

Welcome to

PRIMARY PREVENTION PLANNING

THE TRAINING WILL BEGIN SHORTLY

While you're waiting...



Icebreaker Question (answer in the chat)

You can have an unlimited supply of one thing for the rest of your life. What is it?



Survey & Certificate of Completion

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Housekeeping

DURING



Access the presentation slides and resource sheet now! The links can be found in the chat.



This presentation is being recorded.



Review interactive features for today's session. Locate the controls on the toolbar at the bottom of your screen.

AFTER



Complete the survey at the end of this Forum to receive your Certificate of Attendance.



A follow-up email will be sent to all participants within two days.

Hi, We're CalTrin!

Who we are

- The California Training Institute
- Funded by the State of California, Dept. of Social Services, Office of Child Abuse Prevention (OCAP)
- We support child abuse prevention in California through professional development and extended learning.

Training Domains



Direct Service
Delivery Skills



Evidence-Based/
Evidence-Informed
Service Delivery



Management &
Leadership
Development



Trauma-Informed
Systems



This training was made possible with funding from the California Department of Social Services, Office of Child Abuse Prevention. Any opinions, findings, conclusions, and/or recommendations expressed are those of the CEBC /CalTrin and do not necessarily reflect the views of the California Department of Social Services.

THE CHILD, FAMILY, AND COMMUNITY WELL-BEING LEARNING SERIES



OUR INTENTION FOR THE LEARNING SERIES

- Create opportunities for Collaborative Counties to learn from subject matter experts and to engage one another about how to create a prevention infrastructure with shared responsibility and accountability among cross-sector partners, including the challenges and complexities of implementing / operationalizing their Comprehensive Prevention Plans
- Strengthen cross-sector relationships by learning together between County child welfare, juvenile justice and behavioral health, education, community-based service providers, family resource centers, local Child Abuse Prevention Council, tribal partners, and parents/youth with lived experience.
- Position Counties' to better examine and build their capacity and ability to effectively partner and engage with parents and youth with lived experience.
- Support Counties in measuring and decreasing racial disproportionality.
- Anchor service delivery systems in primary prevention and extend “downstream” from there, prioritizing resources in the most “upstream” way possible



THE CHILD, FAMILY, AND COMMUNITY
WELL-BEING LEARNING SERIES

TODAY'S TOPIC:

PRIMARY PREVENTION PLANNING



THE CHILD, FAMILY, AND COMMUNITY WELL-BEING LEARNING SERIES

OUR PRESENTERS



KHUSH COOPER, MSW, PhD
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JON PEDIGO
Community Engagement
Strategy Consultant



JUNIOUS WILLIAMS, JD
Senior Advisor
Collective Impact Forum



TODAY'S CONTEXT

- Our discussions for prevention of family violence typically begin “downstream” when families are already involved with, or at the brink of, systems involvement
- Then we “move upstream”
- However, the root causes of family violence and associated systems involvement lie “upstream”
 - Structural inequity and economic disadvantage
 - Reduced access to Social Determinants of Health and Protective Factors
 - Increased exposure to community risk factors
- If we “flip the script” and begin the discussion “upstream”, where primary prevention and restoring structural equity lives, we get the biggest return on our investment



Source: Public Health Sudbury & Districts www.phsd.ca

WHAT WILL THIS REQUIRE?

- Co-Design with those communities over-represented in child welfare systems, which integrates respect for Tribal Sovereignty and Racial Equity & Inclusion (REI)
- Identifying Community Leaders, Natural Supports and Local Assets
- Authentic Community Engagement:
 - Moving beyond “outreach” to authentic engagement
 - Mutual aid support and community healing
 - Partnerships over “grants”
- Incorporating Racial Equity & Inclusion (REI) into:
 - Governance
 - Partnerships
 - Service provision



STRATEGIC COMMUNITY ENGAGEMENT

From Outreach to Engagement

Jon Pedigo, Community Engagement Strategist and Community
Organizing Consultant in Santa Clara County



TODAY'S JOURNEY

- How might government and large institutions engage with local place-based community organizations in new ways in order to:
 - Meet people where they are: Work on big problems at an effective and accessible local scale
 - Shift from a different organizational paradigm of “service delivery” (Detect-Correct) to a community-centered, community-led paradigm of “Detect and **Connect**”
 - Integrate racial equity, inclusion and belonging into all levels of collaborative design, joint planning and shared execution
 - Operate with cultural competency in communities historically marginalized
- Frame with a specific case study to illustrate broader principles that you can apply to your initiatives



CULTURE* EATS...

TALENT

RULES AND
REGULATIONS

STRATEGY

OUR BEST INTENTIONS

POLICY

DREAMS AND HOPES

TIME

FOR BREAKFAST...



ENGAGING THE COMMUNITY THROUGH THE CULTURE

“La Cultura Cura”



“Promotoras”



From the Point of View of Community-Based DEIB Engagement Strategies

Principles

Capacitación vs. Care and Intervention

Self-agency and self-determination

Community holds the power of healing

Connect, not “correct”

Action Plans



The community drives the agenda, we drive capacity



Those directly affected know what they need (asset build)



Culture, relationships, and community-resourcing that address trauma and are sustainable over the long-term



Ground operations around listening, engagement and dialog, not focus groups

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THE EASTSIDE STORY: WHO ARE WE?

- 3.6 square miles **14,660.4** people per square mile
- 46.2% Foreign born; 59% Latino, 28% AAPI
- **\$76,339** Median income, (about **half the amount** in the San Jose-Sunnyvale-Santa Clara, CA Metro Area: \$138,370)
- **11.5%** below poverty line (more than **1.5 times the rate** in the San Jose-Sunnyvale-Santa Clara) 17% over 65 in poverty
- 60% renters
- Violent crime ranking (1-100) **47.2** (US average is 22.7)
- Property crime ranking (1-100) **56.1** (US average is 35.4)



