COMMUNITY ENGAGEMENT PLANNING CANVAS

This planning tool will help you work through the main considerations you need when planning to engage your community.

ƐTAMARACK INSTITUTE

PROJECT TITLE: Youth Engagement Strategy

WHAT IS OUR ROLE?

What's your relationship with the community for this work?

PROVIDED **TO** THE COMMUNITY (without their input)	PROVIDED **FOR** THE COMMUNITY (with consultation)
PROVIDED **WITH** THE COMMUNITY (with their involvement)	PROVIDED **BY** THE COMMUNITY (with their leadership)

What's important to keep in mind as we're engaging? (context, prior relationship, etc.)

There has not previously been a youth engagement strategy. Relationship between youth and municipality is weak – need to be sure build trust and follow through. Partners hold relationships – leverage these relationships to build the strategy.
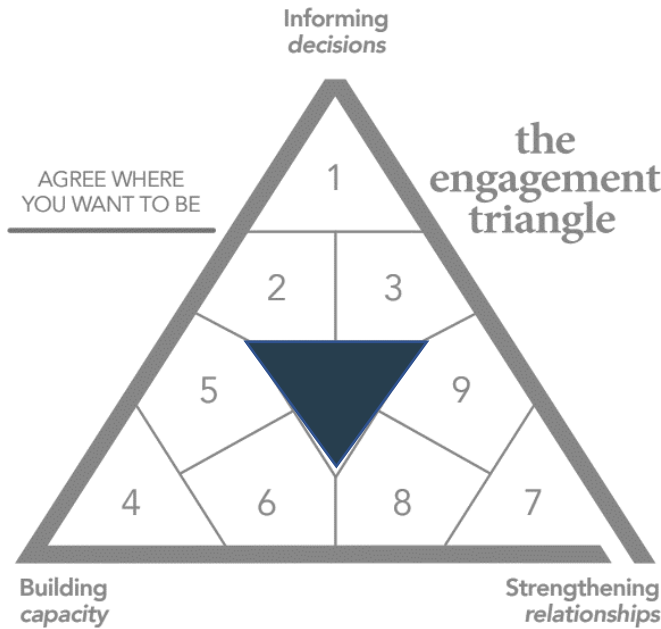
WHO SHOULD BE ENGAGED?

Who are the key people who need to be engaged?

1. Youth
   • Unrepresented youth
   • Youth leaders
   • Broad population
2. Orgs serving youth

WHY ENGAGE?

PURPOSE
Shade the appropriate segment of the triangle. Are you needing to inform decisions, build capacity, and/or strengthen relations?

Informing decisions

AGREE WHERE YOU WANT TO BE

the engagement triangle

1
2 3
5 9
4 6 8 7

Building capacity

Strengthening relationships

ENGAGEMENT GOALS
What are the main reasons for engaging the community? What do we hope to learn? What are the beneficial outcomes for the community?

1.	Provide youth ownership of the plan creation & build leadership skills
2.	Generate ideas & understanding between youth and orgs that serve youth
3.	Connect with underrepresented youth

HOW ARE YOU ENGAGING?

LEVEL OF ENGAGEMENT
Circle the appropriate level of engagement based on your purpose and goals.

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
GOAL	To provide people with balanced and objective information to assist them in understanding the problem, alternatives, and solutions.	To obtain feedback on analysis, alternatives, and/or decisions.	To work directly with people throughout the process to ensure their concerns and aspirations are consistently understood.	To partner with impacted community members and groups in each aspect of the decision from development to solution.	Shared leadership of community-led projects with final decision-making at the community level.
STYLE	"Here's what's happening."	"Here are some options, what do you think?"	"Here's a problem, what ideas do you have?"	"Let's work together to solve this problem."	"You are leading, how can we support you."

