

Community Engagement

Maria Franchi



Welcome!

Time for some introductions



Welcome! Zoom tips

Chat box & view

Un/mute

Reactions

Breakout rooms

Short and sweet



Group expectations

- Listening
- Respect
- Self-care
- Confidentiality
-



Active Listening

Listening well

Caring

Withholding judgement

**Active listening is a
risky business.**



Key stages for Active Listening

- Listen
- Reflect
- Clarify
- Summarise
- Explore
- Test

Breakout rooms

**5 minutes each
to introduce
yourself and
your
experience
and identify
one question
you want
answered
today**



What we will Cover -

 Context

 Challenges

 Assets

 Power and inclusion (EDI) Co-production Communications

Types of community

- What do we mean by community?
- What types of community are there?



Q: Is your community...?

- A community of interest...
... who come together because of a common understanding or passion.



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- A community of interest...
... who come together because of a common understanding or passion.



- A place based community...
... who come together because of where they reside, work, visit or otherwise spend significant time.

- A community of action...

... who come together to use collective power to make changes in the world.



- A community of action...

... who come together to use collective power to make changes in the world.



- A community of circumstance...

... who are united by a common situation or challenge not of their making.



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- A community of circumstance...

... who are united by a common situation or challenge not of their making.



- A community of practice...

... who are united through their participation in the same activity.



Reframing community engagement

“a **dynamic relational process** that facilitates communication, interaction, involvement, and exchange between an organisation and a community for a range of social and organisational **outcomes**. 2018 study”



Situational analysis: a 5-step process

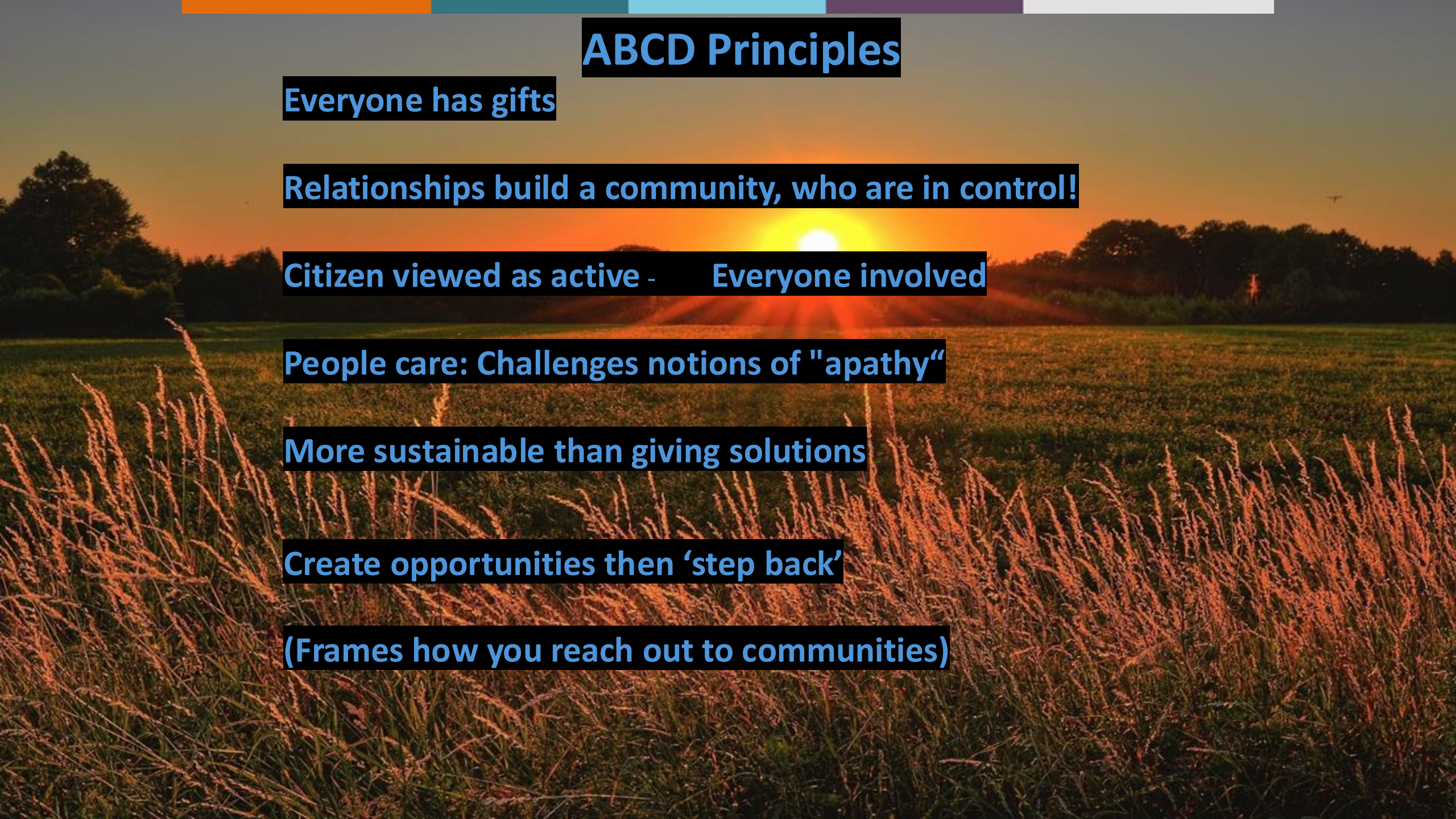




Asset Based Community Development (ABCD)

ABCD = 'Strength' Based Approach
Existing strengths within a community

*Mcknight & Kretzman book 'Building communities from inside out'
(1993 Illinois – 30yrs of research & evidence)*

A sunset scene over a field of tall, golden-brown grass. The sun is low on the horizon, casting a warm orange glow across the sky and the field. A line of dark trees is visible in the background. The overall mood is peaceful and hopeful.

ABCD Principles

Everyone has gifts

Relationships build a community, who are in control!

