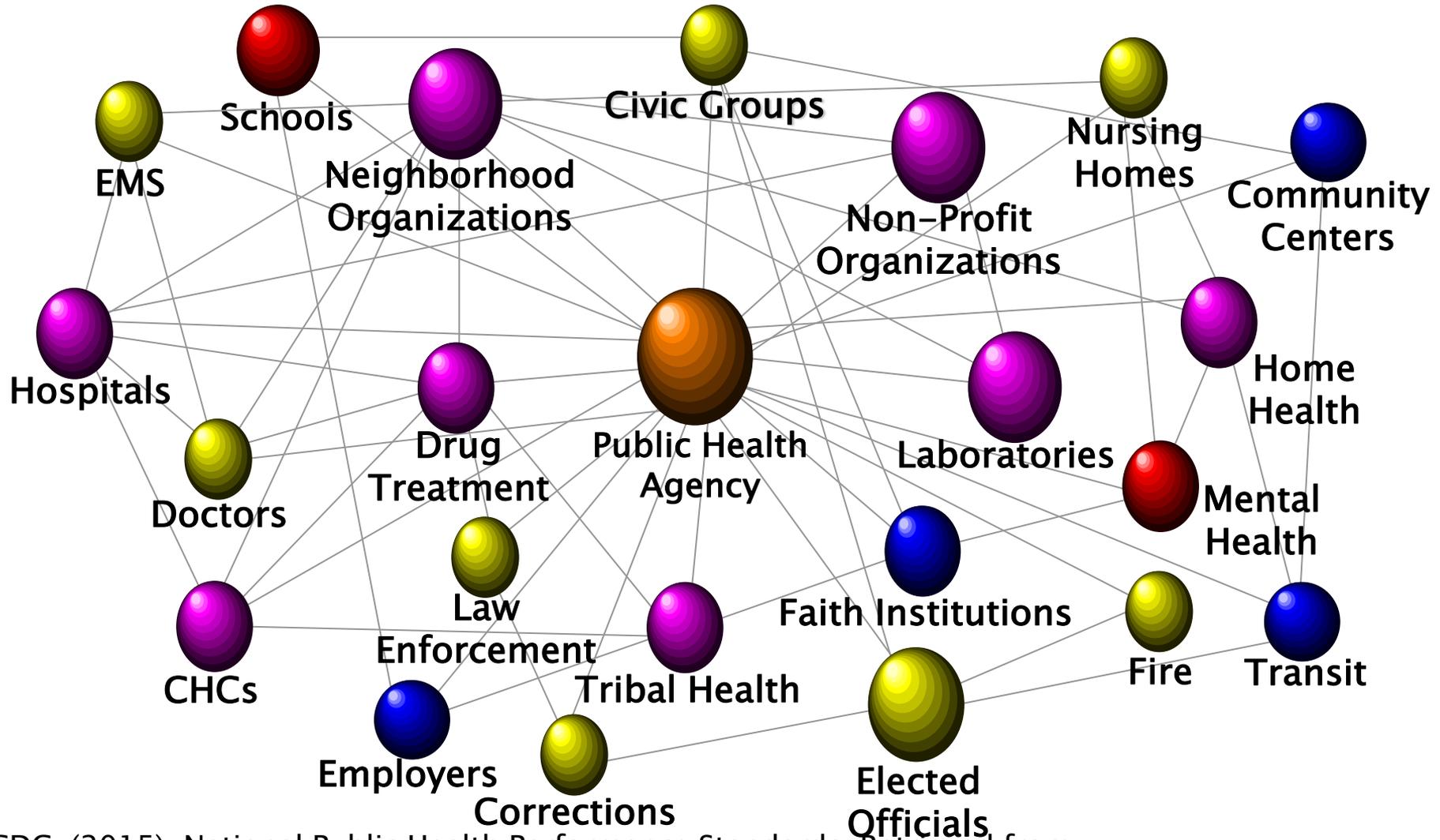# Public Health Impact Task Force

Community Engagement
December 9, 2015

Community Engagement Operating Definition

Community engagement refers to the process by which community benefit organizations with emphasis on Public Health and individuals build ongoing, permanent relationships for the purpose of applying a collective vision for the benefit of a community. Community engagement primarily deals with the practice of moving communities toward change and sustaining that process.

Local Public Health System

All public, private, and voluntary entities that contribute to the public's health in a community. A network of entities among community partners with differing roles, relationships, and interactions. All contribute to health and well-being.

Schools

Civic Groups

Neighborhood Organizations

EMS

Nursing Homes

Non-Profit Organizations

Community Centers

Hospitals

Home Health

Drug Treatment

Public Health Agency

Laboratories

Doctors

Mental Health

Law Enforcement

Faith Institutions

CHCs

Fire

Transit

Employers

Tribal Health

Corrections

Elected Officials

Community Engagement

◦ "…involves partnerships and coalitions that help mobilize resources and influence systems, change relationships among partners, and serve as a catalyst for changing policies, programs and practices."

