



**Foundations of Community Change:**

# **Belonging & Deepening Community**

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WHO IS IN THE ROOM?



Who's in the Room?

# WHAT ARE YOUR QUESTIONS?



**What questions  
am I bringing?**

## A LITTLE BIT ABOUT...



A Connected Force for Community Change  
Join us [www.tamarackcommunity.ca](http://www.tamarackcommunity.ca)

We support **Learning Communities** around five ideas for making significant community change.



Collective  
Impact



Community  
Engagement



Collaborative  
Leadership



Community  
Development



Evaluating  
Community Impact

Turning theory into practice is critical for community change. We support two  
**Action Learning Communities** to get to impact.



**Deepening  
Community**

# A LITTLE BIT ABOUT YOUR WORKSHOP FACILTATOR



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***BELONGING & DEEPENING COMMUNITY:***  
**FOUNDATIONS FOR COMMUNITY CHANGE**

IN GROUPS OF 2 OR 3

# THINK-PAIR-SHARE

Share the story of a time when you  
were really engaged...

# LONELINESS: A SHARED CHALLENGE

## *A SHARED CHALLENGE:*

# LONELINESS: A GROWING REALITY



- A 2015 Angus Reid Survey on Belonging found that:
  - **32% of Canadians** report a very strong **sense of belonging** to their community;
  - **38% of Canadians** report they “**don’t feel they have a stake**” in their local community
- 2014 Stats Can data reported that:
  - **1 in 5** older Canadians describe themselves as “**lonely or dissatisfied with life**”; and,
  - **64%** of Canadian post-secondary students reported feeling **very lonely** within the last 12 months

# LONELINESS: A SHARED CHALLENGE

## *BENEFITS OF COMMUNITY* **FOR INDIVIDUALS**



- A 2003 Harvard study showed that the higher a community's "social capital" the lower its mortality rates, from **violent crime** AND from **heart disease**
- Humans are hardwired to live in community but evidence shows that **our actual experiences** of community have been **steadily declining** since the 1960s.
- It is estimated that **6 million Canadians** are socially isolated and loneliness is as harmful to health:
  - It has the same health impact as smoking **15 cigarettes** a day
  - Social isolation can **be twice as deadly** as obesity;
  - Increases the **risk of dementia** by **64%**





# LONELINESS: A SHARED CHALLENGE

## *BENEFITS OF COMMUNITY* **FOR NEIGHBOURHOODS**

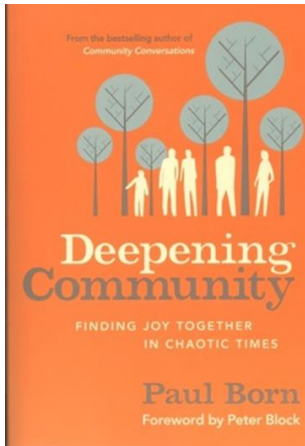


- Neighbours who **know one another** are better able to care for each other in **times of emergency**
- Research shows people who feel **a sense of community** are more likely to act for the **common good**;
- A deliberate & intentional effort is needed to **re-learn the skills** to build community

# *TOWARDS AUTHENTIC ENGAGEMENT* **DEEPENING COMMUNITY**



## 4 PILLARS TO DEEPEN COMMUNITY



1. Share Our Stories
2. Have Fun Together
3. Take Care of Each Other
4. Work Together for a Better World

***“Community is not automatic, and it is not automatically optimal. We cannot take it for granted; we cannot assume that it is what it should be; we cannot stand on the sidelines and just hope that things work out.”***

- Paul Born

*Deepening Community*

[www.deepeningcommunity.org](http://www.deepeningcommunity.org)

# 3 Forms of Community

## Shallow Community

Isolated in the midst of the crowd

## Fear Based Communities

Organizing against the other

## Deep Community

People caring and being cared for



# Share Our Stories

Sharing helps us open up, to become vulnerable and to hear other peoples stories.

Together we distinguish truth from untruth, and rational fear from irrational fear, to determine what we might do together.



**“Remember, you don’t fear people whose story you know. Real listening always brings people closer together. Trust that meaningful conversations can change your world.”**

- Meg Wheatley

# Have Fun Together



As we continue to share our stories with the same players over time, reciprocity and trust grows between us.

**This is an investment in  
community.**

# Take Care of Each Other



Reciprocity and trust have a wonderful effect when reaching out to help one another.

