



Improving well-being in Arizona by addressing root causes and broader issues that affect health.

# Priorities Remain the Same



Health is created where we live, learn, work, and play.

People with health coverage achieve better well-being and health than those who do not.



Reframing Health



Dynamic and healthy communities are best supported by healthy organizations and leaders.

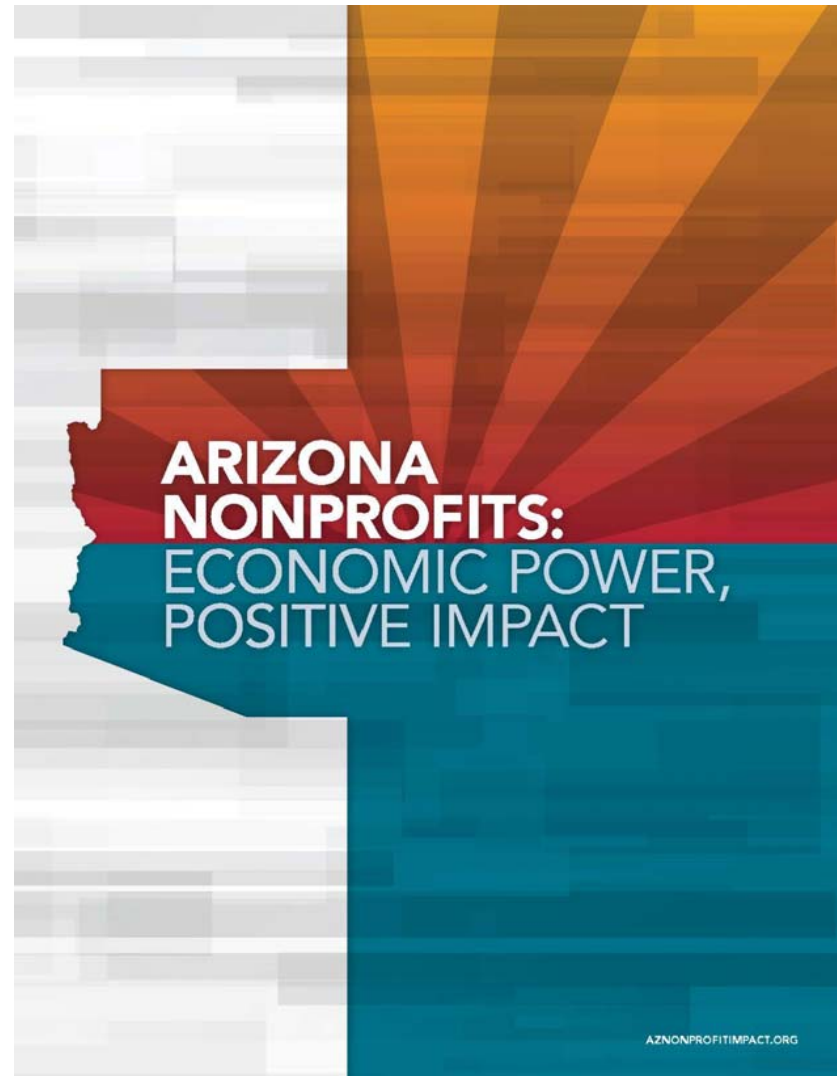
Insightful partners taking significant risks to achieve improved understanding of health in Arizona.



# Agenda

1. Introduce resources
2. Desired results of CAN forum
3. CAN forum expectations
4. Contextualizing the subject
5. Dive into community engagement
6. Seasoned tips
7. Evaluation

Did you know?



Opportunities  
to make a  
difference that  
matters!

## The Arizona Healthy Communities Opportunities Index

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Determining at-need zip codes through analysis of public health, transportation, housing, and socioeconomic indicators.



