

## DRAFT Community Engagement Actions 12\_15\_15

Principles of Community Engagement	Actions
<p><b>1. Defined purposes, goals, and populations.</b> Researchers and organizers need to clearly state what the purpose of the community activity is to be.</p>	<ol style="list-style-type: none"> <li>1. Meet with community leaders, determine if research goal meets an urgent need of the community.</li> <li>2. Clearly state if purpose of meeting is fact-finding and program development or is it issue identification and shared decision-making to address emerging issues.</li> <li>3. Determine in advance who is engaged in the process and set the parameters of engagement.</li> <li>4. Determine if participants are based around geographic boundaries, racial/ethnic groups or age groups or is there a virtual community that shares a common interest.</li> <li>5. Investigate if other organizations can assist with the process and contribute to the shared effort.</li> <li>6. Identify the intended outcome of the engagement.</li> </ol>
<p><b>2. Know the community.</b> It is important to do the research and learn about the community, its culture, social networks, economic conditions, demographics, history, and experiences.</p>	<ol style="list-style-type: none"> <li>1. Co-develop an understanding of the culture of the community.</li> <li>2. Learn the language of the community; do not use terms that conflict with cultural beliefs and values.</li> <li>2. Investigate the community's prior experiences working with researchers.</li> <li>2. Establish if there is there a perceived benefit or cost associated with the engagement activity.</li> <li>3. Assess the community's readiness to participate.</li> <li>4. List the community's assets and strengths that can help with consensus building, communications, and decision-making. It can also help to build a foundation for meaningful partnerships.</li> </ol>
<b>Items necessary for engagement:</b>	
<p><b>3. Go to the community.</b> Engagement is a community process and the community will have greater opportunity for success if its members are an integral part of the development and implementation process.</p>	<ol style="list-style-type: none"> <li>1. Meet with key leaders and groups in their surroundings to ascertain their concerns, issues and barriers to participation.</li> <li>2. Expanding the group to include formal and informal leaders, diverse populations, age groups and interests that could enhance community support and buy-in.</li> <li>3. Share engagement goals, benefits and costs to help to build the community trust and gain support for on-going partnerships.</li> </ol>
<p><b>4. Look for collective self-determination.</b> Community and individual self-determination is central to the community engagement process. If community members can identify with the issue, feel it is important, have influence and make a contribution, they are more likely to participate in the entire engagement process.</p>	<ol style="list-style-type: none"> <li>1. Help community identify their own issues, name the problem, develop action areas, implement strategies and evaluate outcomes.</li> </ol>
<b>Succeeding in the engagement process:</b>	
<p><b>5. Community partnerships are critical.</b> Opportunity for effective engagement includes equitable community partnerships and transparent discussions on power and decision-making.</p>	<ol style="list-style-type: none"> <li>1. Work with partnering individuals / organizations to identify co-learning opportunities</li> <li>2. Establish contribution levels of partners upfront and revisit periodically.</li> <li>3. Establish what each partner will gain from the engagement partnership.</li> <li>4. Design an on-going bi-directional communication plan.</li> </ol>
<p><b>6. Respect community diversity and culture.</b> Diversity can be related to economics, education, employment or health. Culture can be defined by language, race, ethnicity, age, gender, literacy or other personal interests. Diversity and culture may affect individual and community participation in the engagement process.</p>	<ol style="list-style-type: none"> <li>1. With partners, identify/quantify diversity and culture impacted by the study.</li> <li>2. Co-design processes, strategies, and techniques to be used to engage individuals so that participation barriers are minimized and community cultures and norms celebrated.</li> </ol>
<p><b>7. Mobilize community assets and develop capacity.</b> Community assets will vary depending on the individuals and organizations present.</p>	<ol style="list-style-type: none"> <li>1. With partners, identify community interests, skills, and experiences, and existing social networks that can be built into the engagement process.</li> </ol>

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	<ol style="list-style-type: none"> <li>2. With partners, identify community facilities, materials, and economic power that can be used to support study.</li> <li>3. With partners, determine what additional skills / resources that be necessary to sustain long-term collaboration and successful outcomes.</li> </ol>
<p><b>8. Maintain flexibility.</b> The community engagement process can lead to changes in individuals and their respective organizations. New relationships may emerge through the creation of new alliances, social networks, and assets. Engaged communities may also lead to changes in programs, public policies, and resource allocations.</p>	<ol style="list-style-type: none"> <li>1. Co-develop a process to incorporate input and feedback from the community.</li> <li>2. Periodically convene community partners to evaluate changes that have occurred in the community and its impact on the study</li> <li>3. Adapt and change with the community issues and needs to ensure long-term collaboration.</li> </ol>
<p><b>9. Commitment to collaboration.</b> Community engagement may be short-lived and centered on a specific initiative. However, long-term partnerships have the greatest potential for successful outcomes that affect complex societal issues.</p>	<ol style="list-style-type: none"> <li>1. Plan to sustain progress. Early in process work with partners to develop strategies to maintain collaborations and progress.</li> <li>2. Budget sufficient time and resources (e.g. funding) up front for sustainability.</li> <li>3. Co-develop community infrastructure that will sustain research.</li> </ol>

Adapted from University of Nebraska Lincoln (2015) and *Principles of Community Engagement*, Second Edition, NIH Publication No. 11-7782; June 2011