Citizen viewed as active - Everyone involved

People care: Challenges notions of "apathy"

More sustainable than giving solutions

Create opportunities then 'step back'

(Frames how you reach out to communities)

ABCD Assets

Use the mentimeter to register the key words



ABCD Assets

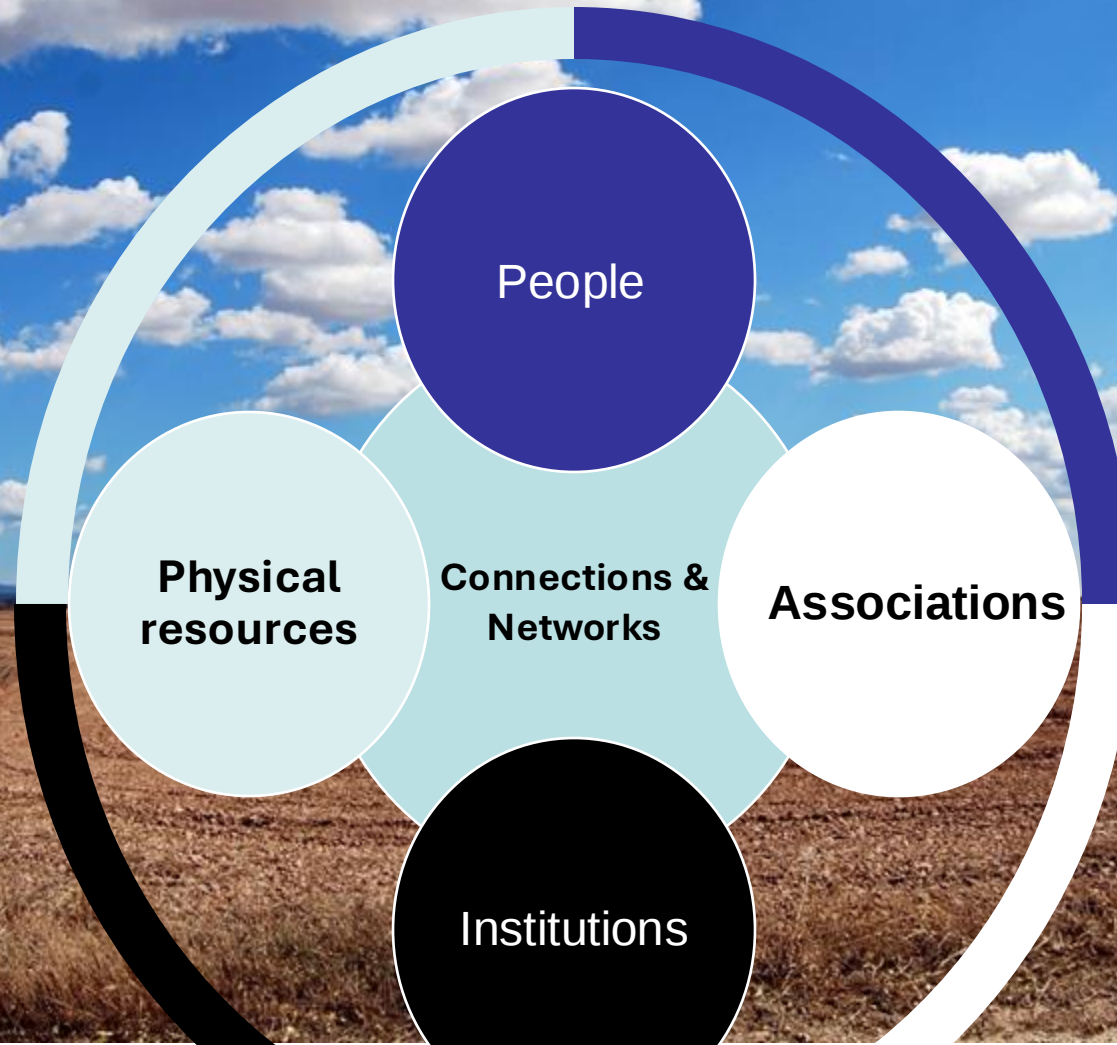
Mentimeter

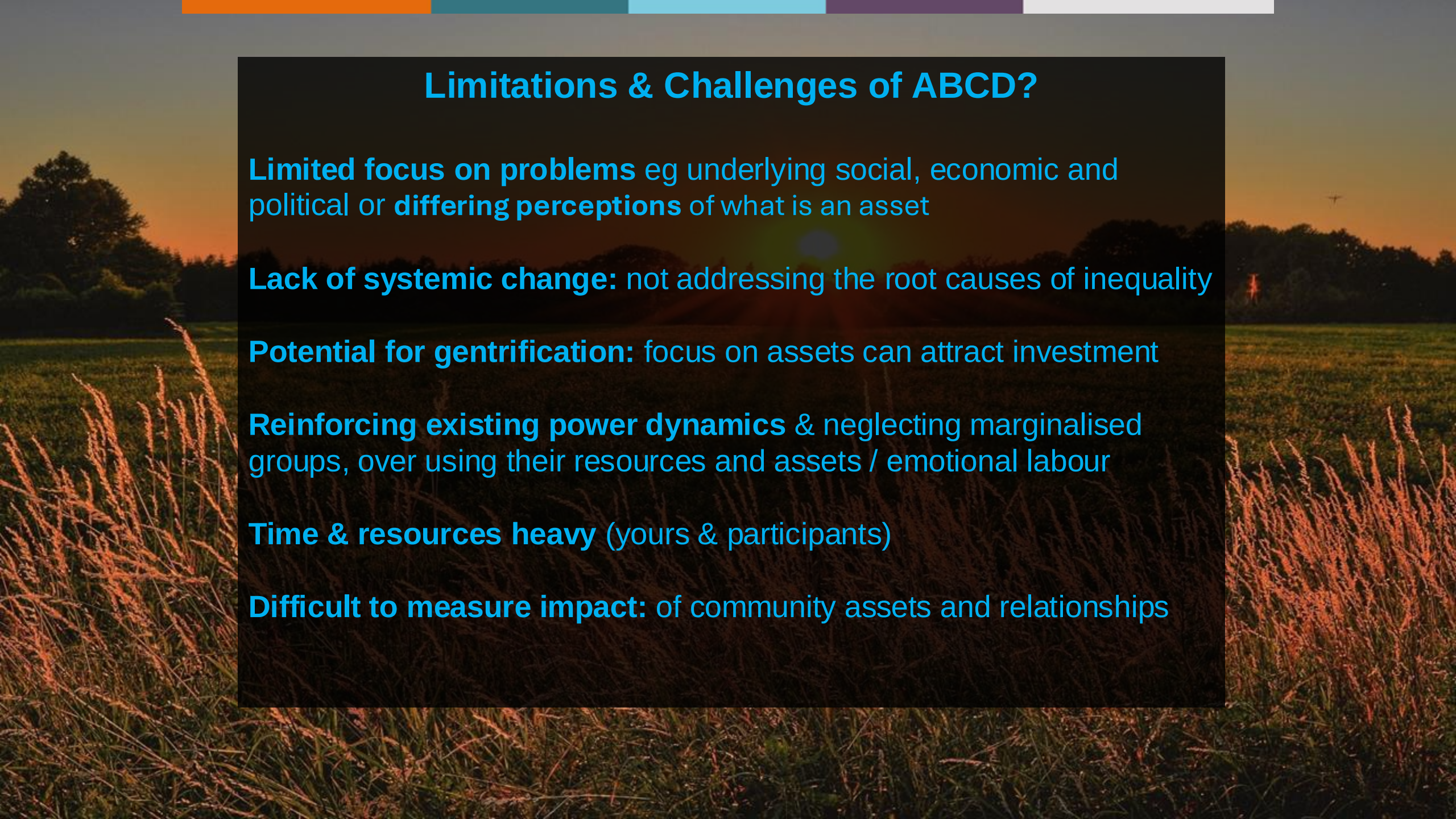
<https://www.mentimeter.com/app/presentation/n/alpsy5tr8rc94tkvq1k2vnxv8qv996cd/presentation>

Key Assets Q. What are they?