ARIZONA PARTNERSHIP FOR  
HEALTHY COMMUNITIES

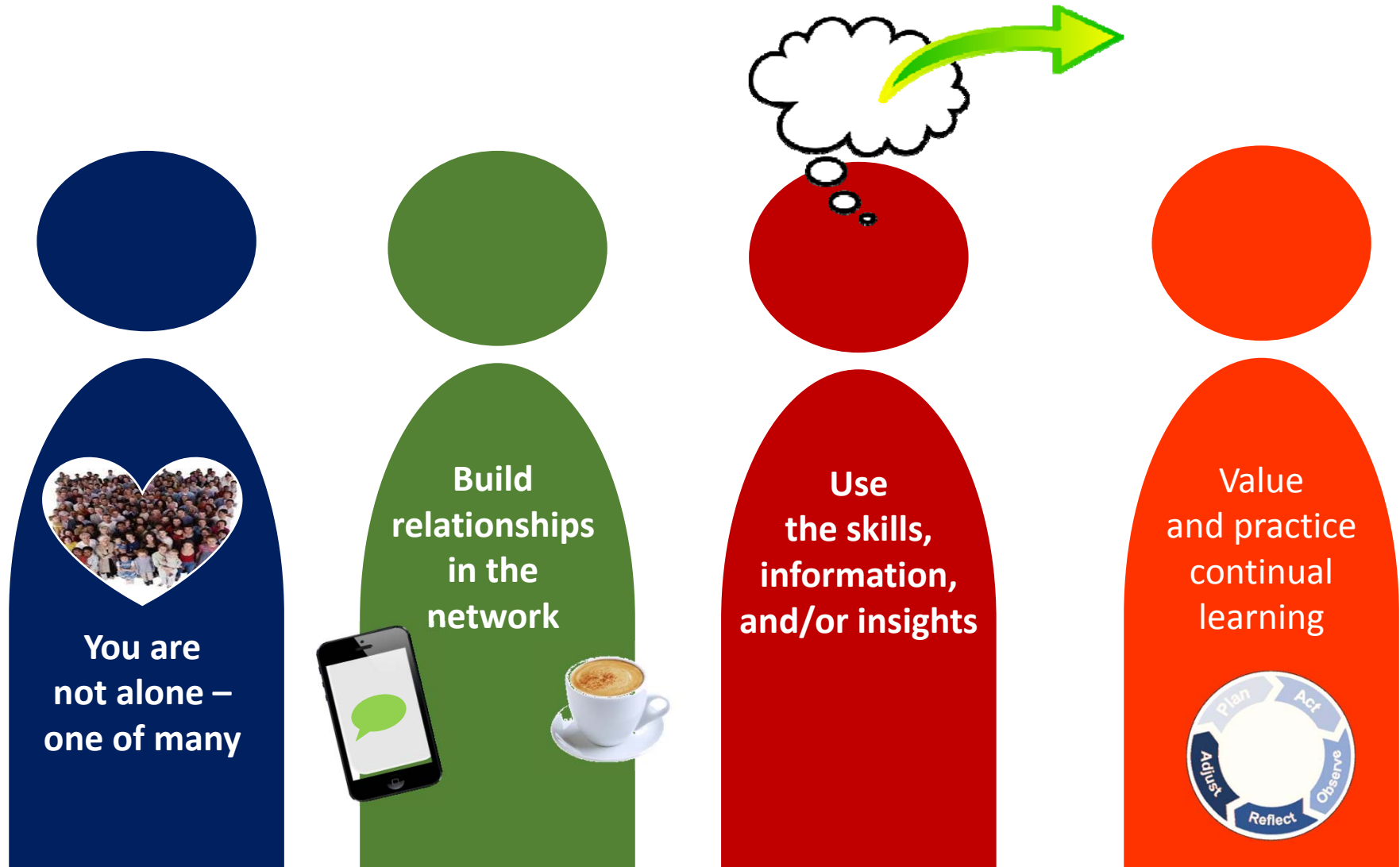
# Why CAN Forums?



***The world is changing | and anyone who thinks they can get anything meaningful done | without the input of all a community's leadership | is simply not paying attention. | Inclusion [and engagement] are more than buzzwords. | [They are] a necessity.***

-- Dr. Jewelle Taylor Gibbs, internationally recognized sociologist and author

# General CAN Forum Desired Results



# March CAN Forum Desired Results

- Understand what community engagement means to you.
- Recognize where your organization works on the community engagement spectrum.
- Begin to develop ideas on how your organization might try an approach that increases the level of community engagement.



# CAN Forum

Continual  
Learning  
-  
Self  
Motivation

This is just a few ideas of what CAN Forum participants offered...

- Good nights rest
- Nutritional/healthy food
- Loving and caring parents or guardians
- Non-family supporters
- Safe environment
- Transportation – safe
- Supplies to support learning
- Lack of fear – feeling of safety



What does it take  
for a child to come  
to school learning  
ready?

# Just the facts...



education

72% of 4th & 8th graders are not proficient in reading.\*\*



food



13% of Arizona children were participating in SNAP in 2013.\*



physical  
environment

55% of Phoenix's population live more than a ½ mile to a park.\*\*\*



safety



Roaming packs of dogs were one of the top safety concerns in Reinvent Phoenix community engagement meetings.



healthcare

13% of Arizona children are not covered by insurance.



poverty



24% of Arizona children live in poverty.\*

# What is community engagement?



Depends on...

Who is asking

Who gets asked

Intention

Values

Awareness

# Who gets to decide? How is it decided?



# Community Engagement

Community engagement is a process through which **community members are empowered to own the change they want to see.**

Resource: Inspired by Policy Link

# Vitalyst Health Foundation Believes

- All communities have strengths/assets.
- Our role is to support communities to realize the full potential of their power to build healthy communities.
- If we ignore our responsibility or worse marginalize the community's power, we contribute to social inequities.

