

# COMMUNITY ENGAGEMENT AND EQUITY

## SECTION 1:

### Identify the social issue you want to address

- Understand the context of the issue. Look at it from different perspectives, this will help you get a better understanding and assist in conveying your intentions.
- Understand the people that the issue is impacting. What are others doing to address the issue?
- Identify possible stakeholders who may want to be involved. Think broadly and make a list. Get a commitment to the engagement from all parties involved and share the workload and resources.

#### TOOK KIT 1



Planning your evaluation, before you evaluate, evaluation strategy, stakeholder analysis.

## SECTION 2:

### Statement of issue / purpose of engagement

- Develop a clear and concise statement about what you are trying to achieve.
- Detail a clear and simple action plan. Allocate resources, set timeframes and delegate jobs.
- Identify areas of risk or possible conflict and indicate the severity of the risk, the likelihood of it occurring and how you will manage the risk.

#### TOOK KIT 2



Action plan template, risk matrix, risk plan template, memorandum of understanding.

## SECTION 3:

### Who do we want to engage?

- When addressing the social issue, understanding who you want to engage with will provide direction for the level of engagement required and the engagement plan.
- Take the time to research and understand the needs and values of the people you want to engage.
- Consider what barriers may impede people from engaging. How will you overcome these barriers and reach others who normally do not engage?

#### TOOK KIT 3



Swinburne University tool to identify hard to reach populations, engaging Aboriginal & Torres Strait Islanders, a guide for managing Aboriginal & Torres Strait Islander patients, engaging youth.

## SECTION 4:

### Level of engagement



INFORM

Providing information to the community, or raising awareness of a particular issue. Printed material, fact sheets, newsletters, advertising, and brochures.



CONSULT

Consulting the community and providing them with feedback and information on the consultation. Surveys, questionnaires, community forums.



INVOLVE

Getting the community involved and the results will directly influence your actions. Focus groups, workshops.



COLLABORATE

Working together as partners at all stages of the engagement. Participatory decision making, consensus building.



EMPOWER

The community makes an informed decision. The community has responsibility for the outcomes. Citizen Juries, Stakeholder visioning.

#### TOOK KIT 4



Basic social media.

## SECTION 5:

### Engagement plan & application

- The engagement plan brings together all the previous steps in a clear and concise document that outlines what your engagement will look like. It requires consensus from all parties.
- Include; the tool/s that you will use to engage with, an action plan, resources, budget guidelines, communication strategy and how you will report and evaluate.
- Enact the steps outlined in the project plan. Keep a check on; resources, timelines, budget so they are aligned with the plan. Check participant relationships, maintain evaluation and report back to participants and stakeholders.

#### TOOK KIT 5



Media release information, photo consent template, privacy and confidentiality information.

## SECTION 6:

### Review and evaluation

- What is the purpose of the evaluation? What are you going to do with the results? Who is the evaluation for? What information do they require? What has worked and what has not?
- What evidence is required to support your engagement? Will you use qualitative or quantitative data collection? Or both?
- Final report- Tailor your final report to your target audience. Provide information that has impact and will draw attention.

#### TOOK KIT 6



Websites.