Community Engagement: **A Process of Learning and Change**

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Objectives

Following this lecture, the participants will be able to

1. Define *communities*
2. Describe the rationale for *community engagement*
3. Explain differences *citizen vs community engagement*
4. Describe 3 major **processes in *engagement***
5. Summarize *evaluation tools* for assessing engagement
6. Outline the *10 core principles of effective community engagement*

Adapted from Canadian Policy Research Networks

www.metapraxis.ca/site/ywd_metapraxis/assets/pdf/Engagement_Framework__synopsis.pdf

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COMMUNITY ENGAGEMENT

Definition

Community engagement (CE) is referred as the process by which [community benefit organizations](#) and [individuals](#) build ongoing, permanent [relationships](#) for the purpose of applying a collective vision for the [benefit of a community](#).

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What are "Communities"?

May mean-

- groups of people with similar problems
  - e.g mothers with babies under 5y
- geographic related: village, township, country
  - e.g all who live in south west Uganda
- health care workers in a region
- churches or hospitals or clinics
- media-radio, newspapers;social media-twitter

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Why is Community Engagement Important for Health ?

Community needs to be involved in:

       defining health issues

       working to improve health

       design / running of health projects

To share knowledge learned:

       relevant leaders

       appropriate members

Help to shape community health care:

       disease prevention

       health promotion

       acute and/or chronic care

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Alderman et al. Public Engagement in Health Priority Setting in LMIC: Current Trends and Considerations for Policy. PLOS Medicine 2013; 10: e1001495

What does "Engagement" Mean?

Citizen engagement

- meaningful involvement of individual citizens in policy or program development.
- citizens are "engaged" when they play an active role in
  - defining issues,
  - considering solutions,
  - identifying resources/priorities for action
- "meaningful involvement" should take place at all variety of stages of a project

research, planning, or implementation

Citizen engagement ≠ community engagement

www.cihr-irsc.gc.ca/e/41592.html

Engagement:

Community **Entry** not=

Community Engagement

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Relationship Commitment

Communication Knowledge Exchange

Resources & Support

Successful Community Engagement

Participation &Collaboration

Ownership & accountability

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Engagement ....

- About **learning, changes, commitment**
  not about **power and control**
- Always about an **outcome or commitment**
- **INTERACTIVE** process
- **ADAPTIVE** process
- About **listening**,
  rephrasing to ensure understand
  what is being said,
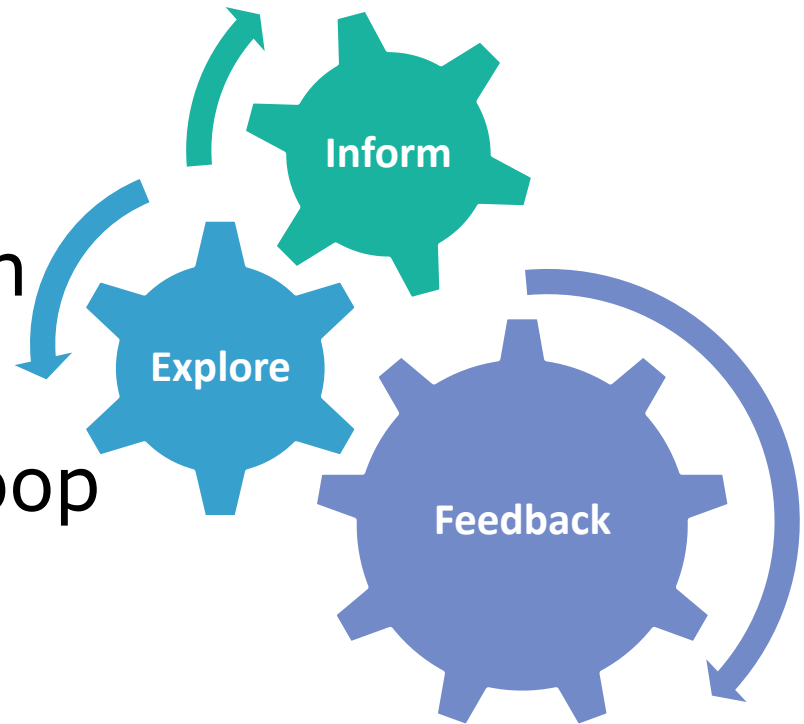 **repeating, checking**
  open ended questions

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Engagement is Dynamic

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- Opportunity for community for learning and change

- Any change or transition evokes a natural emotional reaction

- *Community engagement means working so people and the community do not fear change*

- **People own what they help create - own the change**

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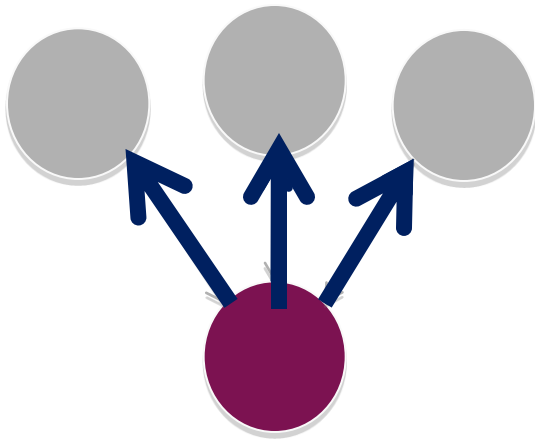
Engagement ....

