Community

Engagement

Workbook

9th February 2023

©Talk Action 2023

Welcome

From your hosts, Mel and Jonathan

Thank you for joining our training course.

We hope you get a lot from it that you can apply immediately in your work.

Throughout the training you will be considering your community engagement plan.

This workbook is helpful to use for your notes.

Zoom Time: 9.45am registration (for 10am start) – 3pm

Link for course info: All the resources we mentioned in the training are also listed and linked at the end of this document for ease of reference. We will also add to this G drive folder:

https://drive.google.com/drive/folders/1VeTR_cwaMeFTaaCPvvQRJXWZsgwC5ur2?usp=sharing

After the follow up meeting, we will update thai workbook and the folder with any emergent requests and send again. We recommend that you save a copy afterwards.

Course details: https://www.talkaction.org/training-courses/community-engagement-training/

Jamboard
https://jamboard.google.com/d/1qE9V_ToSBKUg09qZbL52_6HgJLc74s7tYQ554YhzkFI/edit?usp=sharing

Share your responses on Twitter: @talkactionorg and www.facebook.com/talkactionorg

Join our network on Linkedin http://linkd.in/talkactiongroup

CONTENTS

AGENDA

10am – intro, zoom tips, speed dating, group agreement

10.30 – Plenary: Reframing community engagement; situational analysis.

11.10 – Break

11.20 – ABCD: Know Your Assets

12.05 – Lunch

12.50 – Power, inclusion, equity and communication

1.50 Co-production,design & delivery

2.20 - **Break**

2.30 Summary and feedback

3.00 End

Introduction and aims

Speed dating

Introductions - anything of interest to note?

You said

"How to steer conversations with community groups into proactive and effective conversations. At times it is difficult to get groups to focus and get work done and the work is seen more as a social group with us doing all the work"

"Would like to learn new skills and how best to engage with residents, particularly with a variety of methods to reach residents we aren't currently in contact with."

"How to engage effectively and respectfully with local community groups to build trust, developing and sustaining a relationship which encourages long term participation in the arts"

"I would like to develop my skills in building bridges within the community and learn new things and ideas from other people's experiences."

"Creative ways to engage community members and good questions to ask to help us find out what is missing in their community, what support they feel will be beneficial and what they are willing to contribute to."

"I would like to learn more about the theory and techniques to make this work more engaging to participants."

My aims for today….

Improve your community development & engagement

Discover some theories behind engagement

Grow confidence in asset-based approaches

Learn engagement strategies and ways to build participation

Support co-production

Explore your role, place and power in your work

Know some of your next steps and reflect on them

Reframing community engagement

Some definitions

Community engagement seeks to bring together stakeholders in a community to achieve long-term and sustainable change - in outcomes, processes, relationships, through involvement in decision-making and/or implementation.

Community engagement is a way of developing a working relationship between public bodies (such as local councils) and community groups.

Good community engagement will mean that both groups can understand and act on the needs or issues of community experiences, helping to achieve positive change

Community development is a process where people come together to take action on what's important to them. At its heart, community development is rooted in the belief that all people should have access to health, wellbeing, wealth, justice and opportunity.

Community Research is a partnership approach to research that equally involves community members, organisational representatives and others in all aspects of the research process, with all partners in the process contributing expertise and sharing in the decision-making and ownership.

2018 study: *"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."*

Thinking about:

- Assets (people, money, places….)
- Power and Empowerment
- Engagement and Participation

Community engagement = ways to uncover and build on **'assets',** to transfer **power,** and to encourage **engagement and participation.**

Types of community

What does community mean to you?

What types of communities are you involved in / working with?

What's your vision for community engagement at its best?

Situational analysis: a 5-step process

SA is a process to develop your understanding of the community in relation to the local problem you are choosing to address. This allows you to assess the broad societal context of your community, and then apply this to your organisation's project.

Context and challenges

Exercise in 3s - persons A, B & C

A talks, B listens and prompts and C makes notes. At the end decide your top 3.

Top tip - B - ask open, enquiry questions - what and why, and leave space for answers

Repeat back to A their main points.

First steps of situation analysis - Understand the broad context - use these as prompt

- The likely reasons for participants' involvement

- Whether there is likely to be conflict

- Whether people will participate readily or not

- The hierarchical power relationships between the participants

- Any class, age, gender, sexuality and race dimensions

- Participants' prior experience of facilitation

- access and language issues.