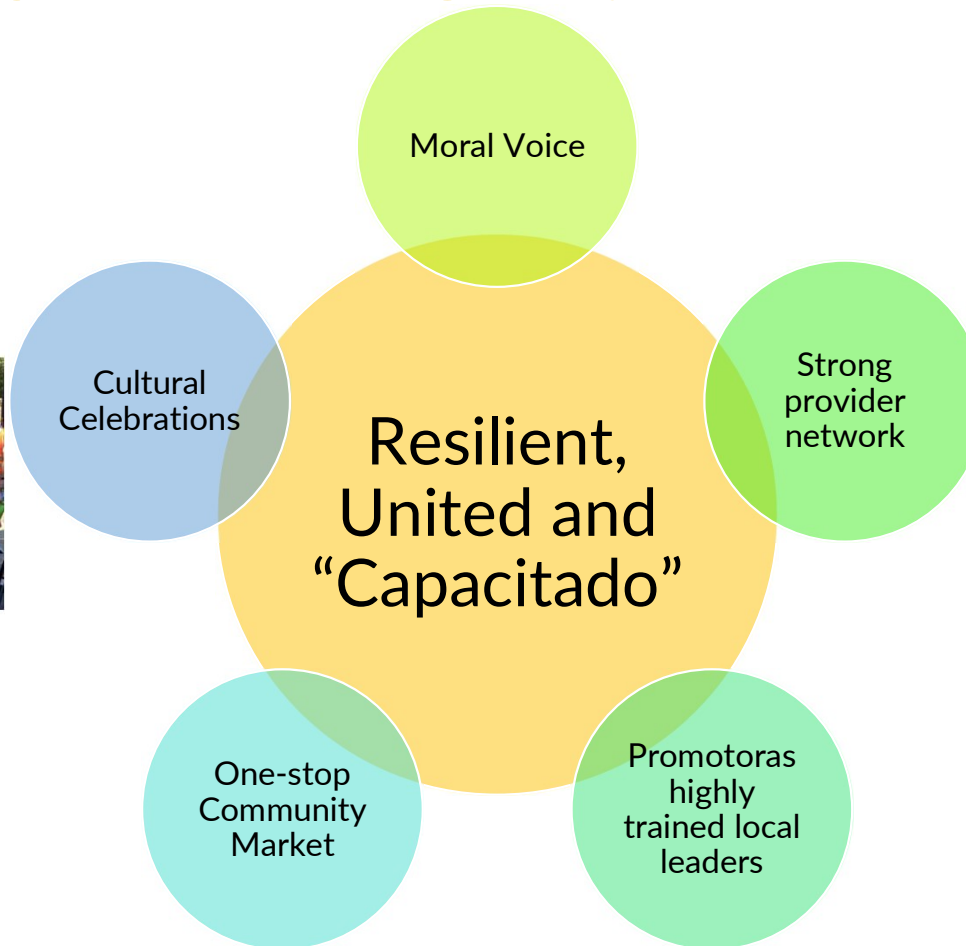
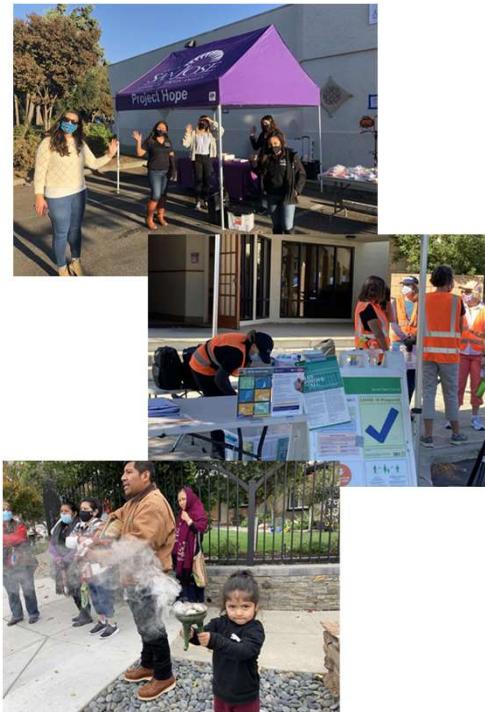
THE EASTSIDE STORY:

What community-based solution worked in reducing youth-centered violence in the neighborhood?

- Work with already-identified community leaders, respected moral voices, and trusted community groups
- Faith Communities and neighborhood leaders
- Enlisted *abuelas* to talk to their *nietos* through their faith communities who can address shared trauma and its impact and build trust within the family or household groups.



STRATEGIES THAT WORK!



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WHAT'S WORKING NOW:

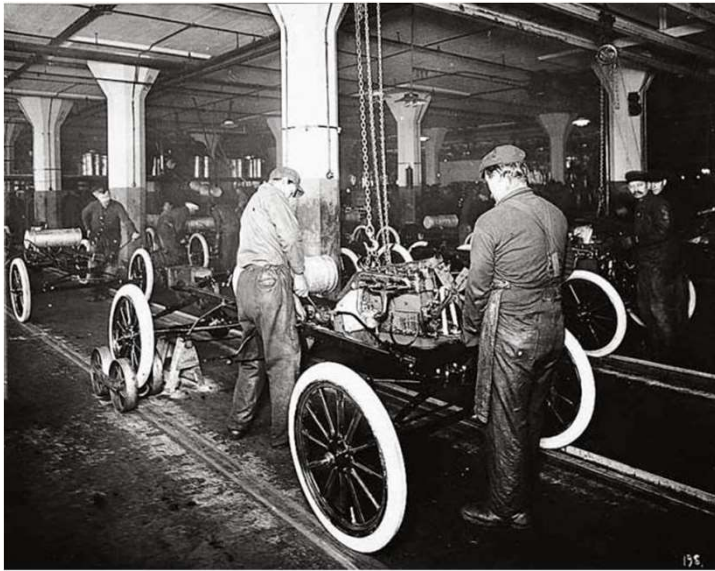
Operational Expansion and Intersectional Challenges?

- *Inter-faith community* leadership
- *Network partnership* with County and place-based CBO's
- *Promotoras* taking lead in bringing families together around community safety and tenant rights
- *Community Markets* in neighborhoods as “one-stop shop” for public benefits enrollment, receive direct services, and community building
- *La Cultura Cura* that brings people together for “healing” the traumas that debilitate belonging and participation in community



