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COMMUNITY CONTEXT

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

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.

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.

Eisten to the lived experience of community members and partners.

Share what you learn broadly and collaboratively.

STRATEGIC COMMUNICATION

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PARTNER

HEALTH EQUITY FOCUS

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

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

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

> > Avoid "token"

community engagement

SUSTAINABLE THINKING Offer residents, especially youth, opportunities to become champions for community health and contribute lasting energy and ideas.

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.

STRATEGIC COMMUNICATION

Engage the Community



emerging leaders'

build networks.

Build resilience

by distributing

members.

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PARTNER HEALTH EQUITY FOCUS Incorporate health equity guidelines into partnership practices and decision making processes. Prevent and address dysfunctional power dynamics. Create processes that allow everyone to fully Recognize emerging participate. Encourage and experienced community leaders as voices and help them invaluable partners. Acknowledge that each partner has within partnerships valuable experiences and insights from leadership among which others can learn. Develop a language that emphasizes shared vision, goals and strategies, and identify ways to commu-

nicate across disciplines. Maintain transparency to help create credibility.

Strengthen Multidisciplinary Coalitions



COMMUNITY SAND OF STANDARD OF

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PREPARE HEALTH EQUITY FOCUS

COMMUNITY SEND OF THE SEND OF **Engage residents** (including youth) in assessment and evaluation activities,

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

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

SUSTAINABLE THINKING

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

including discussions

about results.

Inform communications strategies with data and measure results against communications goals throughout your work.

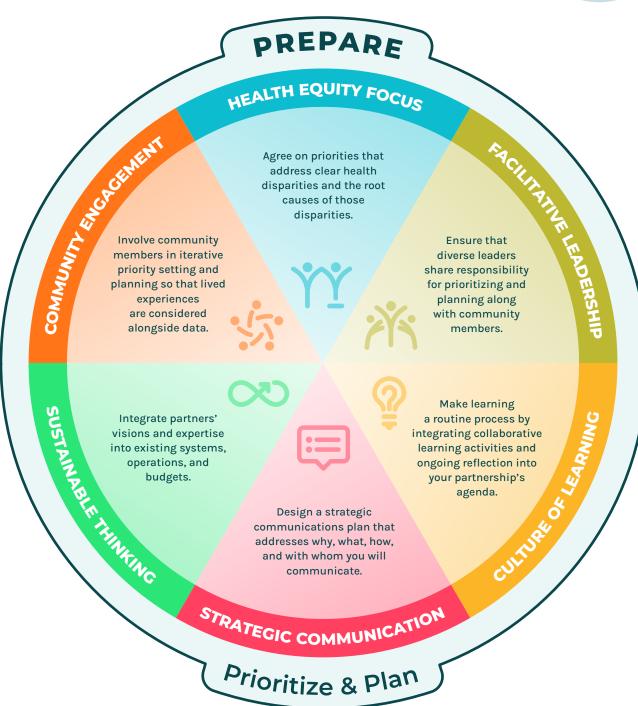
Identify the learning interests and needs of community members and partners. Provide timely opportunities based on their input.

STRATEGIC COMMUNICATION 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.

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. Train existing leaders to increase their effectiveness and build networks.

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

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

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

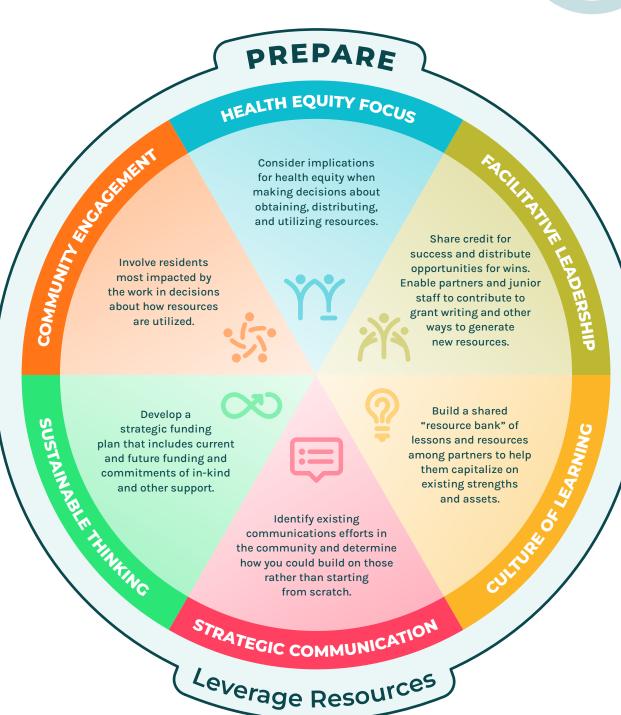
STRATEGIC COMMUNICATION

Build Capacity



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PROGRESS

HEALTH EQUITY FOCUS

Question who is and isn't benefitting prior to and while implementing strategies. Make adjustments as needed to ensure an equitable approach.

COMMUNITY SAND OF STREET Engage residents in the change process before selecting strategies, including in assessment and prioritization phases.

Enable partners and junior staff to lead elements of implementation. Ask community leaders how each strategy is impacting their lives.

Seek feedback early

Select strategies that are mutually reinforcing, including a mix of "quick wins," mid-term milestones, and those with potential for long-term support from organizations and systems.

and often about how strategies are playing out on the ground. Follow up with actions that draw on best practices and lived experiences.

Tell stories about the change process to generate a sense of shared ownership in a broader healthy community conversation.

STRATEGIC COMMUNICATION

A Implement Practical Strategies