Add your context/s

1.

2.

3.

Add your main challenges

1.

2.

3.

Asset-based community development

The ABCD approach looks at the building blocks of sustainable community development. It builds on the skills of local residents, power of local associations, and supportive functions of local institutions. It draws upon existing community strengths to build stronger, more sustainable communities for the future.

My community assets

People

Institutions

Associations / Groups

Physical assets (buildings, parks, resources etc)

Connections

Key takeaways from ABCD

Our 3 main assets are:

1.

2.

3

Power types

Power within – personal self confidence, sense of rights, entitlement

Power with – collective power, joint action

Power to – effective choice, capability to decide actions and do something

Power over – power of hierarchy and domination

ACTIVITY:

1. **Discuss the power relationships in your project**
2. **Think about the types of power and whether it is in/visible.**
3. **Choose 3 of your key power relationships to focus on in the near future**

1.
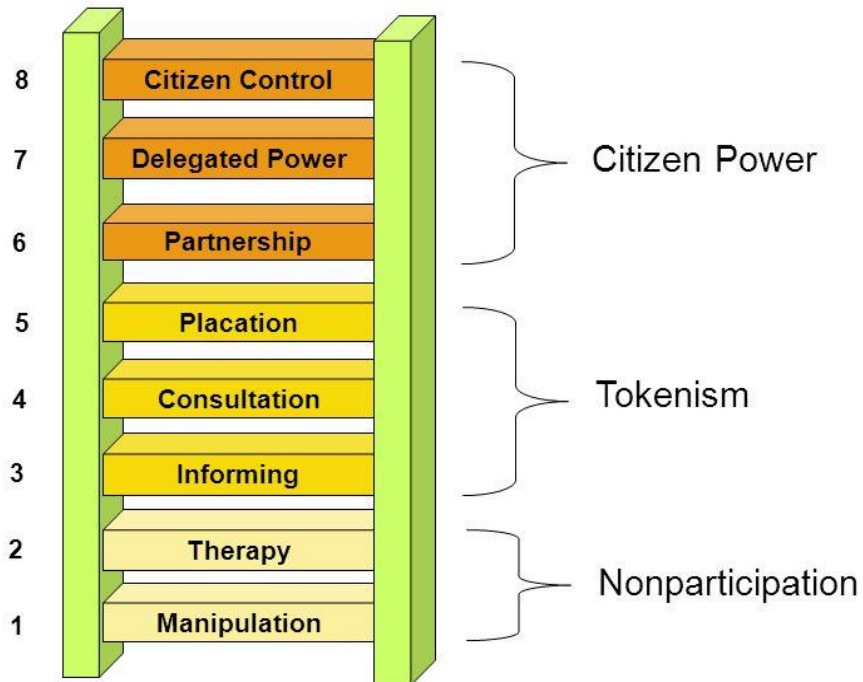
2.

3.

GROUP POWER ACTIVITY

What did you notice during the two different role plays?

Anything you want to remember or try to do differently?

Equality, Diversity and Inclusion

Ladder of participation - where are you on the ladder? What about other participants?

The Ladder of Citizen Participation (Arnstein)

8 Citizen Control	
7 Delegated Power	Citizen Power
6 Partnership	
5 Placation	
4 Consultation	Tokenism
3 Informing	
2 Therapy	Nonparticipation
1 Manipulation	

Communication:

How does your community like to engage? How do they communicate best?

Try to list 3 for each question.

What works?

What doesn't work?

How to improve? E.g. some actions, a focus on a particular mode,

1.

2.

3.

The six C's - a Community Engagement process checker

Capability: capable of dialogue.

Commitment: Mutual benefit beyond self-interest.

Contribution: volunteer, an environment that encourages 'have a go' or take responsibility / risks.

Continuity: share or rotate roles and, as members move on, transition process that sustains and maintains the community's corporate memory.

Collaboration: Reliable interdependence. A clear vision with members operating in an environment of sharing and trust.

Conscience: Embody or invoke guiding principles / ethics of service, trust and respect that are expressed in the actions of the community.   LINK

https://aese.psu.edu/research/centers/cecd/engagement-toolbox/engagement/what-makes-community-engagement-successful

Co-production

Co-design principles

"Co-production can be understood as one route towards the long term outcome from community development of 'liveable,equitable and sustainable' communities. We should be aware however that it should not be seen as the only route, and that co-production in its proper sense can only be 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

Mapping Aims Setting Exercise

Bringing it all together - all the top 3s

Contexts

1.