- Individuals (skills, knowledge, experience)
- Associations (Tenants, faith, community & online groups)
- Institutions (Schools, businesses, LAs)
- Physical Assets (Resources/Buildings/parks)
- Connections (Networks/social capital)

Mapping your Assets





Limitations & Challenges of ABCD?

Limited focus on problems eg underlying social, economic and political or **differing perceptions** of what is an asset

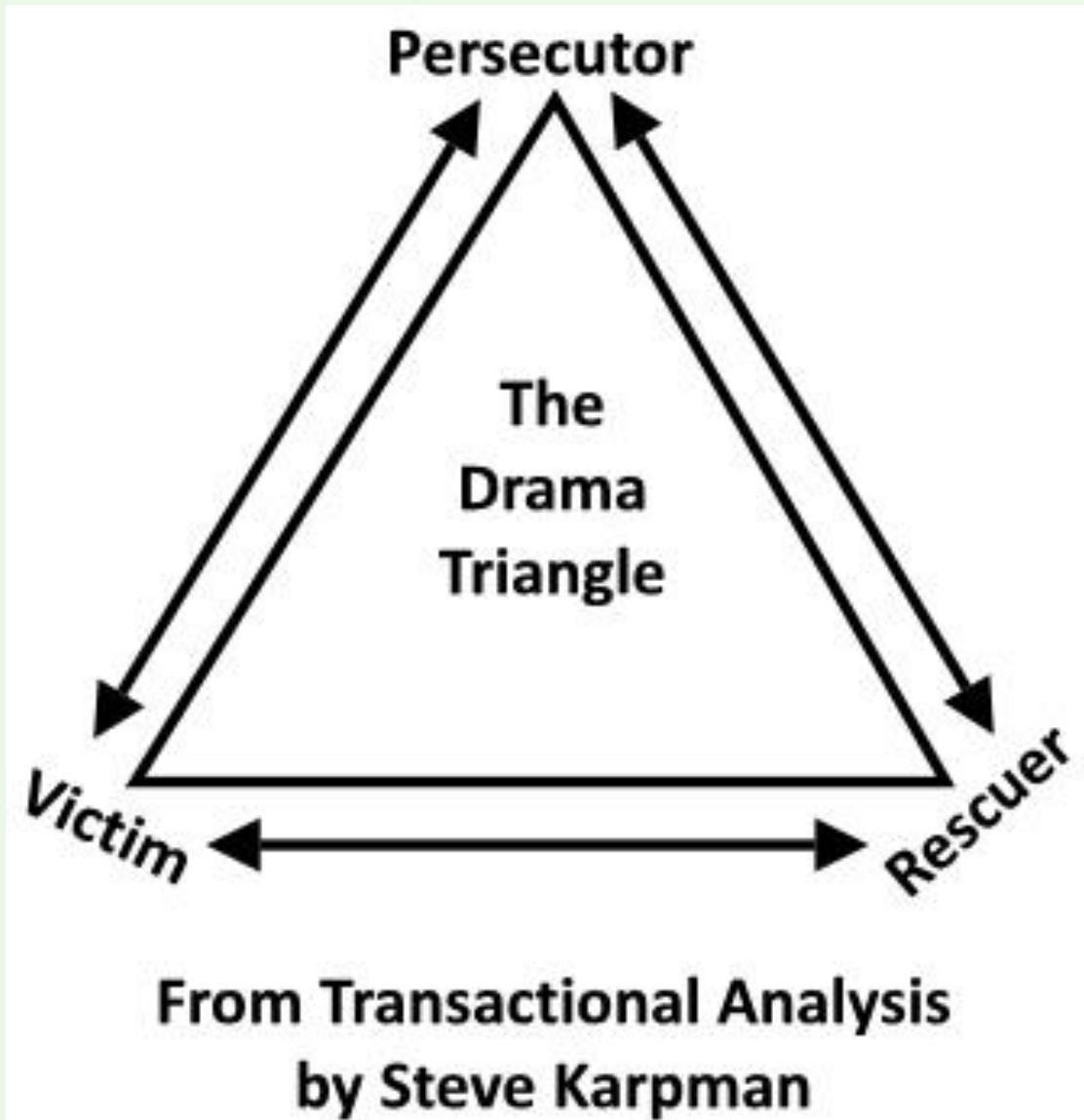
Lack of systemic change: not addressing the root causes of inequality