We take care of one another because a bond of love has grown between us.

**Mutual acts of caring that happen often forge a sense of belonging.**

# Work Together for a Better World



The first three acts of community give us the energy for the fourth act of deepening community: building a better world together.

We no longer feel alone in our fear or hopeless in our dreams.

**We have the courage to see our dreams become real.**



***BELONGING & DEEPENING COMMUNITY:***  
**FOUNDATIONS FOR COMMUNITY CHANGE**



# What is community resilience?

**The path to community resilience involves not only willingness to do different things, but also a willingness to do things differently.**

# Community Resilience: A Definition



- A community's ability to **“bounce back”** after a **crisis** or **disaster**
- **Proactive** efforts for a community to be **strengthened & more cohesive**
- Community resilience is: a **lens**, an **ability**, a **process** *AND* an **outcome**
- Demonstrated by residents' ability to **unite community resources** and **collaborate** to take **collective action**
- Grows when residents **work together** to **develop & build resources** and **mobilize** them in **response** to change, allowing residents to **direct** and **affect** the outcome

## 4 Characteristics of Resilient Communities



Source: Canadian Centre  
for Community Renewal

- **Positive Attitudes & Values** – Social relationships, behaviours and trust. “Our Way”
- **Proactive Leadership Development & Planning** – neighbours & communities are proactively engaged in community’s vision, Leadership is diversified
- **A Localized Economy** – Locally-owned businesses are promoted, local employment opportunities exist and local economy is diversified
- **Infrastructure & Resources** – This includes the design & physical infrastructure of the community; its green and public spaces; food, shelter & renewable energy and, its community celebrations.

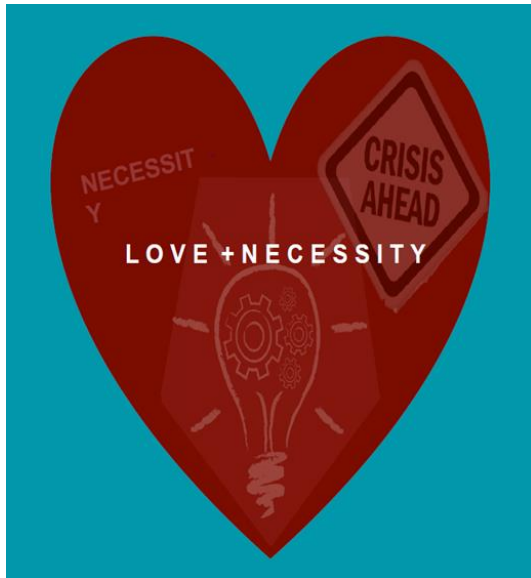
## 10 Actions to Build Resilient Communities



Source: *Resilience: Health in a New Key* - Vitalyst Health Foundation

1. Be Prepared for Long-term Commitment
2. Nurture Natural Caring Relationships
3. Build from the Bottom Up
4. Be an Ally, Not an Expert
5. Invest in Organizing
6. Invest in Advocacy
7. Focus on Strengths and Assets
8. Support Peer Learning
9. Surrender the Need to Control
10. Nurture Shared Leadership

## **3 Lessons for Building Our Community's Social Immune System**



Source: Vickie Cammack  
& Al Etmanski

**Lesson 1:** **Vulnerability** is the seed that **grows care** in our communities

**Lesson 2:** If **necessity** is the mother of innovation, then **love** is its other parent. Care is a precursor for innovation.

**Lesson 3:** **Isolation** is a worldwide epidemic. We need to be intentional about **tending to the garden of our relationships.**

## **4 Actions to Support a Revolution in Caring**



- 1: Pay Attention to What Feeds Your Spirit** – What inspires you? What is the source of your morale oxygen?
- 2: Shine a Light on What IS Happening** – Be guided by the creativity, ingenuity and natural caring already within communities.
- 3: Tend to Your Garden** – Work within systems to nurture what is already happening. Think like a movement
- 4: Bring Beauty into Our Work** – We must touch hearts in order to open minds. Don't ignore the artists in our midst. They are indispensable companions on any social change journey.

Source: Canadian Centre  
for Community Renewal

# *Anchoring Concept*

# Shared Vision



# Why a Shared Vision?



A shared vision...

