



TOOL | The Engagement Continuum

When we speak about engagement, it is important to note that there are varying levels of engagement and that each level generates different responses from those who are being engaged.

DESCRIPTION

When considering these five levels of engagement, it is also important to recognize that one level is not 'better than' another. What IS important is that, before implementing an engagement strategy, that time is spent clarifying the appropriate level of engagement required for each potential group and/or for each project.

HOW-TO:

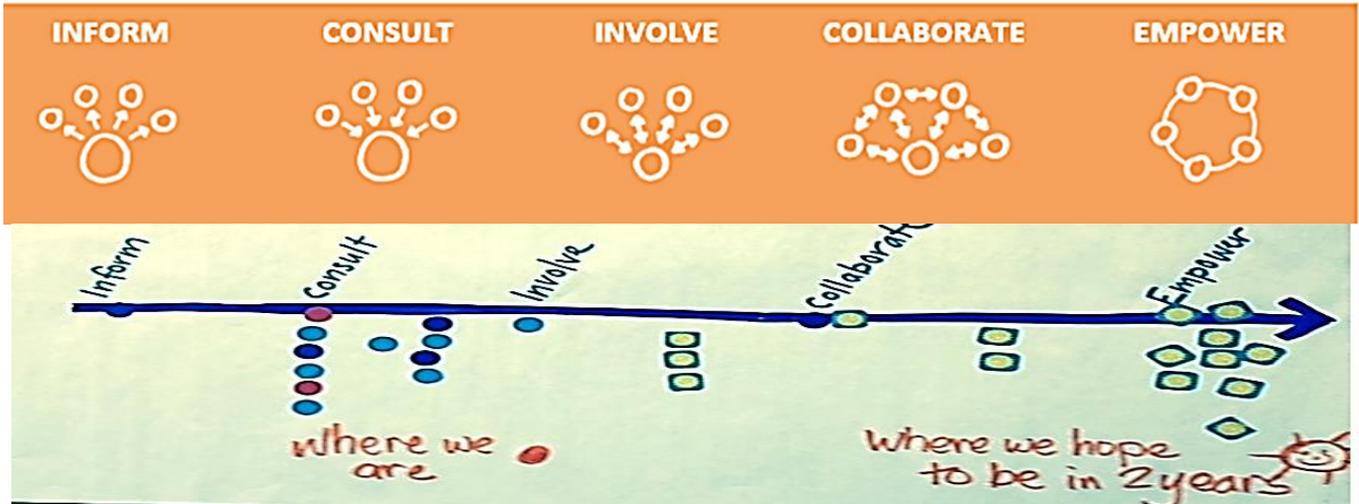


- Step 1.** Ask participants to place a colored dot on a visual of the Engagement Continuum to depict the level of collaboration currently happening regarding your issue.
- Step 2.** You can also ask them to place a second different colour dot on the Engagement Continuum to depict the level of collaboration that they would personally like to see in addressing your issue.
- Step 3.** 3. Debrief and discuss similarities and differences reflected in the placement of dots.

DEBRIEF

Some suggested debrief questions include:

- What additional information do community partners require (& who should they hear it from)?
- Do we have this information? If not, where can we find it?
- How might we measure and monitor levels of engagement for our project?



CURRENT LEVEL OF ENGAGEMENT

Place a **blue dot** on the Engagement Continuum to indicate the **current** level of engagement being experienced. Jot down a few points about how you reached your assessment: What are you seeing/not seeing?

IDEAL LEVEL OF ENGAGEMENT

Place a **green dot** on the Engagement Continuum to indicate the **ideal** level of engagement that you would personally like to see your members experience. Jot down your thoughts and ideas regarding your assessment.