

A photograph of five children running across a grassy field towards a line of trees with autumn foliage. The sun is low in the sky, creating a warm, golden light. The children are seen from behind, running away from the camera. One child in the center is kicking a blue ball.

# Healthy Neighborhoods Networking & Action Sessions

## *Community Engagement*

June 1, 2016

Facilitators:

Roberto Martinez, Syracuse Partnership

Joanne Lee, ALBD

# WebEx Platform

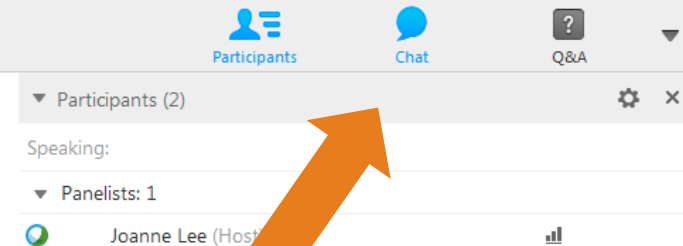
Cisco WebEx Event Center

File Edit View Communicate Participant Event Help

Event Info

## Healthy Neighborhoods Fund Session

- Direct technical support: 1-866-569-3239
- Muting Audio – please be aware of:
  - Whether your phone system plays music while on mute/hold
  - Minimizing background noise
- Chat Box







## Purpose

*Support networking and collaborative learning*

- Co-development
- Shared leadership and organizing
- Self-reliant
- Inclusive
- Flexible

## Agenda

- I. Welcome and Introductions
- II. Cross-site Sharing and Brainstorming  
*Session Focus: Community Engagement*
- III. Next Steps and Wrap-up



# Why “Community Engagement”?

If you have come to help me, you are wasting your time; but if you are here because your liberation is bound up with mine, then let us work together.

Lilla Watson





## The Spectrum of Community Engagement

INCREASING IMPACT ON DECISION-MAKING				
INFORMING	CONSULTING	INVOLVING	COLLABORATING	EMPOWERING
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, analyses, and decisions related to new programs or services. Letting people know how their feedback has influenced program decisions.	Working with community members to ensure that their aspirations and concerns are considered at every stage of planning and decision-making. Letting people know how their involvement has influenced program decisions.	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 or services, and allowing professionals to serve only in consultative and supportive roles.

Adapted from the IAP2 Public Participation Spectrum, developed by the International Association for Public Participation.

Note: Engagement activities can include community surveys, neighborhood outreach projects, partnerships with grassroots organizations, public meetings, and efforts to select community representatives

A person is walking away from the camera on a grassy path in a park. The trees in the background have autumn foliage in shades of yellow, orange, and green. The scene is brightly lit, suggesting a sunny day.

# How to Empower?

Community engagement is grounded in the principles of community organization: fairness, justice, empowerment, participation, and self-determination.

(Alinsky, 1962; Chávez et al, 2007; Freire, 1970; Wallerstein et al, 2006)



# Principles of Community Engagement

CTSA Community Engagement Key Function Committee Task Force on the Principles of Community Engagement (Second Edition)

[http://www.atsdr.cdc.gov/communityengagement/pdf/pce\\_report\\_508\\_final.pdf](http://www.atsdr.cdc.gov/communityengagement/pdf/pce_report_508_final.pdf)

1. Be clear about the purposes or goals of the engagement effort and the populations and/or communities you want to engage.
2. Become knowledgeable about the community's culture, economic conditions, social
3. Go to the community, establish relationships, build trust, work with the formal and informal leadership.....
4. Remember and accept that collective self-determination is the responsibility and right of all people in a community.
5. Partnering with the community is necessary to create change and improve health.
6. All aspects of community engagement must recognize and respect the diversity of the community.
7. Community engagement can only be sustained by identifying and mobilizing community assets and
8. .... must be prepared to release control of actions or interventions to the community and be flexible enough to meet its changing needs.
9. Community collaboration requires long-term commitment by the engaging organization and its partners.



**“We need to take the streets back, and have family friendly activities**

*Near Westside resident*

## **What is the goal?**

### **How?**

**Organize and promote Family -Friendly events in spaces typically used for violence**

**Make improvements to the neighborhood's environment**

**Train community members as peacemakers to resolve conflict and promote peace.**

**Increase the community's trust on Syracuse police**

## **History**

Take Back the Streets is a result of residents raising their voice against violence. In January 2015, the Lerner Center for Public Health Promotion, in collaboration with the Near Westside Initiative, the Peacemaking Center and other community partners, led a series of community meetings to learn about the Near Westside community's perspectives on health. Two main concerns arised:

- 1) Street Violence and Lack of Safety**
- 2) The lack of safe, culturally appropriate, and inexpensive venues to participate in positive activities.**

In response to these meetings residents and agencies in the neighborhood are working together to reduce the impact of violence in the neighborhood, increase safety, and promote peace.