Resource: Inspired by the Center for Neighborhood Leadership, January 2016.



## Community engagement vital to healthy communities because...

*When you start a community change effort without the community you will hit a wall.*

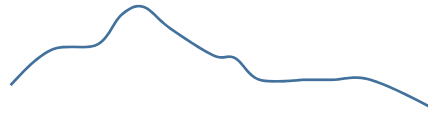
*Top down efforts don't result in lasting change.*

*Not involving the very people who will be impacted by your efforts does not build civic participation – a “can do” and “I belong” attitude.*





Program Participation Numbers



**“What if we don’t change at all...and something magical happens?”**

# Two Frameworks

# Spectrum of Community Engagement

**INCREASING LEVEL OF COMMUNITY ENGAGEMENT & COMMUNITY IMPACT** 

	INFORMING	CONSULTING	INVOLVING	COLLABORATING	EMPOWERING
COMMUNITY ENGAGEMENT APPROACH*	Providing balanced and objective information about new programs or services, and about the reasons for choosing them. Providing updates during implementation.	Inviting feedback on alternatives, analysis, and decisions relations to new programs or services. Providing updates during implementation.	Working with community members to ensure that their aspirations and concerns are considered at every stage of planning and decision-making.	Enabling community members to participate in every aspect of planning and decision-making for new programs or services.	Giving community members sole decision-making authority over new programs and services, and allowing professionals to serve only in consultative and supportive roles.
PROMISE TO THE PUBLIC	Keeping people informed.	We will let people know how their feedback influenced the decision.	We will let people know how their involvement influenced the decision.	We will look to public for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extend "possible".	We will implement what you decide.
EXAMPLES & TECHNIQUES	<ul style="list-style-type: none"> <li>▪ Fact sheets</li> <li>▪ Websites</li> <li>▪ Open houses</li> </ul>	<ul style="list-style-type: none"> <li>▪ Public comments</li> <li>▪ Focus groups</li> <li>▪ Surveys</li> <li>▪ Public meetings</li> </ul>	<ul style="list-style-type: none"> <li>▪ Workshops</li> <li>▪ Deliberative polling</li> </ul>	<ul style="list-style-type: none"> <li>▪ Citizen advisory committees</li> <li>▪ Consensus building</li> <li>▪ Participatory decision-making</li> </ul>	<ul style="list-style-type: none"> <li>▪ Citizen juries</li> <li>▪ Ballots</li> <li>▪ Delegated decision</li> </ul>

Source: Adapted from the IAP2 Spectrum of Public Participation and the Spectrum of Community Engagement



# Six Factors Essential to Community Engagement

**Small Group Talk**

Resource: Community Engagement Matters (More Now Than Ever), Stanford Social Innovation Review, 2016

# Municipal Approach\*

- Community, and what they told us, is the data
- Started small – then moved to dozens of efforts
- Built trust by participating in things they did not host
- Shared what the city does (services)
- Listened to community and accepted when they told us that what we did was not helpful.
- Took their advice as to what they wanted/needed. Acknowledged residents as producers of outcomes not receivers of outcomes.

Resource: Resource: Aspen Institute, Community Engagement Matters, <https://youtu.be/gaURu6yHxPg>, 2016, Philly Rising.

# Collective Impact Approach\*

- Price of admission: Everyone (across sectors) owns a piece of the solution – expectation of ownership.
- Grantees pushed back on funders to slow process down, funders listened to understand and accepted that process to focused results needed to change.
- A commitment to ensure efforts allow everyone to participate in a way where they can prosper and reach their full potential.
- Provide opportunities for skill building on all sides.

Resource: Resource: Aspen Institute, Community Engagement Matters, <https://youtu.be/gaURu6yHxPg>, 2016, Pr

# Guide for Your Work

- What is the key desired result you seek? *Hint, your desired result is not more community engagement – community engagement is a process to get to your result. Your result is almost always related to a condition that makes a person healthy or not healthy (e.g. safe streets, reading levels, access to healthy food).*
- What message does your strategy (e.g. inform, consult, involve, collaborate, empower) and approach (e.g. surveys, public meetings, workshops) send?
- How have you verified that what you think is the message is actually the message residents interpret?
- How might your current practices of community engagement better reflect your desired result?

# Key Take Away - Organization

- Each level of engagement produces different results
- Know and “own” your level of engagement
- Consider what your approach/practices communicate consciously and unconsciously (e.g. values and beliefs) – check and verify that the message you think you are sending is being received
- Reflect on how your personal values and world-view shape your approach and practices
- Take time to reflect, adjust and re-align



# TAP Talk Evaluation

