

# COMMUNITY CONTEXT

Use an intentional, inclusive, and reciprocal process to address the community's history of social and structural injustices and to help build trust and mutual understanding.

Build in opportunities
for residents to share their
perspectives about where they
live. Incorporate their understanding of community
context into
your work.

Broaden your
definition of leadership.
Look for leaders outside
health and government sectors,
such as youth, educators, and
faith, immigrant,
and business
communities.

Assess the community's social, environmental, policy, systems, and economic resources to identify opportunities to leverage and sustain your work.

Seek to understand the current conversation around health in the community. Identify and learn about your audience's values, culture, and perspectives.

Listen to the lived
experiences of community
members and partners.
Share what you learn
broadly and
collaboratively.

STRATEGIC COMMUNICATION

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**Essential Practice Wheels** 







## HEALTH EQUITY FOCUS

Form authentic relationships with (and among) groups of people often overlooked and those at greatest risk for health and wellbeing disparities.

Develop specific strategies to engage residents in ongoing health-related conversations and to build public awareness, interest, and support.

Offer residents,

especially youth,

opportunities to

become champions for

community health and

contribute lasting

energy and ideas.



Include emerging
leaders and those who
have already built trust
within their communities.
Support their capacity
to lead.

Avoid "token"
community engagement and information
gathering by creating
safe and comfortable
venues for mutual
learning.

Think of communications as an ongoing dialogue with residents and partners, not just as a short-term campaign.

venues for mutual learning.

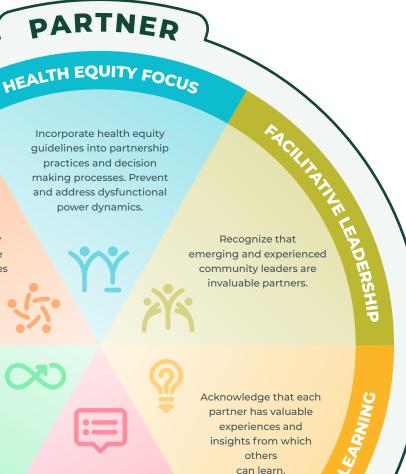
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Engage the Community



#### **Essential Practice Wheels**





**Build resilience** within partnerships by distributing leadership among members.

Create processes that

allow everyone to fully participate. Encourage

emerging leaders' voices

and help them build

networks.

COMMUNITY SWOOD

Develop a language that emphasizes shared vision, goals and strategies, and identify ways to communicate across disciplines. Maintain transparency to help create credibility.

can learn.

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Coalitions

Multidisciplinary

Coalitions









## HEALTH EQUITY FOCUS

Collect and analyze data to account for various types of diversity within a community, including qualitative data about community perceptions.

Engage residents
(including youth) in
assessment and
evaluation activities,
including discussions
about results.



Reflect on your partnership's leadership style, effectiveness, capacities, and opportunities for new leaders.



Develop and track performance measures related to project outcomes, including capacity to secure long-term, diversified resources.



Inform communications

strategies with data and measure results against communications goals throughout your work. Identify the learning interests and needs of community members and partners. Provide timely opportunities based on their input.

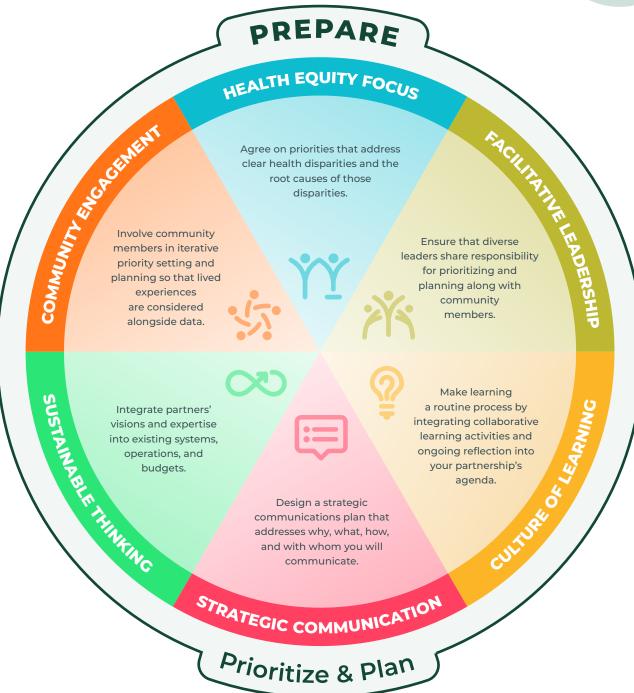
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Assess, Re-Assess, & Evaluate



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## PREPARE

## HEALTH EQUITY FOCUS

Support training and skill building for partners and community members on equity and social determinants of health.

COMMUNITY ENCOUNTY OF THE PROPERTY OF THE PROP **Empower residents** with opportunities to learn and grow, accounting for obstacles that may prevent some from pursuing those opportunities.



Encourage emerging leaders with confidencebuilding experiences and new responsibilities while training existing leaders to increase their effectiveness and build networks.

SUSTAINABLE THINKING Equip community and partnership leaders to become healthy community champions and influential members of decisionmaking groups.

Appeal to various learning styles with equitable learning opportunities, including peer exchanges, trainings, workshops, conferences, virtual platforms, and others.

Hone communications skills across your partnership to ensure that goals are aligned, efforts are distributed, and messages are cohesive and effective.

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Build Capacity



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## HEALTH EQUITY FOCUS

Consider implications for health equity when making decisions about obtaining, distributing, and utilizing resources.

Involve residents most impacted by the work in decisions about how resources are utilized.

Distribute opportunities for wins and share credit for success. Enable partners and junior staff to contribute to grant writing and other ways to generate new resources.

Develop a
strategic funding
plan that includes
current and future
funding and commitments of in-kind and
other support.

Build a "resource bank" of shared lessons and resources that is shared among partners to help them capitalize on existing strengths and assets.

Identify existing communications efforts in the community and determine how you could build on those rather than starting from scratch.

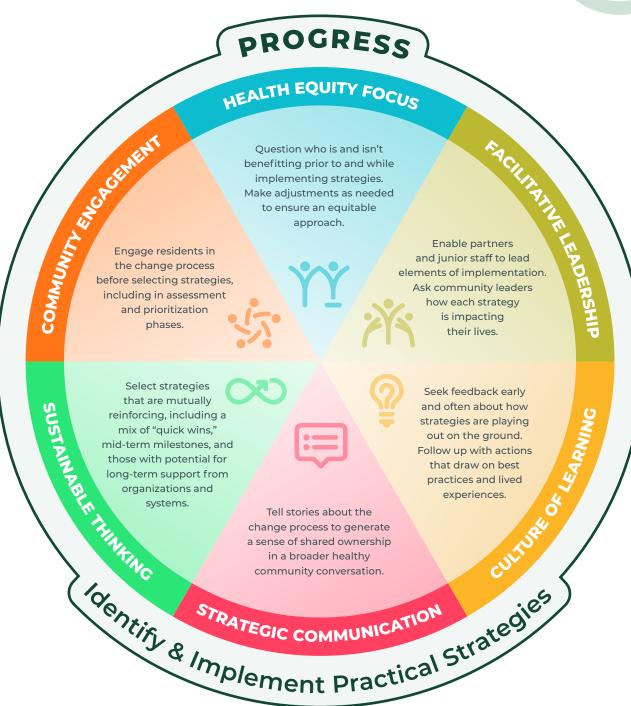
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Leverage Resources

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