BEYOND MODEL T'S

Funders' change by production and product

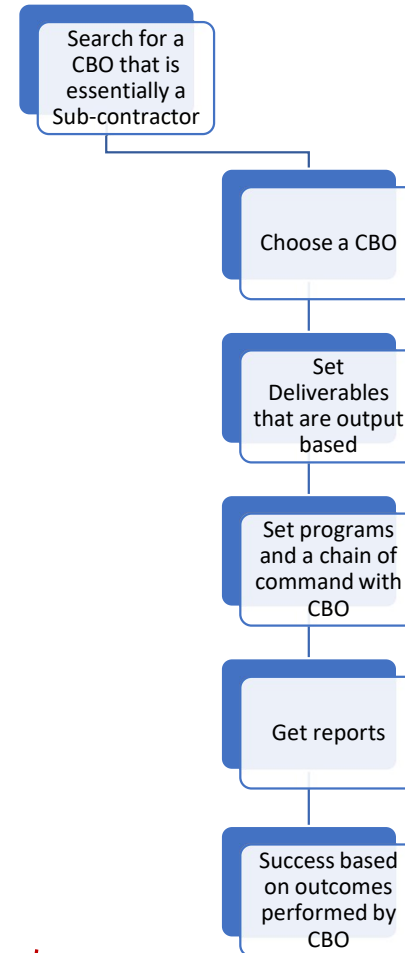


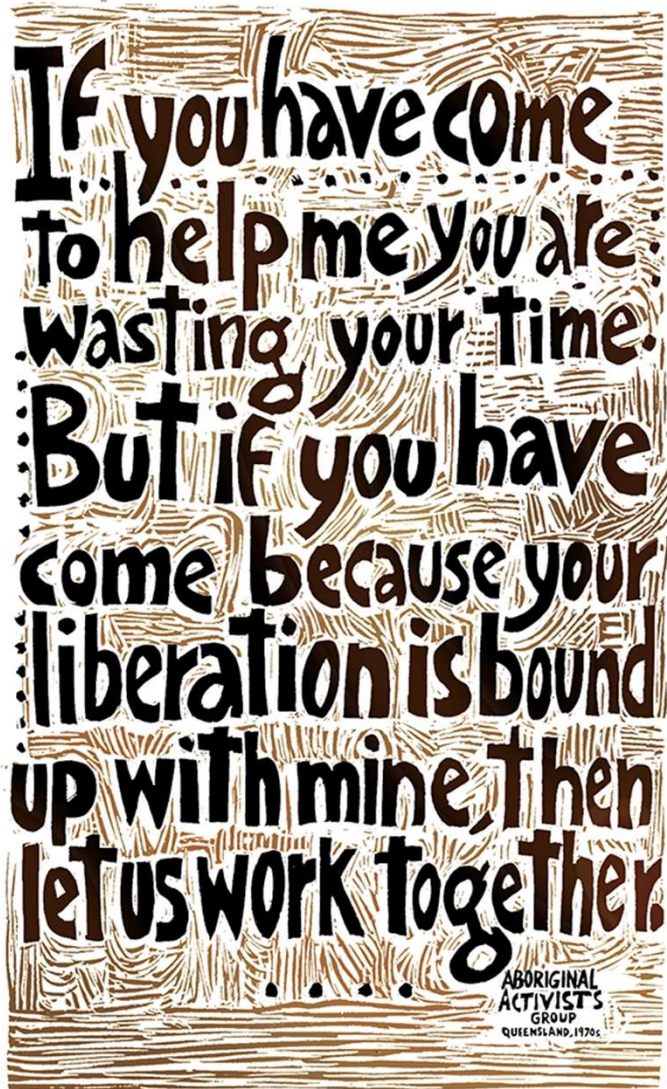
The community needs a solution!

We have a solution!

Here's our solution that you can learn!

Standard Funder-support Process





- Lilla Watson

DEIB STRATEGIC COMMUNITY ENGAGEMENT: From “Detect and Correct” to “Detect and Connect”

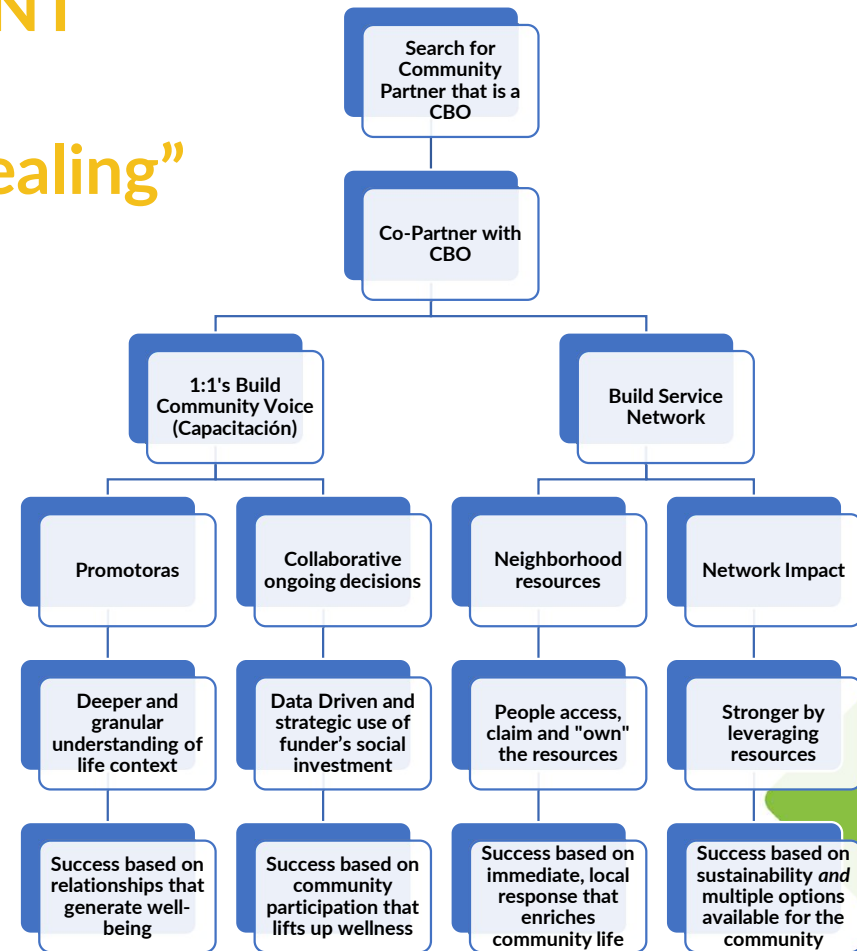


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DEIB STRATEGIC ENGAGEMENT COMMUNITY MODEL: “Relationships are inherently healing”

- ✓ Choosing Community as a Healing Place
- ✓ Community engagement is a *strategic* decision.
- ✓ In making this strategic decision, ask, “Who takes the role of the healer?” If it’s not the community, review your strategic conversation
- ✓ Take on the role that your agency will be a capacity-builder for the community. If your agency cannot commit to building capacity, review your strategic conversation.
- ✓ Data and deliverables should be built on this model, not the previous one