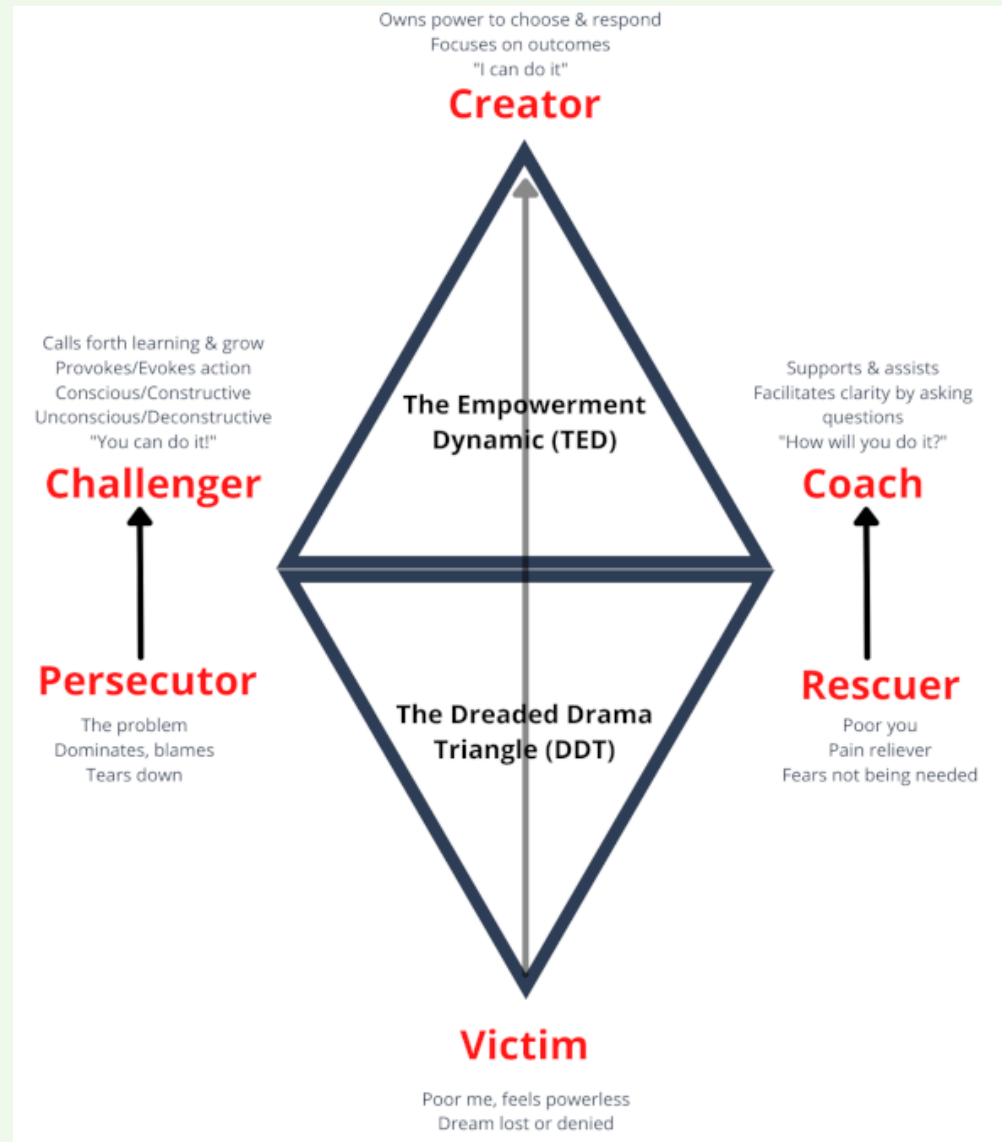
Potential for gentrification: focus on assets can attract investment

Reinforcing existing power dynamics & neglecting marginalised groups, over using their resources and assets / emotional labour

Time & resources heavy (yours & participants)

Difficult to measure impact: of community assets and relationships

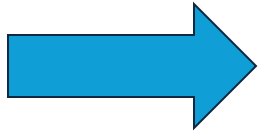




Theprofitrecipe.com



Breathe and stretch....



Think:

What is the **most important change** you are trying to bring about through community engagement in your role?