Three equally important processes

1. Sharing Information
2. Encouraging exploration
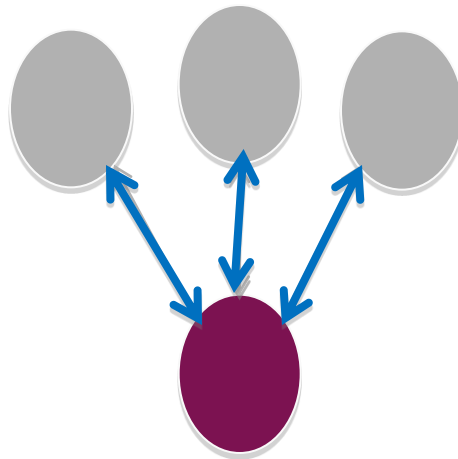   of choices and option
3. Closing the feedback loop

Inform

Explore

Feedback

http://www.scdc.org.uk/national-standards-community-engagement/10-national-standards/
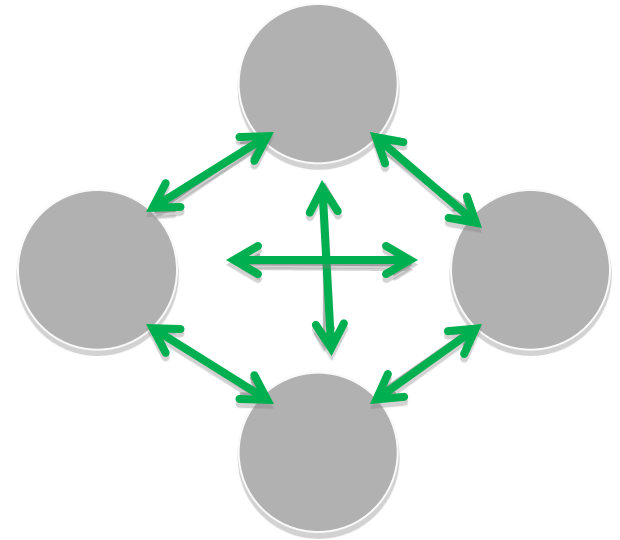
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Sharing Information
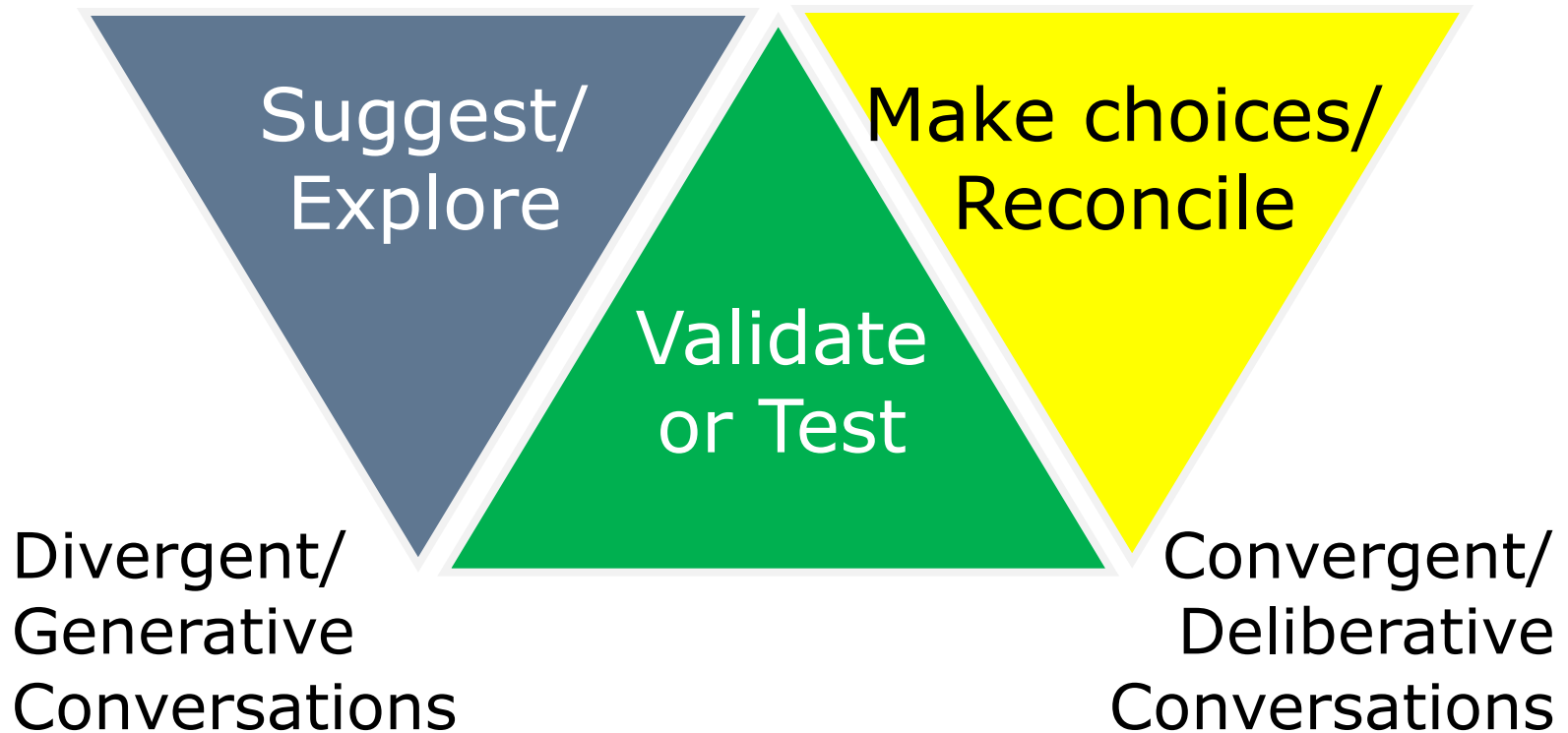