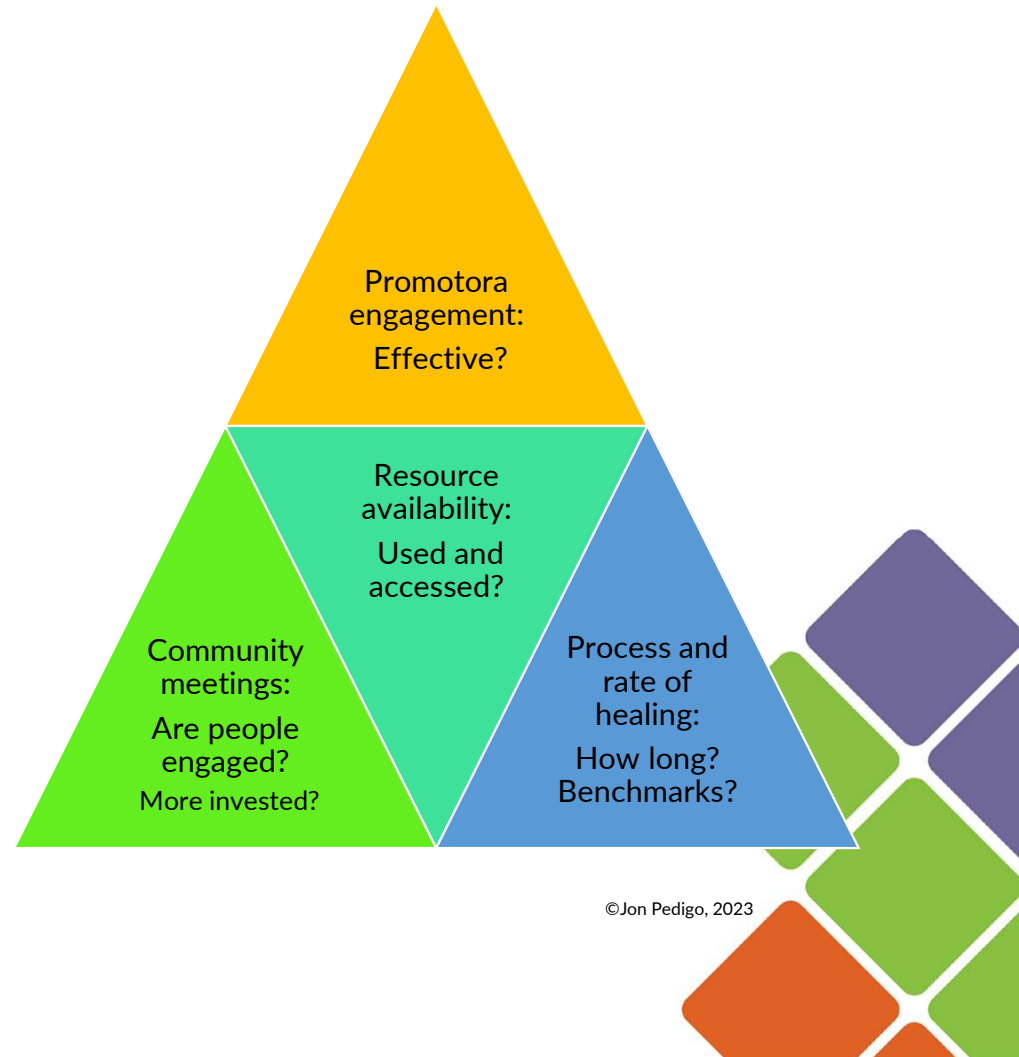


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DATA:

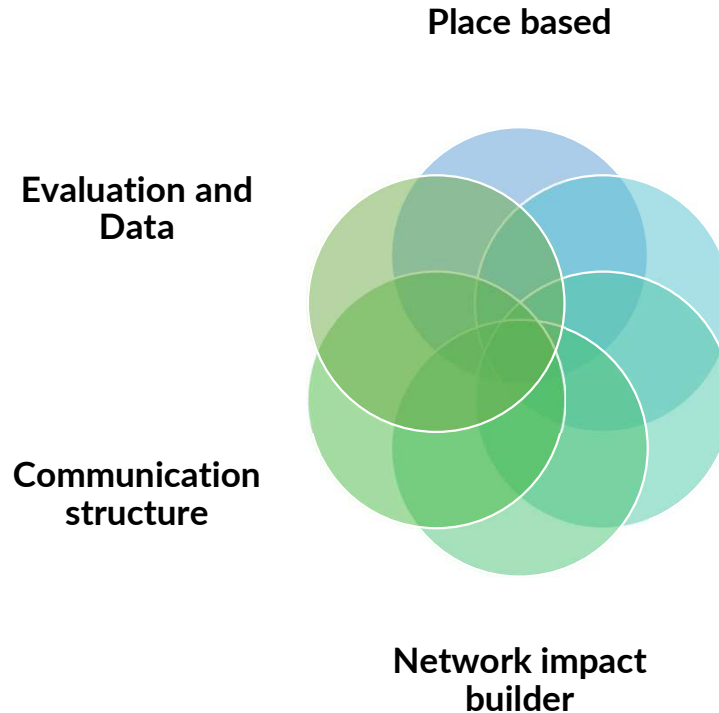
Deliverables and Progress

- ✓ When the community becomes an active co-partner and you are using data and you are creating deliverables, consider how you will measure effectiveness of social investment
- ✓ How might you collect data about the role of promotoras, community meetings, and the immediate and local accessibility of resources?
- ✓ How might you capture data to evaluate staff interaction with the community?
- ✓ Does your data collection reflect the complexity of moving from trauma-impacted to post-traumatic growth?
- ✓ Do the deliverables and timeline in the contract reflect that complexity?



CONSIDERATIONS FOR STRATEGIC COMMUNITY ENGAGEMENT

- ✓ Checklist for the best CBO partner appropriate for your work
- ✓ Detect and connect framework
- ✓ CBO builds relationships through 1:1's
- ✓ CBO identifies leaders and develops promotoras
- ✓ Build bridges and networks with County, other CBO's and community stakeholders
- ✓ Create multi-directional communication structure
- ✓ Values data



Values 1:1's

Promotoras or those with lived experience

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CHOOSING THE RIGHT INSTITUTIONAL PARTNER

Considering the CBO

- How do they include the client and community voice in their work?
- Are they located in and are they made up of community members?
- How do they use data? Do they use data to evaluate themselves?

Considering Yourself as a Funder

- *Do you see and treat the community as an active co-equal partner?*
- *Are you comfortable with and trust this partner? What's the history of this partner?*
- *Are you flexible enough to take direction from your partner and the community?*



RISKS

If you don't...

- Listen to the community and create trust...
- Enlist promotoras/lived experience in the work...
- Work within the culture and values of the community...
- Invest in “knock and talk...” and be visible and available...

This might happen

- The community won't “own” the solutions
- People will not buy in on your solution
- You will be forever seen as an “outsider”
- You will have a low turn out



YOU'VE DECIDED: What's next?!

Choosing the right partner is most important but after that, we must work on sustaining that relationship...

Meet	Meet regularly, mentor and support
Focus	Keep the focus of the conversation on impact and push for verifiable data
Ask	Ask questions for clarification and to learn, not to judge
Leverage	Don't pit CBO's against one another, incentivize collaboration, build a network
Develop	Develop deliverables in the contract <i>together</i> with the CBO

PLANNING AND IMPLEMENTING EFFECTIVE COMMUNITY ENGAGEMENT



Junious Williams, JD
Senior Advisor
Collective Impact Forum

1. Intro/Overview
2. Menti Polling and Discussion
3. Integrating 3 Foundational Elements of Community Change
4. Two Community Engagement Tools
 - a. Spectrum of Community Engagement
 - b. Community Engagement Toolkit
5. Determining Goals/Objectives, & Steps for Planning Effective Community Engagement
6. Community Engagement Situation Analysis
7. Steps for Planning Effective Community Engagement
8. Challenges, Opportunities and Promising Practices
9. Breakout Group Discussions
10. Resources, Debrief and Closing



OUTCOMES

1. **Identify Strategies for Challenges and Opportunities:** Identify challenges and opportunities in community engagement work and strategies to address them
2. **Understand Context:** Understand the context for the increasing focus on community engagement which includes equity and collaboration
3. **Situate Work:** Understand current status and aspirations using the Spectrum of Community Engagement and situation analysis questions
4. **Review Toolkit:** Learn about the contents and potential uses of the Toolkit for Community Engagement and selected tools
5. **Identify Sources and Resources:** Understand Sources and Specifics of legal/administrative requirements for community engagement and resources to support community engagement work