Types of Power

Social/cultural power

Professional/Expert power

Resource power

Physical power

Personal power

Political power

Position power

Negative power

Power

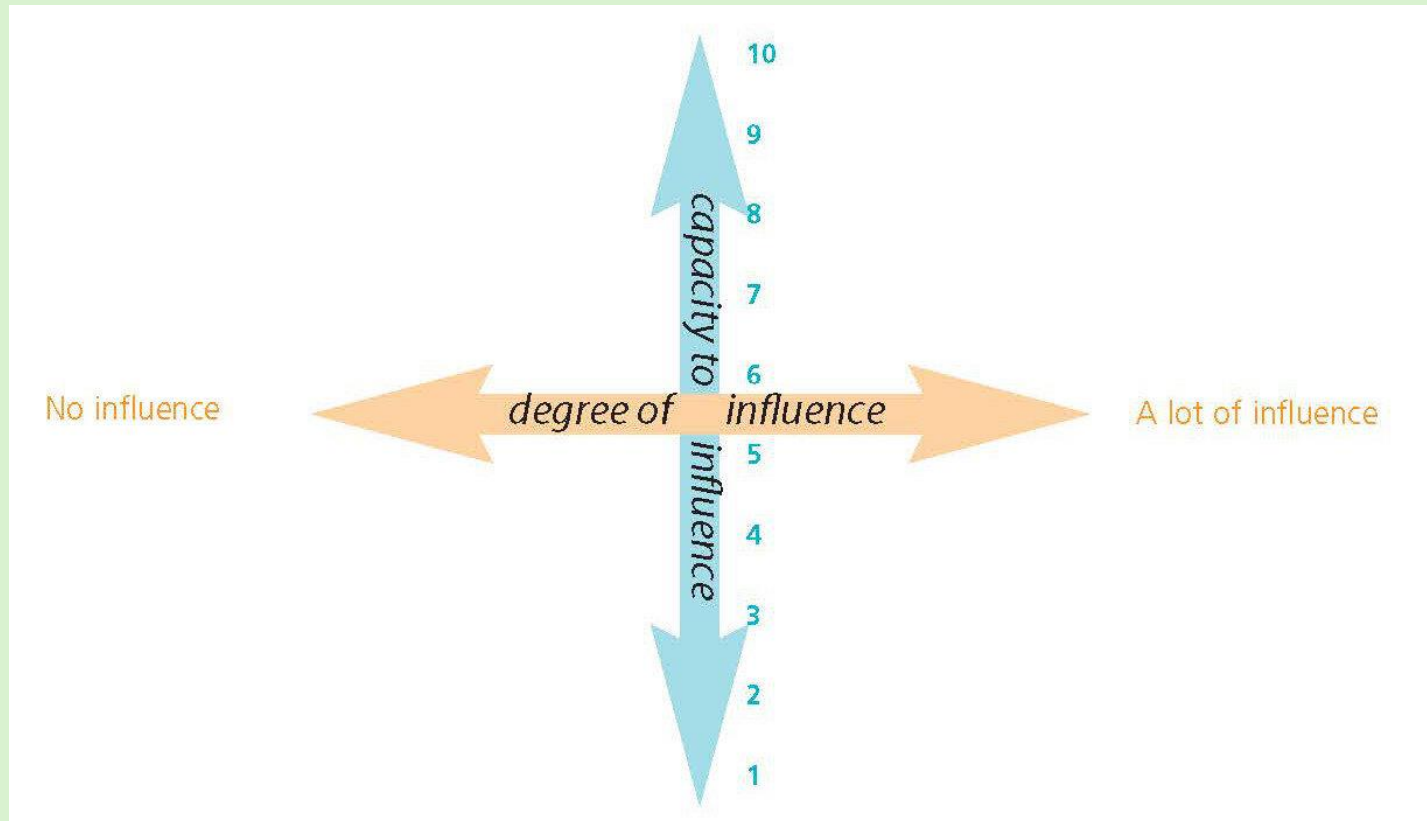
Power within – personal self-confidence, sense of rights, entitlement, and agency

Power with – collective power, joint action

Power to – effective choice, capability to decide & act

Power over – power of hierarchy and domination

Power and Influence



<https://changesuk.net/resources/axis-of-influence-series-voice-and-echo/#:~:text=Each%20axis%20in%20the%20Axis,work%20with%20each%20of%20them.>

