

**Practical Approaches to Resident Outreach and Engagement
Healthy Neighborhoods Peer Exchange Session
January 13, 2021
2:00-3:00 pm**

Presentation Slides:

- <https://hpb.d.box.com/s/2gyimi435ajdtvv2x82rnhrhvps9zmx5>

Participants:

- [Hillary Clark](#), [Kristina Drury](#) and [Claudie Mabry](#) (TYTHEdesign)
- [Caitlin Falvey](#) and [Arlen Zamula](#) (NYC Department of Health and Mental Hygiene)
- [Amanda Prenoveau](#) (Clinton County Health Department)
- [Michelle Aliyeva](#) and [Leah Russell](#) (Near Westside Peacemaking Project)
- [Shawnique Woolfalk](#)
- [Amy Shire](#) (NYU Langone/Department of Population Health)
- [Tamara Greenfield](#) (Mayor's Action Plan for Neighborhood Safety, Building Healthy Communities)
- [Bronwyn Starr](#) and [Liz Ward](#) (New York State Health Foundation)
- [Casey Allred](#) and [Phil Bors](#) (Healthy Places by Design)

Recording:

https://us02web.zoom.us/rec/share/dRAtvCxbGTbaAUAMoTi-B6Bt_ciU7uxe8rmiZeh1wLa_PBYkk88veFAUCi-QOFoe.QLaxb-lxLYGnpGb
Passcode: j3%0JmG&

Agenda:

I. Welcome, Overview, and Intros

Today's discussion will focus on practical approaches to resident outreach and engagement. Kristina Drury, Founder and Principal of [TYTHEdesign](#), and her colleagues have been working with the East Harlem DOHMH team's Health in Action initiative to enhance their community engagement strategies. This session will include an overview of TYTHEdesign's [Community Engagement Almanac](#), a resource for proactively preparing to facilitate conversations across different formats, from remote to physically distanced, while maximizing health and safety.

II. Overview of [TYTHEdesign](#) and the [Community Engagement Almanac](#)

*Kristina Drury, Founder and Principal, [TYTHEdesign](#)
Hillary Clark, Project Manager and Program Strategist, [TYTHEdesign](#)
Claudie Mabry, Program Strategist, [TYTHEdesign](#)*

TYTHEdesign provides social impact strategies to bolster the capacity of government, nonprofits, and foundations to amplify resilient cities and healthy communities. They approach all work through a human-centered, anti-oppression, equitable and sustainable lens. They strive to conduct community-based engagement that promotes civic processes, inclusive research, and transparent outcomes.

The [Community Engagement Almanac](#), co-designed with DOHMH, is a tactical guide for supporting productive and equitable conversation with community-based stakeholders. The Almanac includes four parts:

- **Part I – Introduction**
Provides information on how to use the Almanac.
- **Part II – Tools and Assessments**
Provides the process to plan community engagement with stakeholders.
 - Purpose and Planning
 - Find your Format: Decision Tree
 - Equity and Inclusion Assessment
- **Part III – Catalog of Ideas**
Presents a set of creative ideas for leading engagement across platforms both in-person and remote.
 - Virtual Engagement
 - Phone/SMS Engagement
 - Physically Distant Engagement
- **Part IV – Mini-Guides**
Presents best practices, resources, and checklists to support all aspects of the community engagement experiences.
 - Planning Engagement
 - Facilitation
 - Virtual Engagement
 - Phone/SMS Engagement
 - Physically Distant Engagement
 - Anti-Oppression, Inclusion and Accessibility
 - Engagement Evaluation

Through the development of the Almanac, TYTHEdesign identified the following takeaways:

- It is not as simple as just saying ‘let’s do it virtually’.
- Physical distancing can be an opportunity not just a limitation.
- Equitable engagement requires intention.
- Honoring your stakeholder’s trauma in time of crisis.

III. **East Harlem Example, Use of Tool**

Caitlin Falvey, Community Engagement Coordinator, NYC Department of Health and Mental Hygiene

Caitlin shared a practical application of their work with TYTHEdesign. Their Food Ways Project, an equitable engagement, assessed the eating and shopping habits of East Harlem residents. The project included one-on-one interviews, a photo diary with pictures of resident’s kitchen cabinets and refrigerators contents from the beginning to the end of month, and a shop-along. This was designed to be a fun, engaging, and equitable process. A final presentation was given to the community residents after gathering all the data and results were shared back to validate the findings. The project including working with three language populations, English, Spanish, and Chinese speakers. They learned that translators hold a lot of power and must ensure that all are on the same page in terms of equity. The tools and checklists that are included in the Almanac were so helpful for guiding conversations, not missing the mark or taking anything for granted. They look forward to using the Almanac more and seeing how their colleagues use it as well as sharing it with partners.

IV. Group Conversation

Attendees were invited to follow up and ask questions.

- Q: Can you take a deeper dive in the mini guides section and explore further? And what have you heard from the communities that works?
A: It's important to understand your comfort level and capacity to identify the best format, or tool. Start with the "why" and "what" first to build alignment. Through the development process, TYTHEdesign looked at political campaigns as they were the ones doing so much community engagement during this time frame. Looked at the different models that were relatively successful, such as a literature drop (rather than knocking on doors, they dropped materials off at people's doors), phone apps, leading with arts and culture, etc. Set ground rules for productive dialogue and creating safe space.
- Q: Is the Almanac getting shared broadly through DOH or through the Health Action Centers?
A: Sharing with all friends and colleagues. Trying to think strategically for sharing internally and externally. Evaluation is a critical piece and want to ensure it's ready to go.
- Q: Does anyone have ideas or insights for conducting a participatory budgeting process during a pandemic with very limited in-person opportunities?
A: New York has a Civic Engagement Commission.

V. Tools and Other Engagement Topics

- Simon Sinek explores how leaders can inspire cooperation, trust and change. He's the author of the classic "Start With Why"; his latest book is "Leaders Eat Last."
 - https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action?language=en
- <https://tythe-design.org/resources/>
- https://tythe-design.org/wp-content/uploads/2020/11/3.Community-Engagement-Almanac_PART-3-Catalog-of-Ideas.pdf
- <https://hpb.d.box.com/s/28zhrf3vnqmqmargj4ysclxdjxwazn6>
- <https://www.changelabsolutions.org/product/planners-playbook>
- <https://www.google.com/forms/about/>
- https://www.barcelona.cat/infobarcelona/en/tema/participation/over-six-hundred-proposals-from-citizens-for-the-participatory-budgets_923661.html

VI. Next Steps

Please join us for the next Healthy Neighborhoods Learning Collaborative and Building Healthy Communities Peer Exchange Session on **February 10, 2021 at 2:00 pm**. Additional information will be forthcoming.