**Increase safety and reduce violence in the Near Westside of Syracuse.**

### **What do we want to achieve in 2016:**

- 1 50/50** 50 family-friendly events in 50 weeks
- 2 Improvements to the neighborhood**  
Street lights repaired, Box Soccer court at skiddy park revamped and other community led projects.
- 3 Train PEACEmakers**  
A group of residents actively promoting peacemaking
- 4 Community Input Team Organized**  
Residents providing their input and guidance to the campaign
- 5 Better Relationships**  
Between police and residents from the nearwestside





# Framework

## Seed-Scale Model (Principles)

- Build from Success
- Create Three-way Partnerships
- Make decisions based on evidence, not opinions
- Seek behavior change as the primary outcome.

## Seed-Scale Model (STEPS)

- Create or recreate a Local Coordinating Committee
- Identify past successes to make more effective
- Visit other communities to learn methods that can be adapted
- Self-evaluate your community to gather evidence about needs and seek actions that can be achieved
- Focus on community priorities and create workplans
- Take action and encourage partners to do their tasks
- Make needed mid-course corrections

that Leads to Change Behavior

# Take Back the Streets

Community Members

Agencies

## Seed-Scale Model (STEPS)

2. Focus on community priorities and create work plans

100 Day Challenge:  
(Safety and Family Friendly Events)

1. Create or recreate a Local Coordinating Committee

Community Input Team  
(Recruitment: Kitchen Table Talks)

TBTS Monthly Agency Meetings  
(Online Calendar/Coordination, etc)

3. Take action and encourage partners to do their tasks  
4. Identify past successes to make more effective

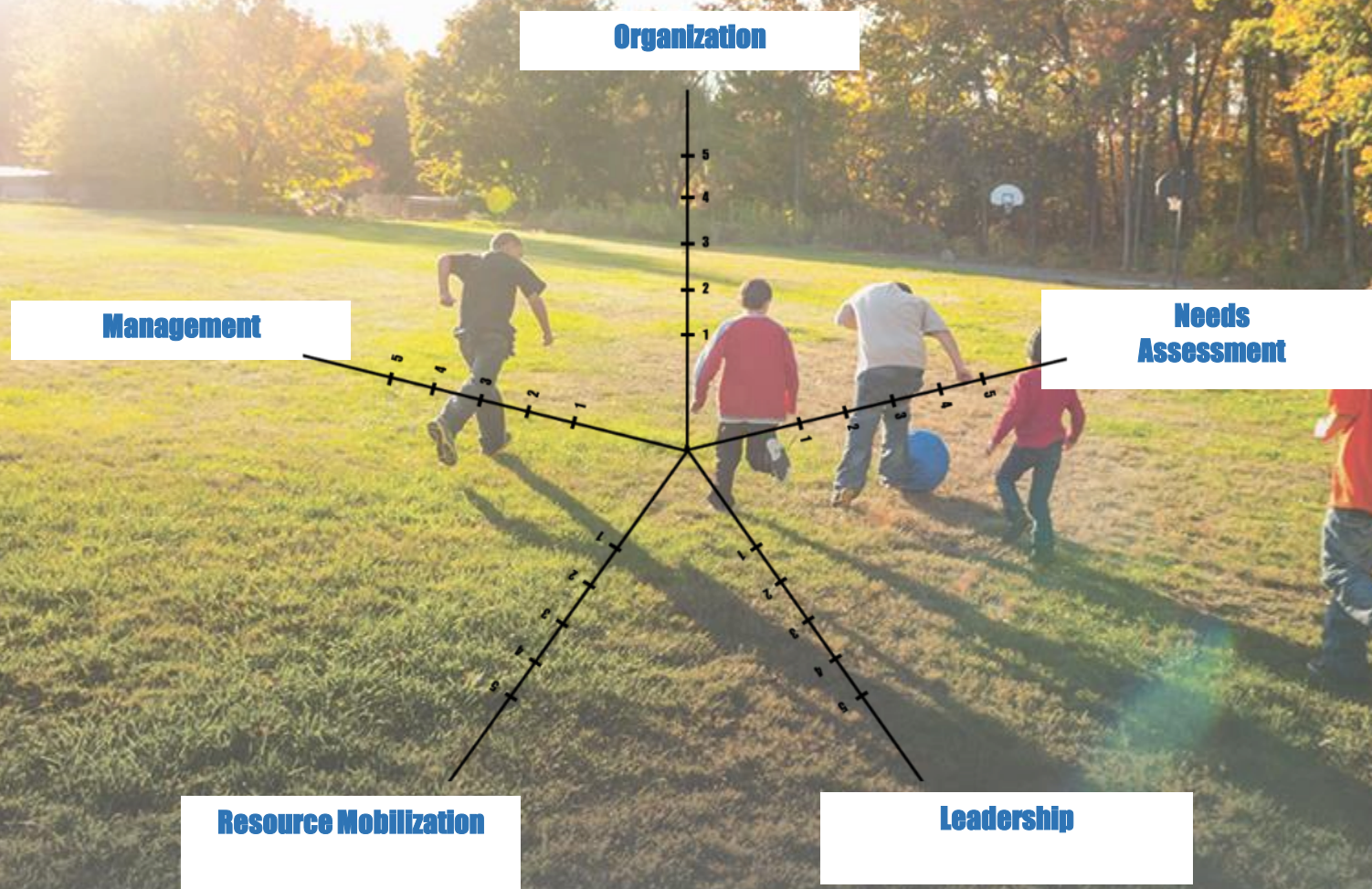
50/50 “Family Friendly Events”  
Street Lights