- Answers the question: **What do we want to create?**
- Creates a sense of commonality & **builds trust**
- Gives **coherence** to diverse activities
- When truly shared, visions spark **energy** and **creativity**
- Powerful shared visions encourage **risk-taking** & **innovation**



# Negative Versus Positive Visions

## CRISIS

危機

Danger

Opportunity

- Answering the question, “**What do we want?**” is very different from “**What do we want to avoid?**”
- The power of fear underlies negative visions and can produce results in the short-term
- The power of hope underlies positive visions and ensures over time
- Negative visions are limiting:
  - Energy for creating something new is diverted to preventing what we want to avoid
  - They are subtly powerlessness
  - Are only useful when the threat persists

# Beginning with Personal Visions



- A **personal vision** is a statement of **what you deeply desire** in your life.
- The only vision that can truly **motivate** a person is his or her own
- Shared visions **emerge** from **personal visions**...this is what gives them power
- A personal vision answers the question: **What do I really want?**

# The Visioning Process



- **Builds Shared Meaning** about what's important and why
- **Creates a Common Identity** and sense of common purpose
- **Uses Multiple Methods** to engage as many people as possible
- Powerful visions **reflect many multiple personal visions**
- **The process is as important as the product** - time spent thinking and talking about a vision is as important as what is finally written down.

*Anchoring Concept*  
**Identifying Skills & Talents**

*Sharing Our Gifts of...*



head hand heart

# Create and Share a Resident Inventory



Invite residents to learn and share:

- **Skills, abilities** or **life experiences** that they would be comfortable using to help neighbours; and,
- **Skills**, or **abilities** they are wanting to learn

# ***Collaborative Leadership Capacity*** **Hosting & Convening**



## 4 Characteristics of Good Convening



*“Bring the room into life  
and life into the room.”*

- Peter Block

- **Civility** - more than being polite or courteous it enables us to share our opinions with kindness
- **Personal Agency** – Strive to bring out the best in everyone, convene around gifts and engage ideas. People will be committed to act on ideas they’ve had a hand in creating.
- **Hospitality** – Make people feel welcome and comfortable; create environments that foster connection and belonging
- **Curiosity** – “Hold the space” for something new to emerge; “Listen with respect to what the problem is telling us, spot the patterns keeping the system unhealthy and help it heal itself.”

# Tamarack's *Community Conversations*

Methodologies for hosting conversations in community that:

- Engage people
- Build trust/empathy
- Increase the probability of asking the right questions
- Create safe spaces for learning and innovation
- Advance collaboration
- Foundational for resilience in policy and systems change





*Anchoring Concept*  
**Working with Friends, Allies  
AND Enemies**



# The 4 Practices of the “Wise Traveler”



**Al Etmanski**

*Six Patterns to Spread  
Your Social Innovation*

1. Recognize that the **methods of the past**, alone aren't enough to tackle the **challenges of the future**
2. Tap into the “**passionate amateur**” within you
3. Pay close attention to the **solutions** developed by those living at the **margins of society**; they awaken us to new possibilities
4. Understand that **adversity** turns into **creativity** when we love

# Working with Friends, Allies & Enemies



**Al Etmanski**

*Six Patterns to Spread  
Your Social Innovation*

To work well with friends, allies *AND* enemies means:

- Working with those we don't like, don't trust or don't know despite our **differences** or **past wrongs**
- Recognizing that thinking, reflecting, listening & talking are **as essential as action**
- Being open to **surprise** and **serendipity**
- **Rising again** and **rising above**

# Why Multi-Sector Collaboration?



- **No one sector alone** can effectively address complex community issues
- An opportunity for a community to discover new ways of **working together**
- Creates and strengthen **relationships of trust** amongst **unusual community partners** in your community
- Encourages **citizens** to contribute their **gifts, talents & skills** to & achieve community aspirations

SHARING  
STORIES

of

DEEPENING COMMUNITY

*Local Deepening Community Initiatives*  
**A UNIQUE PARTNERSHIP OPPORTUNITY**

**Action Learning that is highly aspirational & profoundly practical**



*Local Deepening Community Initiatives*  
**B'MORE FOR HEALTHY BABIES, BALTIMORE**

All of Baltimore's babies are born at a **healthy weight**, **full term**, and ready to thrive in **healthy families**.



