Strategies for Successful Community Engagement

Kaiser Permanente Southern California HEAL Initiative

Virtual Brown Bag Learning Series

Please make sure you have connected with the telephone using the number, access code and pin displayed in your AUDIO BOX on the right side of the screen. Also please mute your phone.
Practice Getting Started

- TELEPHONE AUDIO PIN
- PLEASE MUTE YOUR PHONE
- PARTICIPATORY FORMAT
  - Raising Your Hand
  - Writing a Question
What is a “Virtual Brown Bag”?

- **Purpose:** To Generate Discussion and Peer Learning between Southern California HEAL Partners.

- **Expected Outcome:** Accelerated learning and dissemination of best practices, enhanced likelihood of successful community transformation.

- **Schedule:** Monthly web/phone convening every fourth Thursday from Noon – 1:30 pm.
Today’s Purpose

Strategies for Successful Community Engagement in HEAL

Learning Objectives:
• Define community engagement
• Understand the various ways it can happen
• Identify trusted partners with proven “convening capacity”
• Effectively work with these partners to develop meaningful community engagement to build healthy communities
Today’s Agenda

- **Introductions:** Who’s in the Room?
- **Invited “Instigators”** Launch Discussion
- **Active Dialogue** with All Participants
- **Ideas** for Replication, Adaptation or Inspiration!
Participatory Practice

- **RAISE YOUR HAND:** Please provide us with a *burning* question you would like answered today!

- **WRITE IT DOWN:** Please write a few words about an innovative idea you’d like to share!
Site Introductions!

- Anaheim
- Antelope Valley
- Hollywood High School
- Lemon Grove (San Diego)
- Long Beach
- Oildale (Kern)
- Ontario
- Riverside
- Ventura
- Whittier
Discussion “Instigators”

Melissa Guajardo
Program Director
California Center for Civic Participation

Sandra Viera
Program Coordinator
Prevention Institute
Community Engagement

All people within a defined community have meaningful opportunities to provide input on a project or process.

Enlists the perspectives, talents, and skills of members of one or more communities to articulate their needs, concerns, visions and expectations in ways that result in better, healthier outcomes and more livable environments for residents.
# Forms of Community Engagement

<table>
<thead>
<tr>
<th>Government/Quasi-Governmental</th>
<th>Non Governmental/Community-Based Organizations</th>
<th>Community-Based/Resident</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning Commission</td>
<td>Promotores (Community Health Workers)</td>
<td>Community Meetings</td>
</tr>
<tr>
<td>Zoning Board</td>
<td>Church groups</td>
<td>Stakeholder Groups</td>
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<td>City Youth Commission</td>
<td>Youth Councils</td>
<td>Focus Groups</td>
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<td>Government sponsored resident groups (e.g.</td>
<td>Leadership Team (E.g. environmental / health leadership teams)</td>
<td>Community Key Informants</td>
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<tr>
<td>Neighborhood Councils)</td>
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*Prevention Institute*

*Making Healthy Places: Designing and Building for Health, Well-being and Sustainability.*

*Chapter 19: Building Healthy Places with People and for People: Community Engagement for Healthy and Sustainable Communities*
Discussion Questions

Am I aware of how my agency/department is currently perceived within different sectors of the community?

Do I have relationships with key community based organizations that have earned trust of community members?
Discussion Questions

Does the project include an information feedback-loop so that the community can learn exactly how their voices were heard and included in the plans?

What are the challenges to successful community engagement and how can these be overcome?
Youth
Adults and Promotoras
Thank You for Participating!
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Please complete the survey prompted on your screen after the Virtual Brown Bag has ended.