MENTI POLLS

In the first Menti poll, list words that identify

- a. the greatest **challenges** in pursuing community engagement

In the second Menti poll, list words that identify

- b. the greatest **opportunities** in pursuing community engagement





Comprehensive Prevention Planning and Community Engagement

CDSS (California Department of Social Services) Comprehensive Prevention Planning Guidance to County Title IV-e Agencies (All-County Letter 22-23, March 10, 2022):

- Engage Tribes
- Consult individuals and families with lived experience
- Prioritize those disproportionately impacted by the child welfare system
- Document barriers to engagement

INTEGRATING THREE FOUNDATIONAL ELEMENTS OF COMMUNITY CHANGE

Community engagement

EQUITY

Three elements (concepts, practices, approaches) of large-scale community change can operate together to identify and implement community-generated strategies that improve outcomes and reduce disparities

Collaboration

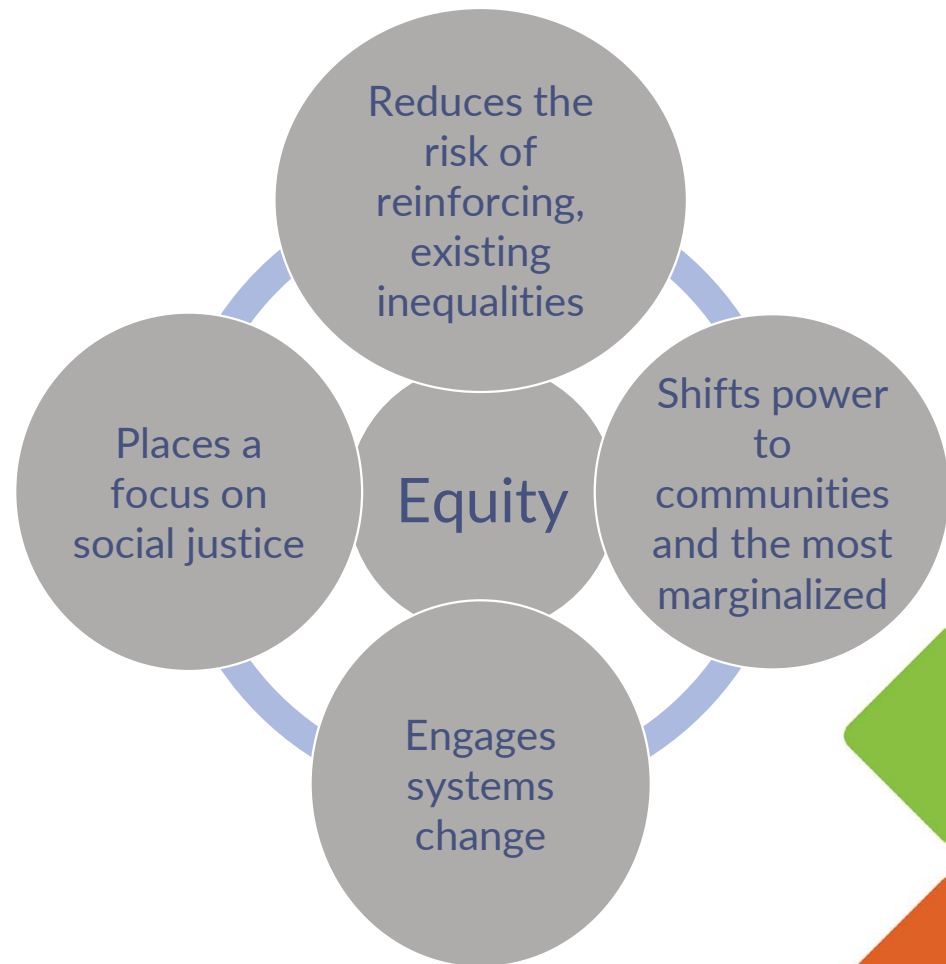


PLACING EQUITY AT THE CENTER IS VITAL TO ADVANCING COMMUNITY CHANGE EFFORTS

One frequent reason community change efforts fall short is the failure to center on equity

Equity*

Equity is fairness and justice achieved through systematically assessing disparities in opportunities, outcomes, and representation and redressing [those] disparities through targeted actions.



COLLECTIVE
IMPACT FORUM



5 REASONS TO ENGAGE COMMUNITY & THOSE WITH LIVED EXPERIENCE

1 Understand pressing systemic community challenges

- Understanding the issues
- Clarify questions that arise about the challenge

2 Co-create solutions

- Spark innovative problem-solving rooted in the “lived experience” of the community
- Identify and spread unique solutions that exist within the community

3 Verify the direction

- Get feedback on specific strategies and indicators from selected communities, particularly those who will be the ultimate beneficiaries

4 Expand the reach of strategies

- Expand the reach of adoption of initiative strategies
- Evoke and sustain the will to take aligned action

5 Build community capacity to lead and sustain change

- Train stakeholders in skills of effective collaboration and strategy execution
- Share resources and learning across the community to support scaling best practices



Benefits of Collaboration

1. **Increased resources:** Cross sector collaboration can pool the resources of multiple organizations, which can lead to greater efficiency and impact.
2. **Improved problem-solving:** Collaboration across sectors can lead to a broader range of perspectives and expertise, which can result in more creative and effective solutions to complex problems.
3. **Enhanced communication:** Cross sector collaboration requires clear and effective communication between partners, which can improve understanding, trust, and accountability.
4. **Increased community engagement:** Collaboration between organizations from different sectors can engage a wider range of stakeholders and communities in problem-solving and decision-making processes, resulting in greater community buy-in and support.
5. **Increased innovation:** Cross sector collaboration can lead to the development of new ideas, technologies, and approaches that would not be possible through individual efforts.
6. **Improved impact and outcomes:** Collaborating across sectors can result in greater impact and outcomes, particularly in addressing complex social and economic challenges that require multiple perspectives and resources.