Field House (Police/City)  
50/50 “Family Friendly Events” (CBOS)

5. Self-evaluate gather evidence about needs and seek actions that can be achieved  
6. Make needed mid-course corrections



# Spider-Gram to Measure Community Participation



Indicators for Spider-Gram. Adapted from Susan Rifkin spider-gram.





# Discussion

Theme: Leadership and engagement

*- What are effective ways to engage/motivate resident leaders and gatekeepers?*

*- Roberto Claudio, Morrisania*

*- Francine Gorres, Two Bridges*

*- Laura Hansen, Neighborhoods with Pedestrian Plazas*

*- Is anyone launching a resident leadership program?*

*- Shelley Hirshberg, Niagara Falls*



# Discussion

Theme: Dynamics between community members and “professionals”

*- How is local government viewed by CBOs and how do they think government can effectively collaborate?*

- Shulie Eisen, Fund for Public Health in NY

*- What are effective engagement techniques for persons who are skeptical of institutions?*

- Patrick Masseo, Claremont



# Discussion

Theme: Dynamics between community members and “professionals” (continued)

*- How do we create an inclusive space for collaboration, support it, but let go of control/vetting?*

- Lourdes Rodriguez, NYSHHealth

*- What are ways to deepen community engagement across organizations/disciplines?*

- Allison Barlow, Hunts Point







# Discussion

*How can we obtain buy-in from the community and get members to sustain the projects?  
Has anyone used the community health worker model?*

- Carolina Espinosa, Mott Haven





## Discussion

*How are sites/partnerships  
measuring impact of community  
engagement efforts?*

- Layman Lee, Brownsville Partnership





# Discussion

*What are effective engagement strategies for diverse, urban settings?*

- Carmen Diaz-Malvido, East Harlem

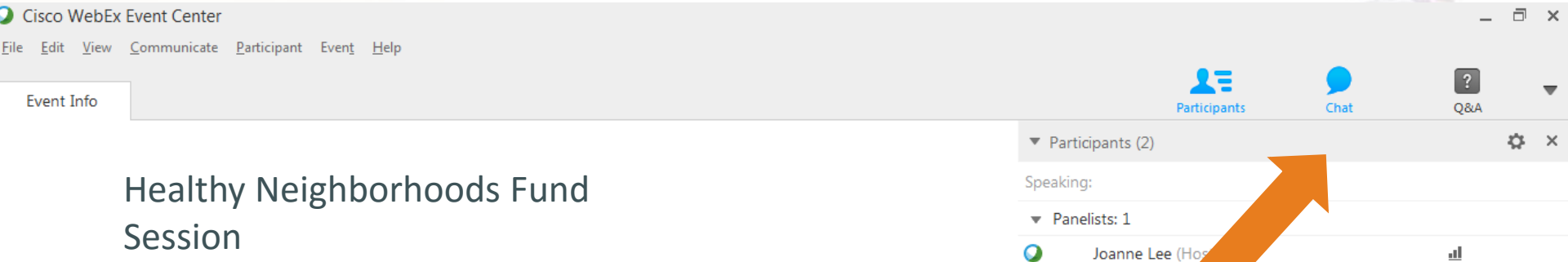


## Next Steps:

- *Interest in continuing cross-site sharing and collaboration?*
- *Interest in a next session?*
  - *Topic(s)*
  - *Date and time*
  - *Facilitator(s)*



# We Want Your Feedback!



*Please share your feedback using the chat box:*

*Type “+” and identify what worked well today*

*Type “-” and identify what could be improved*

**THANK YOU!!**