One Way -Listening

Two Way -Discussion

Multi Way -Dialogue

Encouraging Exploration of Choices and Options

What has been learned about the problem:

- what are the options?
- what are the benefits with each?
- what are the risks with each?
- how should the decision be made ?
- by whom?
- what are the barriers to implementation?

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Exploring Choices

Suggest/ Explore

Validate or Test

Make choices/ Reconcile

Divergent/ Generative Conversations

Convergent/ Deliberative Conversations

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Closing the Feedback Loop

- Putting agreed to **option into action**
- Providing **support** for those carrying out the action
- **Testing** and **modifying action** if needed
- **Assessing impact** of action over time
- **Dialogue with community over learnings and outcomes**
- **Evaluation**

Evaluation

Process	Outcomes
• Representativeness	• Policy/decision influence
• Inclusivity	• Public views incorporated into decision-making
• Participation rate	
• Fairness	• Effect on public support
• Process flexibility	• Participants' values/opinions/actions changed
• Transparency	
• Interaction	
• Deliberation, etc	• Conflict resolution

Adapted from Source: Abelson, Julia & Gauvin, François-Pierre Gauvin, Assessing the Impacts of Public Participation: Concepts, Evidence, and Policy Implications. CPRN (2006). http://www.cprn.org/doc.cfm?doc=1405&l=en

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10 Core Principles of Community Engagement

1. Begin by listening
2. Attend to people's leading concerns
3. Reach and listen beyond usual community leaders
4. Frame issues for deliberation
5. Provide the right type and amount of information

Modified from Source: Public Agenda – Centre for the Advancement of Public Engagement (www. publicagenda.org)

10 Core Principles of Community Engagement cont'd

6. Help people move beyond wishful thinking

7. Expect obstacles and resistances

8. Create multiple, varied opportunities for dialogue and deliberation

9. Respond respectfully and conscientiously to people's involvement

10. Build long-term capacity- not about us.. it's the community !

Community *Participation* Ladder

- Collaboration

- Collective Action

- Co-learning

- Cooperation

- Consultation

- Compliance

- Co- option

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Community Engagement

- Communities- maybe main locus for change in **knowledge translation**

- Efforts to **engage community early** reap major benefits

- Be sensitive to **culture of local community**: language, values, options, timing, setting

EG

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POLICY MAKERS

Towards Unity for Health
WHO
C.Boelen , 2000

HEALTH
ADMINISTRATORS

HEALTH
PROFESSIONALS

HEALTH

SYSTEM BASED

ON PEOPLE"S NEEDS

COMMUNITIES

ACADEMIC
INSTITUTIONS

www.who.int/entity/hrh/documents/en/TUFH_challenges.pdf

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Communities: Different Countries

Strategies to reach and engage in MicroResearch...
urban, rural.......
your thoughts ....

NEM

Healthy Child Uganda

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How will Community Engagement work in your MR Project ?

What communities?

Who should be engaged early?

What are the culture of each of these local communities: language, values, options, timing, setting?

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