TOOLS TO SUPPORT EFFECTIVE COMMUNITY ENGAGEMENT

1. Spectrum of Community Engagement
2. Community Engagement Toolkit

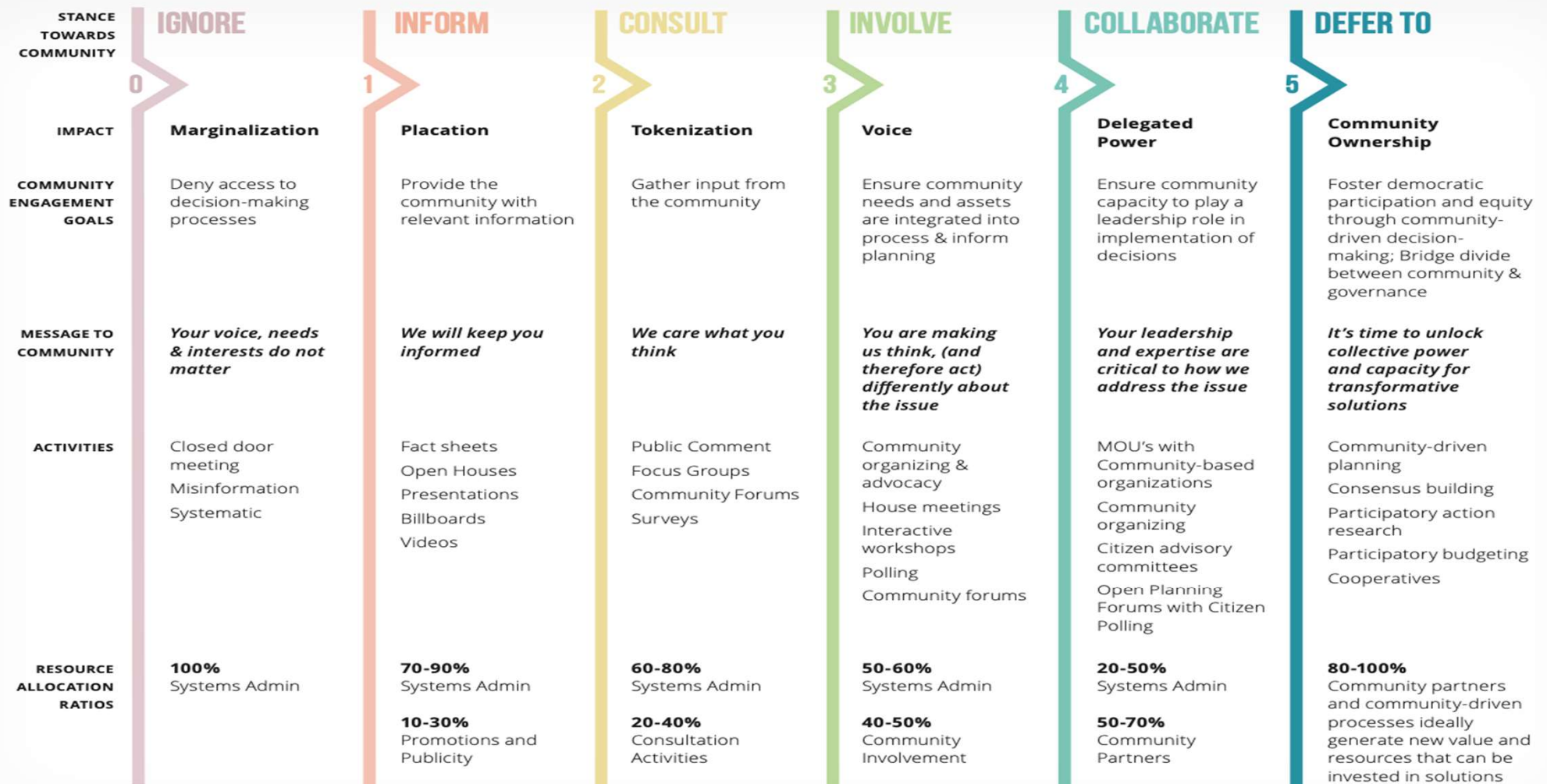


SPECTRUM OF COMMUNITY ENGAGEMENT

- ❑ <https://organizingengagement.org/models/spectrum-of-public-participation/>
- ❑ <https://www.tamarackcommunity.ca/library/iap2s-public-participation-spectrum>
- ❑ https://www.facilitatingpower.com/spectrum_of_community_engagement_to_ownership



THE SPECTRUM OF COMMUNITY ENGAGEMENT TO OWNERSHIP



[https://www.facilitatingpower.com/spectrum of community engagement to ownership:](https://www.facilitatingpower.com/spectrum-of-community-engagement-to-ownership)

IAP2 Spectrum of Public Participation



IAP2's Spectrum of Public Participation was designed to assist with the selection of the level of participation that defines the public's role in any public participation process. The Spectrum is used internationally, and it is found in public participation plans around the world.

INCREASING IMPACT ON THE DECISION					
	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

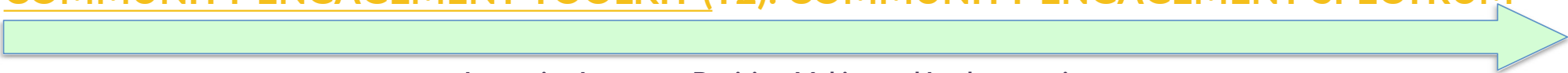
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<https://organizingengagement.org/models/spectrum-of-public-participation/>

<https://www.tamarackcommunity.ca/library/iap2s-public-participation-spectrum>

COMMUNITY ENGAGEMENT TOOLKIT (T2): COMMUNITY ENGAGEMENT SPECTRUM¹



Increasing Impact on Decision-Making and Implementation

<p>Providing balanced and objective information about new programs or services, and about the reasons for choosing them</p> <p>We will keep you informed</p>	<p>Inviting feedback on alternatives, analyses, and decisions related to new programs or services</p> <p>We will keep you informed, listen to your input and feedback, and let you know your ideas and concerns have influenced decisions</p>	<p>Working with community members to ensure that their aspirations and concerns are considered at every stage of planning and decision-making. We also engage their assets as partners to implement solutions.</p> <p>We will ensure your input and feedback is directly reflected in alternatives, and let you know how your involvement influenced decisions. We will engage you as partners to implement solutions.</p>	<p>Enabling community members to participate in every aspect of planning and decision-making for new programs or services. Community members actively produce outcomes.</p> <p>We will co-create and co-produce solutions with you. You will be true partners in making and implementing decisions for the community, your advice and recommendations</p> <p>will be incorporated as much as possible.</p>	<p>Giving community members sole decision-making authority over new programs or services, and lead work to implement solutions. Professionals only serve in consultative and supportive roles</p> <p>We will support your decisions and work to implement solutions.</p>
<p>Fact sheets, newsletters, websites, open houses</p>	<p>Surveys, focus groups, community meetings and forums</p>	<p>Community organizing, leadership development, workshops</p>	<p>Advisory boards, seats on governing boards, engaging and funding as partners</p>	<p>Support full governance, leadership, and partnership</p>

**WHERE IS YOUR AGENCY
ON THIS CONTINUUM?**



Community Engagement Toolkit

T2: Community Engagement Spectrum¹

Choose your community engagement strategy, clarify the promise to community members, and then fulfill those promises. Engagement is obviously most robust on the right side of the diagram. This can also be read as a spectrum between buy-in and ownership. On the left side, we are often mobilizing people to support or provide limited input or feedback to our decisions. On the right side, we are organizing people to identify their interests and assets – they become deciders, outcome producers, advocates, leaders. It is about shifting power to community.

It is not always necessary, appropriate, or within your capacity to practice collaborative or empowering approaches, but you should push your assumptions and comfort to move as far right as appropriate. Moving to the right means giving up power, because this work is not about your power, but about community results.

¹ This is adapted from the International Association for Public Participation (IAP2) www.iap2.org

V2.1

It is essential that wherever you are on the spectrum, you must be clear and transparent about your position and fulfill the promises of being there. The greatest tensions and conflicts come when leaders promise a more involved, collaborative, or empowering level of engagement but deliver an informing or consulting level. If you aspire to more engagement, communicate that and take clear steps that demonstrate your commitment is real. It is also important to be transparent about how much power you are willing to give away or not.