METHODS OF ENGAGEMENT
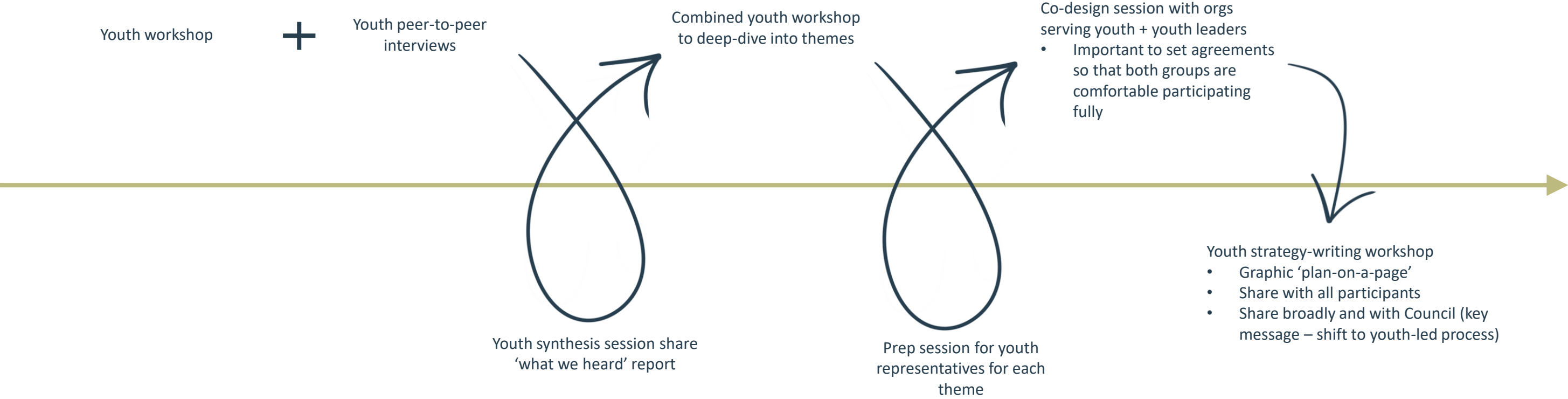What methods will you use to engage people?

1. Youth planning workshops
   • Hear from youth on key ideas and challenges
   • Get input into how to engage underrepresented youth
2. Youth engaging youth
   • Peer-to-peer interviews to engage underrepresented youth
3. Youth synthesis session
   • Youth to theme and write up recommendations
4. Co-design session with orgs serving youth + youth leaders
5. Youth strategy-writing workshop

GUTCHECK

1. **Context expertise** – Is context expertise, or lived experience, amplified and integrated into the work?

2. **Power** – How are the people who are closest to issues able to shape outcomes?

3. **Inclusion** – Are we truly listening, learning, and reducing barriers?

4. **Meaningful contribution** – Does our 'what' and 'why' have co-benefit to the community? Are we inviting people to contribute in meaningful ways?

5. **Strengths** – How can we learn about and leverage community strengths and assets?

6. **Accountability** – Are we demonstrating that we listened and that community contributions shaped the outcome?

YOUR ROADMAP FOR ENGAGEMENT

What are the phases of your engagement and what activities will happen within each phase? After each activity, how might we follow up with participants to share information back with them and demonstrate a meaningful impact that resulted from their contribution?

Youth workshop **+** Youth peer-to-peer interviews

Combined youth workshop to deep-dive into themes

Co-design session with orgs serving youth + youth leaders
- Important to set agreements so that both groups are comfortable participating fully

Youth synthesis session share 'what we heard' report

Prep session for youth representatives for each theme

Youth strategy-writing workshop
- Graphic 'plan-on-a-page'
- Share with all participants
- Share broadly and with Council (key message – shift to youth-led process)

RESOURCES REQUIRED

What things (staff, money, external supports, leadership commitment, etc.) do we need to make this happen?

1. Organizational-buy-in to a youth-led strategy
2. Compensation for youth
3. Youth coaching – help ensure youth success

HOW WILL YOU KNOW IF YOU'RE MEETING YOUR ENGAGEMENT GOALS?

EVALUATION QUESTION Based on engagement goal	DATA SOURCE Where will you find the information?
1. Did youth feel empowered and equipped?	Post-project interview (e.g identify new skills)
2. Did youth & orgs connect and generate new ideas	Summative evaluation
3. Were underrepresented youth engaged?	Summative evaluation

Turtle Island (North America) is the ancestral home of Indigenous peoples of First Nation, Métis, and Inuit descent. We recognize that across this land Indigenous rights holders have endured historical oppression and continue to experience inequities that have resulted from the widespread colonialist systems and ideologies that perpetuate harm to Indigenous peoples to this day.

This planning tool was developed by Tamarack's Learning Centre. It combines key engagement theory from:
- Capire Consulting Group (The Engagement Triangle),
- IAP2 (Public Participation Spectrum)
- Nurture Development (To-For-With-By).

We are grateful for their work in advancing the practice of community engagement.

Learn more about the Tamarack Institute's skills for change and browse our free resources.

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