LUNCH TIME





What we have covered -

 Context

 Challenges

 Assets

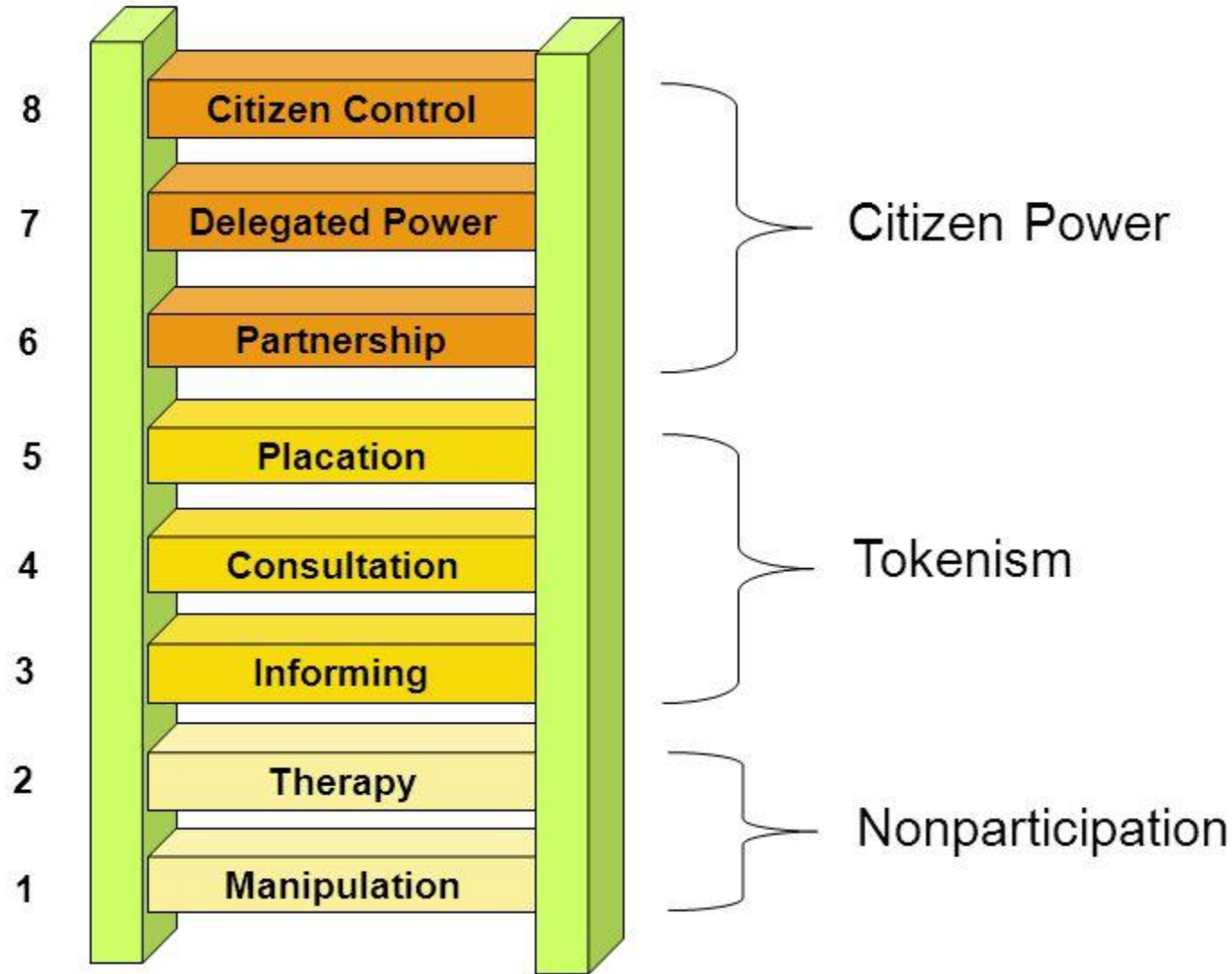
This afternoon

 Power and inclusion (EDI)

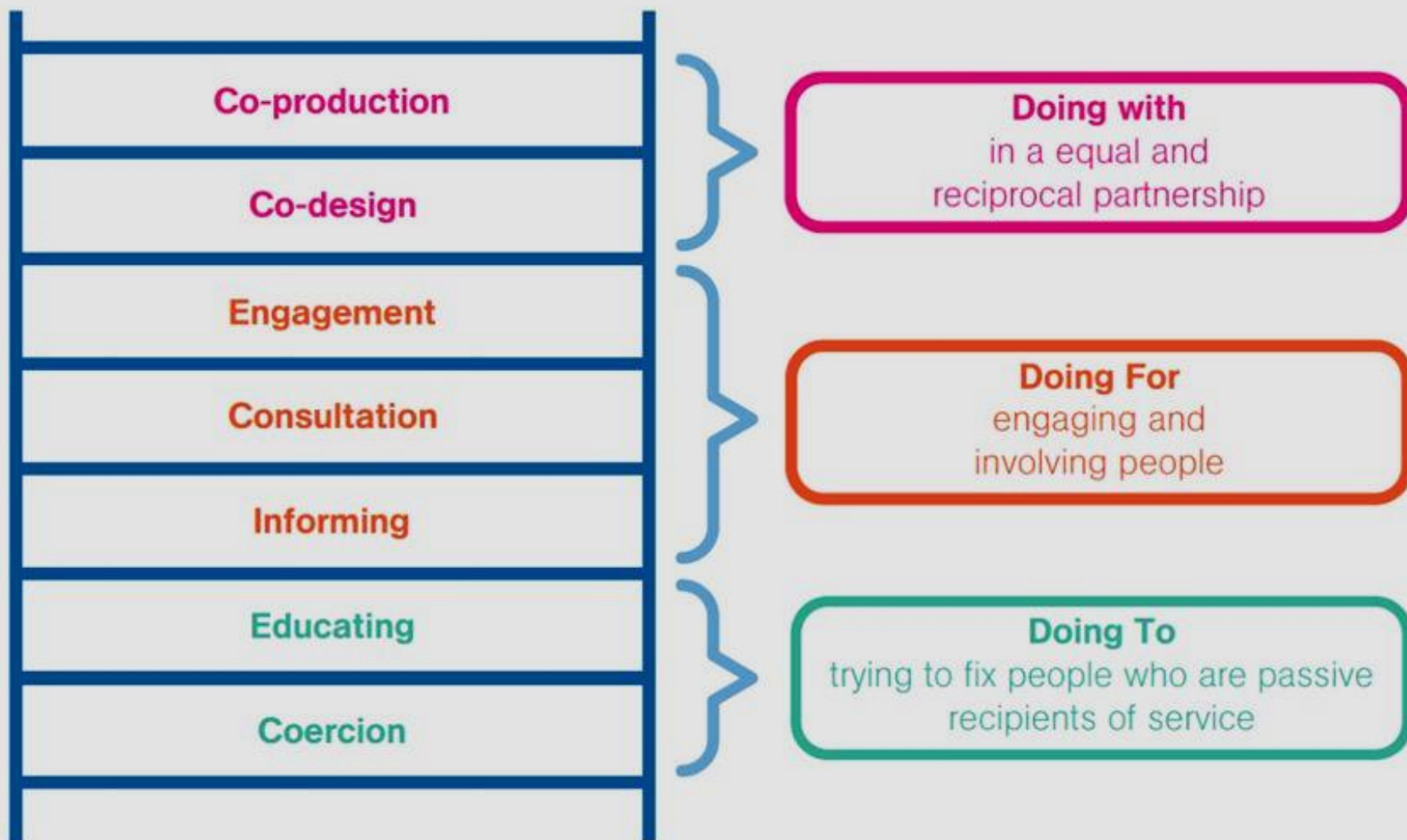
 Co-production

 Communications

The Ladder of Citizen Participation (Arnstein)