2.

3.

_____

Community relationships

1.

2.

3

_____

Challenges

1.

2.

3.

_____

Power relationships

1.

2.

3.

_____

Assets

1.

2.

3.

_____

Communication actions

1.

2.

3

_____

What insight do you get from this summary?

What are your next steps?

Reflections

Here's a refresher of what we've covered. What was useful to you?

Reframing - what do you want?   Communication

Situation analysis   Co-production

ABCD - know your assets   Mapping Aims setting

Power and EDI

Finally, let's revisit reframing - what change do you most want now?

How has it evolved during the day?

Top tips for community engagement

What are your personal top tips? The ones that matter to you from the experience today?

Why do they matter to you right now?

Thank you for your participation!

It's a group thing :) We couldn't do it without you.

Remember our other courses -

Today might have flagged up that you need to focus in on some of these areas to improve your engagement:

Social Media

Facilitation Techniques and Advance Facilitation

Media

Volunteer management

Engaging Communities with Climate Change

https://www.talkaction.org/training-courses/

Tools, resources and references

(NB use e-copy to click on links)

Grassroots Collective - Situation analysis online workbook

NESTA report - ABCD for LA's https://www.nesta.org.uk/report/asset-based-community-development-local-authorities/

Top 10 creative community engagement strategies you can try today (for online communication)

Connector project Global Health Network website - https://mesh.tghn.org/: Lots of great resources here, from a health perspective - we like their webinar on "Taking relationships seriously: Findings from a realist review of community engagement"

Engagement Toolbox - https://aese.psu.edu/research/centers/cecd/engagement-toolbox

Robert Putnam's book http://bowlingalone.com/

https://timebanking.org/ How to set one up - https://timebanking.org/start-a-time-bank/

Award winning community engagement in Catford

The 6 C's: What Makes Community Engagement Successful?

SCIE report https://www.scie.org.uk/co-production/what-how/

Johnston, K.A. (2018). Toward a Theory of Social Engagement. In The Handbook of Communication Engagement (eds K.A. Johnston and M. Taylor). https://doi.org/10.1002/9781119167600.ch2

Community Research - Check out the Case Studies from South West Foundation: Creating Changes and their video https://vimeo.com/154961001

https://creativeandcredible.co.uk/ - A research project Mel worked on - an online toolkit of evaluation tools for Arts and Health sector, with many valid resources

https://weall.org/stories

BONUS GAME! Pet Peeve

How about a chance to blow off some steam and get that empathetic listening ear at the same time? And at the same time, helping your co-worker practice active listening?

In this game, one colleague has a full 60 seconds to rant about something which irks them. It's best if this isn't inappropriate for the workplace, but at the same time, it doesn't have to be work-related. If you hate pop-up ads, for instance, you've already got great material for your rant.

The first colleague (Player A) simply lets loose while the second person (Player B) listens carefully, trying to cut through the noise by singling out:

- What Player A really cares about – for instance, smooth user experience on the internet;

- What they value – e.g. clarity and transparent advertisements;

- What matters to them – e.g. getting work done, doing their online shopping in peace, or a more intuitive, user-friendly adblocker.

Player B then 'decodes' the rant by repeating it back to Player A, isolating the key positive points without the fluff or negativity. They can use some variant on the following sentence stems to guide their decoding:

- "You value…"

- "You care about…"

- "You believe that…matters a lot"

Then, they can switch over and repeat the game again. As you can probably see, the activity is aimed at helping teammates appreciate that feedback has positive goals.

BONUS RESOURCE: What a wellbeing economy looks like

https://weall.org/stories How we need to paint the picture - A Wellbeing Economy delivers social justice on a healthy planet, by satisfying five universal human needs for a good life.

We call these the '5 WEAll Needs':

1.Connection: Sense of belonging & institutions serving the common good

2.Dignity: Everyone has enough to live in comfort, safety and happiness

3.Fairness: Justice in all its dimensions at the heart of economic systems

4.Participation: Citizens are actively engaged in their communities

5.Nature: A restored and safe natural world for all life

These are the factors a Wellbeing Economy would grow, to be 'successful'.

At the same time, a Wellbeing Economy approach would reduce activities that damage collective wellbeing (and often increase GDP).

What might a Wellbeing Economy look like in your community?