turn off your video while you enjoy your break.**

# Team Breakout #2

- Select the breakout room that corresponds to your community
- Discuss the following question:
  - What are one or two promising ideas that stood out in each of your speed consulting conversations?
  - Each individual shares for up to 3 minutes
- Establish a clear, coherent action plan for next steps.
  - How are you going to go about implementing your 15% solutions?
  - Communicate boundaries



# TEAM BREAKOUT #2





# Reflections - One Word



# Q&A



# Appreciations



# Next Steps & Reminders

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## ▶ April Community Engagement Ad Hoc

- Thursday, April 22 2-3:00pm ET

## ▶ May Webinar

- Thursday, May 20 2-3:15pm ET
- Strategic Communications

## ▶ Y1 budget reports/Y2 budgets

- Due May 31
- Stay tuned for an email with more details next week!





# Plus/Delta and Poll

**Please respond in the chat:**

- What went well?
- What could we change for next time?



# Thank You!

## Challenge Partners