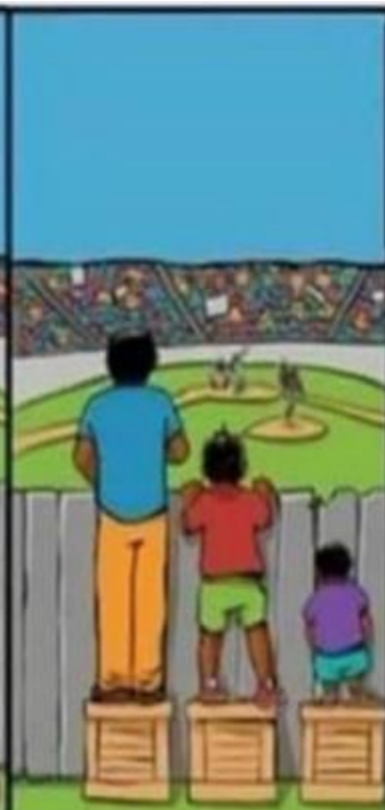
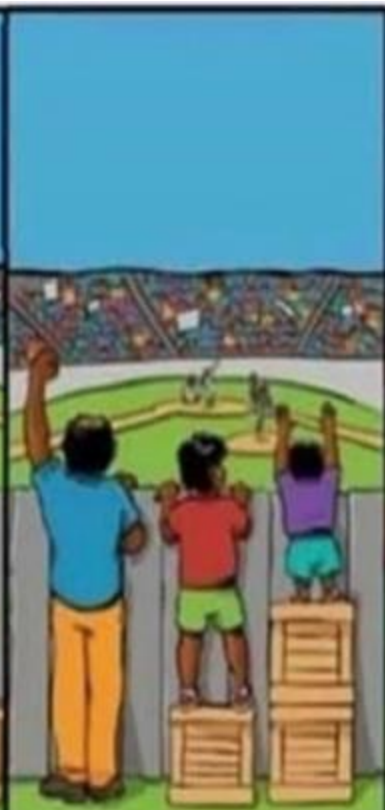
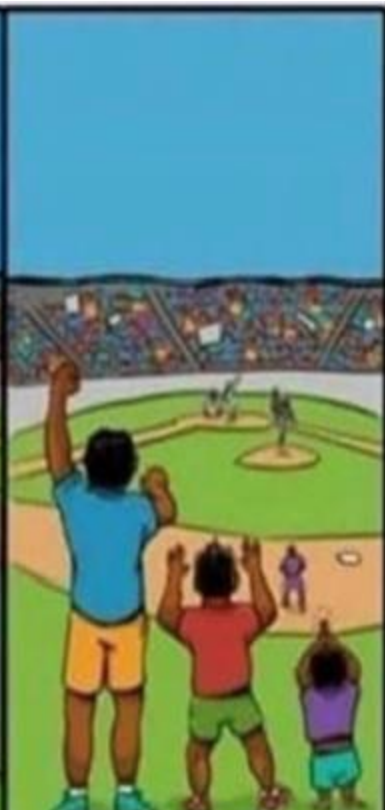
Ladder of participation



Why inclusive participation?

- Nothing about us, without us
- Ethics - right to our voice being heard
- Balancing who is heard and how we communicate
- Equity, justice - our voice acted upon
- We don't know what we don't know
- Blind spots, implicit bias, knowledge gaps



 REALITY	 EQUALITY	 EQUITY	 JUSTICE	 INCLUSION
One gets more than is needed, while the other gets less than is needed. Thus, a huge disparity is created.	The assumption is that everyone benefits from the same supports. This is considered to be equal treatment.	Everyone gets the support they need, which produces equity.	All 3 can see the game without supports or accommodations because the cause(s) of the inequity was addressed. The systemic barrier has been removed.	Everyone is INCLUDED in the game. No one is left on the outside; we <u>didn't</u> only remove the barriers keeping people out, we made sure they were valued & involved.

Co- production - what is it

a way of working,
whereby **everybody**
works together
on an equal basis

to create a service or
come to a decision
which **works for all**.

But...definition changes
depending on the
circumstances



PROBLEMS
ARE GOOD

Co-production includes:

- **co-design**, including planning of services
- **co-decision making** in the allocation of resources
- **co-delivery of services**, including all roles providing the service
- **co-evaluation** of the service

Co-production principles

one route, not the only route

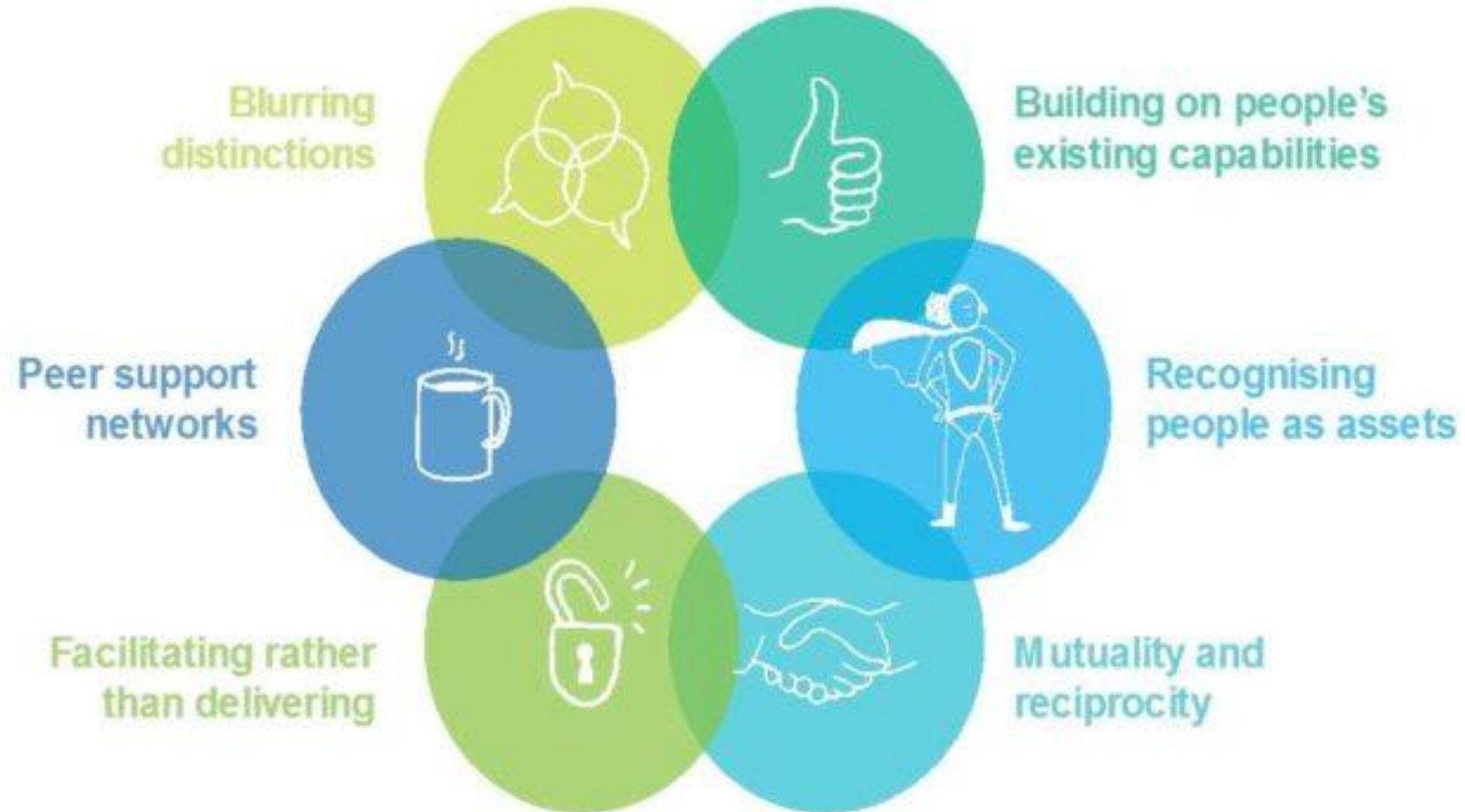
towards the long term outcome ... of 'liveable, equitable and sustainable' communities.