- Principles of Community Engagement CDC/ATSDR Committee on Community Engagement
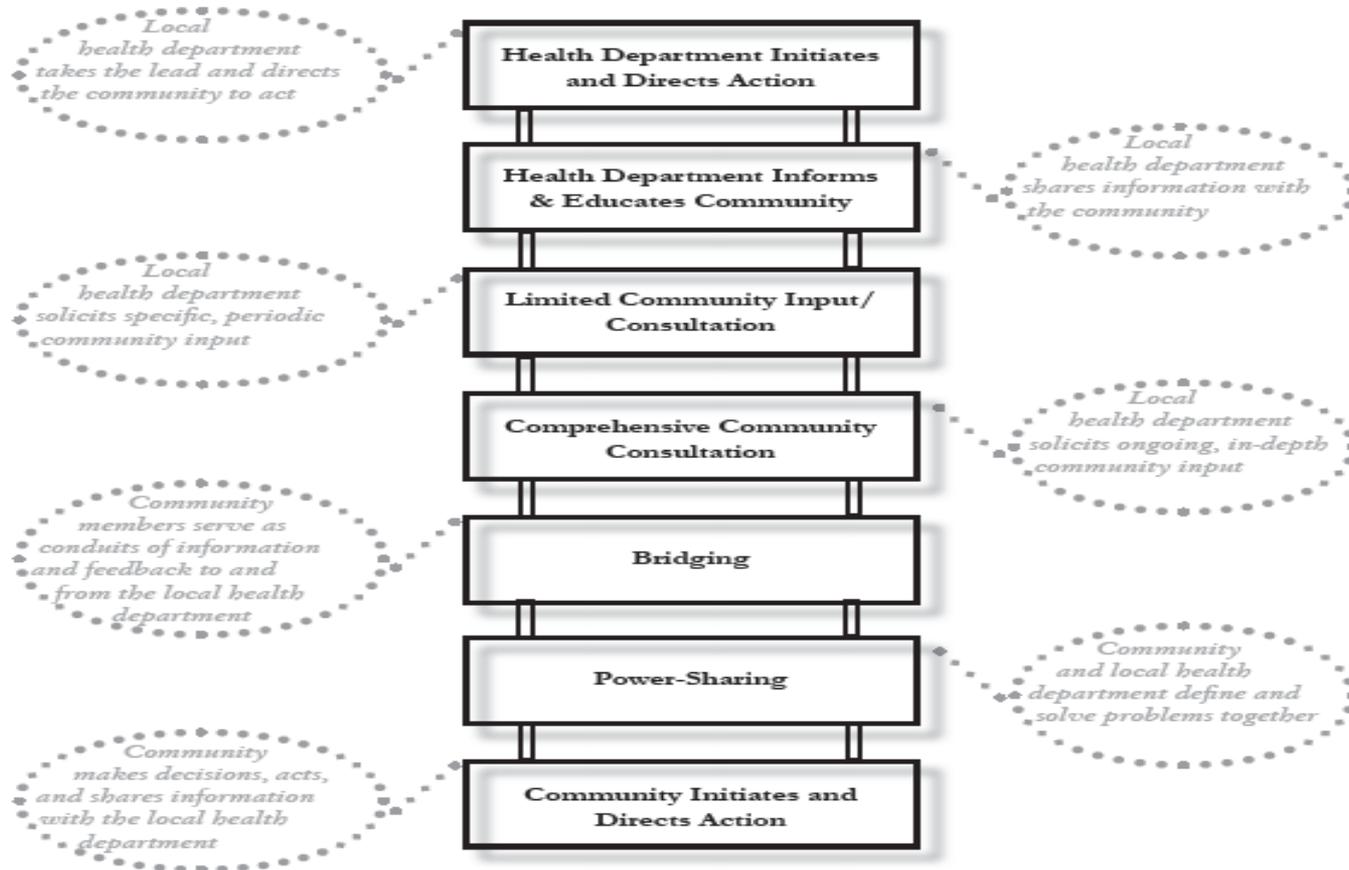- Retrieved, May 2, 2011

http://www.hhs.gov/ash/oah/oah-initiatives/webinars/community_engagement_presentation_5-31-11.pdf

Community Engagement

▸ **The Art and Science of Community Engagement**

◦ …draws upon evidence-based practices from social science while giving parity to the artistry of the process, resource constraints and the complexity of relationships.

- Principles of Community Engagement CDC/ATSDR Committee on Community Engagement
- Retrieved, May 2, 2011

The Ladder of Community Participation includes seven strategies

Local health department takes the lead and directs the community to act

Health Department Initiates and Directs Action

Local health department shares information with the community

Health Department Informs & Educates Community

Local health department solicits specific, periodic community input

Limited Community Input/ Consultation

Local health department solicits ongoing, in-depth community input

Comprehensive Community Consultation

Community members serve as conduits of information and feedback to and from the local health department

Bridging

Community and local health department define and solve problems together

Power-Sharing

Community makes decisions, acts, and shares information with the local health department

Community Initiates and Directs Action

Who should be engaged?

1. Community members

2. Community Partners

3. Healthcare providers

Why is Community Engagement Important?

- Engagement imparts sustainable change

- *"Engagement"* leads to *"inclusion", "inclusion"* leads to *"buy in"*

- Engagement is more than participation

- Engagement improves the chance of selecting the right solutions

Successful Community Engagement: What We Can Do?

- Address the systems, not just the individual (and vice versa)
- Ensure initiative is appropriate to the community
- Explain the relevance & benefits of the initiative
- Empower the community from within
- Use core Project Partner Group and Stakeholder/Advisory Group effectively from the beginning to the end of the initiative

Questions or Comments for the Community Engagement Workgroup

Integrating of community resources to improve public health and health care