Where are your community engagement efforts now on the spectrum? Where do you aspire to be?

For where you aspire to be, what steps will you need to take to pursue that level of engagement? What power or control do you have to give up?

What expectations will you need to communicate and fulfill for community members?

WHO IS AT THE TABLE?



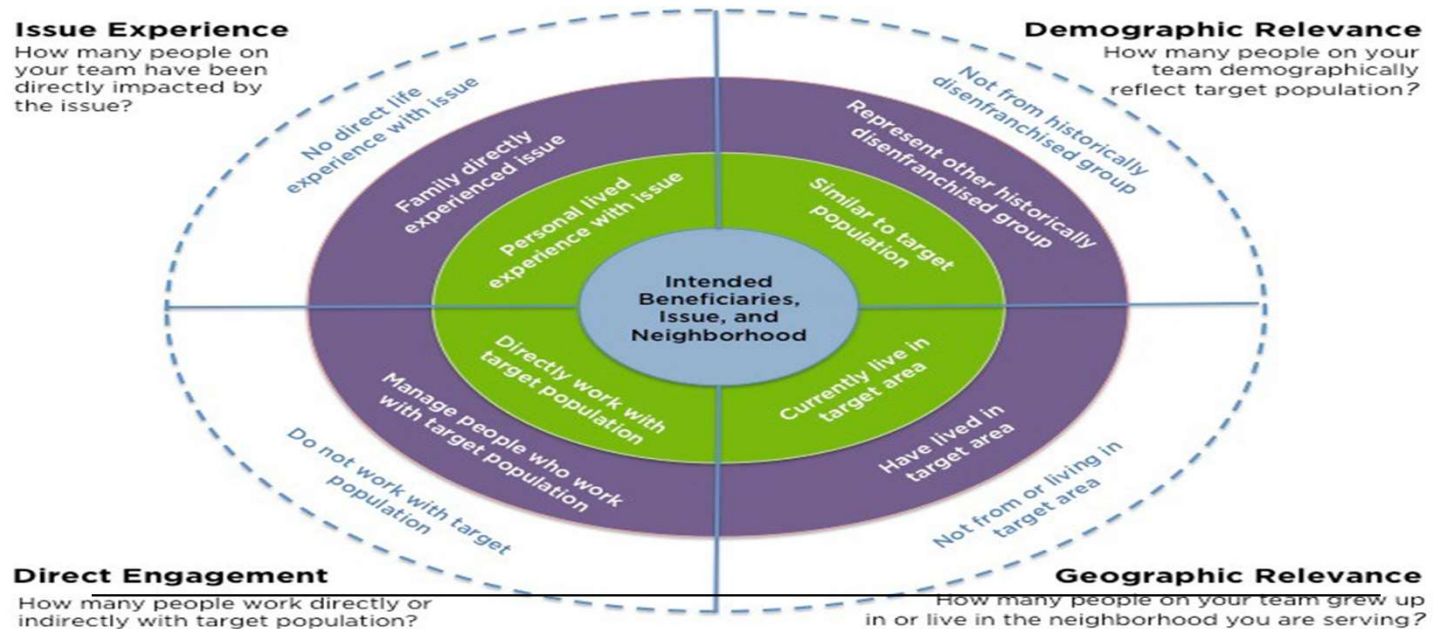
V2.1 **Community Engagement Toolkit T4: Equity – Who is at our Tables?**

Diversity, Equity, and Inclusion Defined¹

- **Diversity:** Engaging people with different backgrounds, beliefs, experiences, and recognizing the differences as assets to learning and innovation.
- **Inclusion:** Authentic and empowered participation, a true sense of belonging.
- **Equity:** Recognizing that everyone does not start at the same place, so some people will need different resources or support to achieve the same outcome. The goal is to eliminate disparities and level the playing field.

Assess your tables

Understanding who is on your team or committee in these ways can help you identify what strengths and gaps you have in terms of experience and context expertise about the intended beneficiaries, issues, and neighborhoods you serve. If the majority of your team is in the outer circle, you need to address equity at your table and your need for community engagement is more acute.



¹ 7 Steps to Advance and Embed Race Equity and Inclusion Within Your Organization, Annie E. Casey Foundation, 2014 is a great resource for this work.

V2.1

Please map your core team, board, or steering committee based on where individuals are on the map.

Map your Core Team/Committee	Direct Relevance	Secondary Relevance	Limited Relevance
Demographic Background			
Geographic Relevance			
Direct Engagement			
Issue Experience			

Do you feel you have the right mix of actors involved to understand the population, issue, and neighborhoods you wish to help?

What gaps are at your tables? What steps could you take to correct for that? [examples of steps include adding people to your committee, hiring people, forming an advisory group, seeking professional support, and partnering with other groups]

DECIDING ON GOALS AND OBJECTIVES FOR COMMUNITY ENGAGEMENT



DECIDING ON GOALS AND OBJECTIVES FOR COMMUNITY ENGAGEMENT

If pursuing the minimum activities required for useful community engagement:

- ❑ **Objective**-gather information from caregivers and youth about program and service needs to inform prevention planning and improve CW outcomes.
- ❑ **Task(s)**- design and implement a plan to engage stakeholders by gathering and using information from caregivers and youth to inform the development of the CW prevention plan.

If pursuing building a sustainable infrastructure for community engagement:

- ❑ **Objective**-build infrastructure for community engagement in CW planning and improvements
- ❑ **Task(s)**: 1) **identify/build infrastructure** for broad community stakeholder engagement in decision making on selecting, planning, implementing, evaluating and adapting strategies for improved outcomes and reduced racial disparities in CW; 2) **engage caregivers and youth through building relationships** with them while gathering and using information from them to develop the prevention plan; 3) **engage stakeholders to design and implement a plan** for gathering and using information from caregivers and youth to inform the development of the CW prevention plan.

Though not required by FFPSA, sustainable infrastructure for continuous improvement probably requires collaboration



DETERMINING LOCAL GOALS/OBJECTIVES FOR COMMUNITY ENGAGEMENT

A. Where are you on the spectrum of community engagement right now?

- Given local policy requirements and agency philosophy, where do you want to be on the spectrum for the next round of prevention planning?
- Where on the spectrum are your mid- to long-range goals for community engagement? (Do you plan/desire to move to greater engagement and collaboration?)

B. If your agency goal is to move to the right on the spectrum of community engagement, how should you structure the process for care providers and youth information gathering and participation in planning to lay a foundation for engagement work in the future?



COMMUNITY ENGAGEMENT SITUATION ANALYSIS



COMMUNITY ENGAGEMENT SITUATION ANALYSIS

1. WHO IS BEING ENGAGED? Who is the community? Who are the Families? Who are the Parents? Who are the Caregivers?
2. WHY? Why are families, parents being engaged? Why now? What are the lessons from prior efforts at engagement that should inform the current effort?
3. WHAT OUTCOMES? What outcome is being sought through the parent and family engagement? How will population level prevention outcomes and community engagement program performance be measured?
4. BY WHOM? Who will be planning, leading and supporting engagement? Does it include people with lived expertise and intended beneficiaries?
5. WHO IS ACCOUNTABLE FOR RESULTS? Who is accountable for producing the intended outcomes of the engagement? How are they being supported? How will success be rewarded?