*only viable when there is an **alignment of the community and public agency view of what the problems are and how they can be addressed.***

[SCDC report](#)



Co- production - what is it



Co- production - why we do it?

- needed to strengthen practice
- supports the development of the sector.
- Build outwards from the existing relationships we already have (assets)
- *Can you add more?*

Co- production challenges

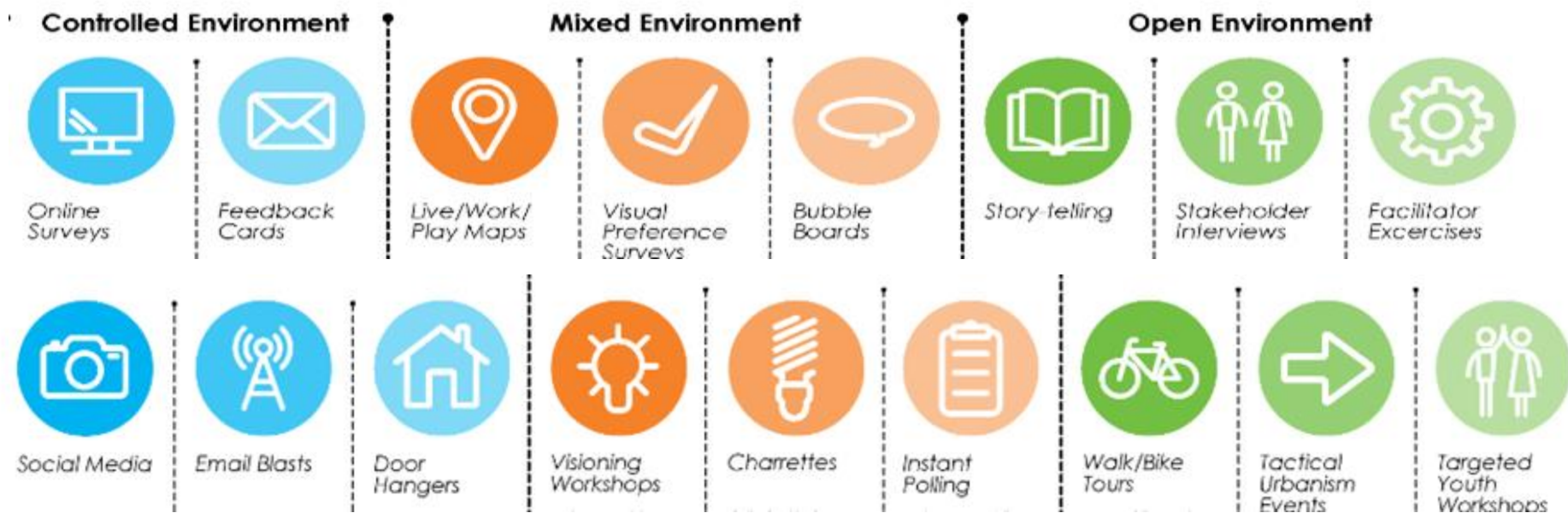
- Can be perceived as exclusive
- Takes time and resources
- only works best when we're all concerned with same matters.
- Undermined by structural / cultural barriers
- and unequal stakeholder relationships.



Communication & engagement tools

How does your community like to engage?

How do they communicate best? What strategies have been working?



Refresher - what we've covered



Context



Challenges



Assets



Afternoon session

 Power and inclusion (EDI)

 Communications

 Co-production

Over to you: Time for reflection

1. What might you use in your work?
2. What will you do next?
3. Share one word back to the whole group - top tips



Community Engagement

Maria Franchi

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Tools and approaches

- Reframing & ABCD
- Situation analysis
- Community audience research
- Play Decide (DEMOS)
- Nominal group technique
- Open Space Tech & world cafes
- Digital platform moderation
- Gamification
- Peer mentors
- Theory of change, logic



References

- Connector project Global Health Network website
- NESTA report - ABCD for LA's
- The 6 C's
- CE study
- SCDC report
- <https://www.scie.org.uk/co-production/what-how/>
- <https://involve.org.uk/resources/methods/co-production>
- <https://neweconomics.org/2008/07/co-production>
- **<https://searchinstitute.org/resources-hub/developmental-relationships-framework>**

