

**Mini Workshop: Community Engagement
Healthy Neighborhoods Peer Exchange Session
February 10, 2021
2:00-3:00 pm**

Presentation Slides:

- <https://hpb.d.box.com/s/leydntw36igmkb9bj4ux4olrfol70zsa>

Participants:

- [Susannah Abbate](#) (Snug Harbor Cultural Center & Botanical Garden)
- [Gail Baez](#) (Map Team Pologround)
- [Hillary Clark](#), [Kristina Drury](#) and [Claudie Mabry](#) (TYTHEdesign)
- [Caitlin Falvey](#) (NYC Department of Health and Mental Hygiene)
- [Rosa Marruffo](#) (Edible Schoolyard NYC @ PS/MS 7)
- [Amanda Prenoveau](#) (Clinton County Health Department)
- [Kay Marie Pressley](#) (KMP PRODUCTIONS)
- [Ashley Rivera](#) and [Leah Russell](#) (Near Westside Peacemaking Project)
- [Amy Shire](#) (NYU Langone/Department of Population Health)
- [Bronwyn Starr](#) and [Liz Ward](#) (New York State Health Foundation)
- [Casey Allred](#), [Phil Bors](#), and [Joanne Lee](#) (Healthy Places by Design)

Recording:

https://us02web.zoom.us/rec/share/ZUYF1aRjin3CvjrcClfLsDm8OKsYo8OX2XCKMSQbXPNT_8jIExRTlhcfOuBr_r-A_3NiaaavMksJPCKA
Passcode: xT7530M#

Agenda:

I. Welcome, Overview, and Intros

Today's discussion, a continuation from the January 13, 2021 session, digs deeper into specific tools and best practices in the [Community Engagement Almanac](#). The [TYTHEdesign](#) team revisits the different goals of engagement and help participants leverage the Almanac's tools to enhance their important work in communities.

II. Presentation: [Community Engagement Almanac](#)

Hillary Clark, Project Manager and Program Strategist, [TYTHEdesign](#)

Kristina Drury, Founder and Principal, [TYTHEdesign](#)

Claudie Mabry, Program Strategist, [TYTHEdesign](#)

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

- Present best practices and ideas that respond to the constantly changing environment with COVID-19.
- Provide tools to make engagement decisions equitably and helps you advocate for the value of community engagement even during crisis.
- Build on the DOHMH existing community engagement framework.

The Almanac includes four parts and is intended for community engagement conducted today as we navigate varying degrees of “reopening”, and in the years to come as we prepare for the introduction and adoption of a vaccine.

- **Part I – Introduction**
Provides information on how to use the Almanac.
- **Part II – Tools and Assessments**
Provides the process to plan community engagement with targeted stakeholders.
- **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.

The [Almanac](#) helps articulate your purpose and advocate for community engagement. Pages 5-6 provide talking points to support you in advocating for community engagement.

Spectrum of Community Engagement is divided into four categories:

- Outreach
- Consult
- Collaborate
- Shared Leadership

III. Discussion: What are some other lessons learned from this past year that you will carry forward in your community engagement work?

- Student-centered zoom sessions, food distribution with families, virtual meetings with families
- Other lessons from this last year: have empathy for team and self while doing engagement work.
- Look for new opportunities and be creative! Appreciate accomplishments.
- Give people multiple touchpoints
- It's okay to hit pause on something in order to move forward with something else more important at that time.
- In-person isn't always the best option. Virtual provides new levels of comfort for some individuals.
- Meet people where they're at, find ways big, small, and everything in between to participate.
- More understanding of each other's needs.
- There's an ebb and flow to people's energy levels
- Some people need to lean in during crisis and some need to step back.

IV. Resources and Tips

- Community Engagement Almanac: <https://tythe-design.org/resources/>

- Notes and resources from the January 13, 2021 session that provide more framing for the Almanac: <https://hpbd.box.com/s/28zhrf3vnqmqmargi4ysclxdjjxwazn6>
- DOHMH Community Engagement Framework: <https://www1.nyc.gov/assets/doh/downloads/pdf/che/community-engagement-framework.pdf>
- Tip: Use these tools as your agenda for a planning meeting with your team. This way it's not extra work and can be an easy way to build alignment.
- TIP: Don't hesitate to ask people about their access before you start planning. For participants with less comfort around Zoom (or other virtual platforms), open your room 30 minutes early and invite folks to come early. Also, have someone available over the phone to help folks sign into the platform.
- TIP: For phone conference calls, don't forget to set ground rules. One practice TYTHE loves to use is asking people to say their name before they make a comment. That way you can track every person who has spoken and ensure it's an equitable engagement.

V. **Next Steps**

Please join us for the next Healthy Neighborhoods Learning Collaborative and Building Healthy Communities Peer Exchange Session on **March 10, 2021 at 2:00 pm**. This session will include a second mini workshop from TYTHEdesign on community engagement and/or the Community Engagement Almanac.