COMMUNITY ENGAGEMENT SITUATION ANALYSIS

4. BY WHOM? Who will be planning, leading and supporting engagement? Does it include people with lived expertise and intended beneficiaries?

- Who is leading the community engagement work? What is their expertise? What is their credibility with community?
- How have those with lived expertise been engaged in planning and implementing engagement strategies and activities
- What training and support is provided to those planning and leading the engagement efforts?



COMMUNITY ENGAGEMENT SITUATION ANALYSIS

5. WHO IS ACCOUNTABLE FOR RESULTS? Who is accountable for producing the intended outcomes of the engagement? How are they being supported?

- What are the outcomes and performance measures for community engagement?
- Who is accountable for producing engagement outcomes?
- How are they supported? Trained?
- How are they evaluated and required to improve?
- How is excellence in community engagement valued and rewarded?



POSSIBLE PROCESS STEPS FOR DEVELOPING AN INFORMATION GATHERING PLAN

Process Steps

1. **Check for county/agency policy on engagement**; design around requirements
2. Spectrum of engagement analysis and **determine information gathering objective(s)**
3. **Landscape documentation and analysis** of who on agency staff, in other public agencies OR in the community are highly skilled and effective in collaboration, community engagement and info gathering from community; identify lead partner and collaborators
4. **Put together an information gathering workgroup** either as a stand alone or connected to the data analysis work group
5. Identify a **staff member and a community partner** to lead the work
6. Develop the overall **information gathering plan** using the tools **the project is providing or alternate sources**
7. **Develop a specific** caregivers and youth information gathering plan and learning agenda
8. **Execute** the plan
9. **Summarize the findings** and share back with participants
10. **Debrief** the implementation and determine strengths and improvables
11. **Repeat** info gathering with same group after incorporating their input to develop credibility that you are listening and that you value/use the information they provide



Challenges, Opportunities and Promising Practices in Community Engagement

Challenges

- Not everyone agrees with or supports community engagement towards ownership
- Difficult, time consuming and costly area of work
- Some organizations will not agree to share power with the focal population(s) within their organization or collaboratives
- Some institutional and agency leaders will not participate at table when community members have equal or more power than bureaucrats
- Not everyone on staff is qualified to work on community engagement and may need training/re-assignment
- Don't yet have the correct personnel structure to evaluate, incentivize compensate, and support this area of work
- Don't yet have the correct structure for collaborative accountability when sharing decision-making authority (power) with other organizations and community members



Challenges, Opportunities and Promising Practices in Community Engagement

Opportunities

In developing collaborative structure and practices designers can build new policies, practices and culture to accelerate and sustain community engagement as tool for improved population-level outcomes



Challenges, Opportunities and Promising Practices in Community Engagement

Promising Practices

- Reach out and engage focal populations in selection of who is at the table to represent their interests
- Ensure everyone at the table is compensated for their effort and expertise
- Create majority of seats on bodies for focal populations and create equal leadership seats for them
- Launching collaborative processes with training for bureaucrats and community participants
- Pay attention to activities that build connections, respect and relationships as foundations for trust
- Be patient and plan time for building new infrastructure for engagement and collaboration while addressing the social change focus



BREAK OUT GROUPS



BREAKOUT GROUP INSTRUCTIONS AND QUESTIONS

BREAKOUT INSTRUCTIONS

1. You will have 15 minutes for your breakout discussion
2. Briefly Introduce yourselves and organizations
3. Ask for a volunteer to “lightly” facilitate discussion of the questions and staying on time
4. Ask for a volunteer to record and report out for the group
5. You will have about five minutes to discuss each of the questions
6. Make sure everyone gets a chance to contribute
7. Each person has a copy of the spectrum of community engagement to refer to during the discussion

FULL GROUP DEBRIEF

1. What is your group’s “headline” (not the whole story) from the discussion on where your agency is right now on the spectrum of community engagement?
2. What is your group’s “headline” from your discussion of how you would structure the information gathering process if you wanted your agency to move to the right to greater community collaboration?
3. Other headlines and observations from the full group



DISCUSSION QUESTIONS: DETERMINING AGENCY GOALS/OBJECTIVES FOR COMMUNITY ENGAGEMENT

DISCUSSION QUESTIONS

1. Where is your agency on the spectrum of community engagement right now?
 - Given local policy requirements and agency philosophy, where do you want to be on the spectrum for this round of prevention planning?
 - Where on the spectrum are your mid- to long-range goals for community engagement? (Do you plan/desire to move to greater engagement and collaboration?)
2. If your agency goal is to move to the right on the spectrum of community engagement, how should you structure the process for care provider and youth information gathering and participation in planning to lay a foundation for engagement work in the future?



THE SPECTRUM OF COMMUNITY ENGAGEMENT TO OWNERSHIP

STANCE TOWARDS COMMUNITY	0	1	2	3	4	5
IMPACT	Marginalization	Placation	Tokenization	Voice	Delegated Power	Community Ownership
COMMUNITY ENGAGEMENT GOALS	Deny access to decision-making processes	Provide the community with relevant information	Gather input from the community	Ensure community needs and assets are integrated into process & inform planning	Ensure community capacity to play a leadership role in implementation of decisions	Foster democratic participation and equity through community-driven decision-making; Bridge divide between community & governance
MESSAGE TO COMMUNITY	<i>Your voice, needs & interests do not matter</i>	<i>We will keep you informed</i>	<i>We care what you think</i>	<i>You are making us think, (and therefore act) differently about the issue</i>	<i>Your leadership and expertise are critical to how we address the issue</i>	<i>It's time to unlock collective power and capacity for transformative solutions</i>
ACTIVITIES	Closed door meeting Misinformation Systematic	Fact sheets Open Houses Presentations Billboards Videos	Public Comment Focus Groups Community Forums Surveys	Community organizing & advocacy House meetings Interactive workshops Polling Community forums	MOU's with Community-based organizations Community organizing Citizen advisory committees Open Planning Forums with Citizen Polling	Community-driven planning Consensus building Participatory action research Participatory budgeting Cooperatives
RESOURCE ALLOCATION RATIOS	100% Systems Admin	70-90% Systems Admin 10-30% Promotions and Publicity	60-80% Systems Admin 20-40% Consultation Activities	50-60% Systems Admin 40-50% Community Involvement	20-50% Systems Admin 50-70% Community Partners	80-100% Community partners and community-driven processes ideally generate new value and resources that can be invested in solutions



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QUESTIONS?



Thanks for joining us!

WHAT'S NEXT?

- Survey and certificate in the chat now
- Register for Primary Prevention System Implementation
- Recording and resources available within two days
- Watch your inbox for the next issue of CalTrin Connect



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