## *Local Deepening Community Initiatives* **B'MORE FOR HEALTHY BABIES, BALTIMORE**



### **2009: The Challenge**

- Highest infant mortality rate in Maryland
- Fourth highest rate in the United States
- Black babies dying more than 5 times the rate of White babies
- 27 babies died from unsafe sleep
- 1 in 8 babies born preterm
- 1 in 8 babies born at a low birthweight



## *Local Deepening Community Initiatives* **B'MORE FOR HEALTHY BABIES, BALTIMORE**

### **2014: The Progress**

#### ***Organizational Collaboration has Powerful Impact***



- 24% decrease in infant mortality
- 32% decrease in teen pregnancy
- 10% decrease in low birthweight
- The racial disparity between white and black infants decreased by almost 40% during same time period
- The decrease in number of sleep-related deaths was biggest contributor to lower infant mortality

# *Local Deepening Community Initiatives* **B'MORE FOR HEALTHY BABIES, BALTIMORE**



## **The Present**

### *Community Engagement in Upton-Druid Heights*

- 20 Community Conversations held
- An inventory of resident gifts, talents and abilities developed
- Local faith leaders and business owners recruited as conversation hosts
- Consensus on a long-term vision and specific community improvement ideas

## Skills of Upton-Druid Heights Residents

“I want to teach young boys about money and finances. They need to save their money and not buy all that expensive stuff..”

“I design dresses. I can help get young girls ready for prom.”

“I want to help young moms. I have a Sam's Club Card – I just need a car.”

- Cooking and baking
- Driving and help with transportation
- Haircutting and styling
- Youth mentoring
- Home Improvement
- Decorating and Painting
- Writing
- Dancing

## Opportunities for Action in Upton-Druid Heights



- Neighbourhood Beautification
- Neighbourhood Safety
- Employment & Local Economic Development
- Strong Families & Supportive Community
- More Recreation and Leisure

## DEEPENING COMMUNITY IN ACTION CONNECTING LAKESIDE – YORK REGION

### What Impact Did the Project Have?

- 60% of the building's tenants were engaged
- Residents feel more connected (28% increase throughout the project)
- Residents now proactively problem-solve
- Residents created a breakfast club, a number of pot-luck dinners & contributions to local youth centre
- 72% increase in resident-led activities from beginning to end of project



## Next: Mobilizing for Shared Action

- Two resident-led Working Groups have formed:
  - An Accessibility Action Group
  - A Resident Communications Group
- Initial meetings for both projects have had strong attendance



A sample "door hanger" that lets neighbours look out for each other

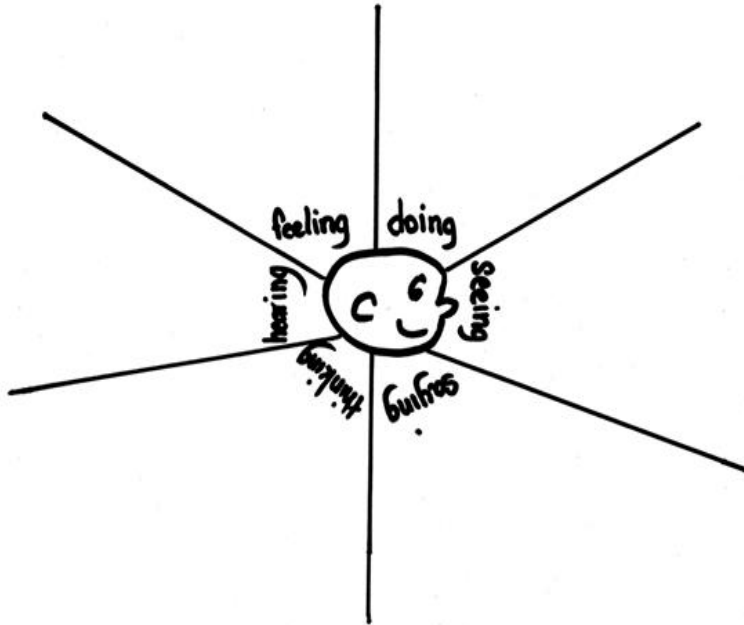


# **Practical Tools to Make Your Project a Reality**



# The Empathy Map

An exercise in walking in someone else's shoes



## Perspectives to Explore:

1. You and your Project Team
2. A New Neighbour
3. Your Funder



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# The Who Do We Want to Engage Tool



A. Who do you want to engage?	B. Where are they playing and connecting?	C. Why do you want to engage them?	D. How important is it to engage this group? (Score from 1-5: extremely important = 5, not important = 1)
<i>Example: Neighborhood residents</i>	<i>Community park, school</i>	<i>Gather input on programmatic strategy</i>	4

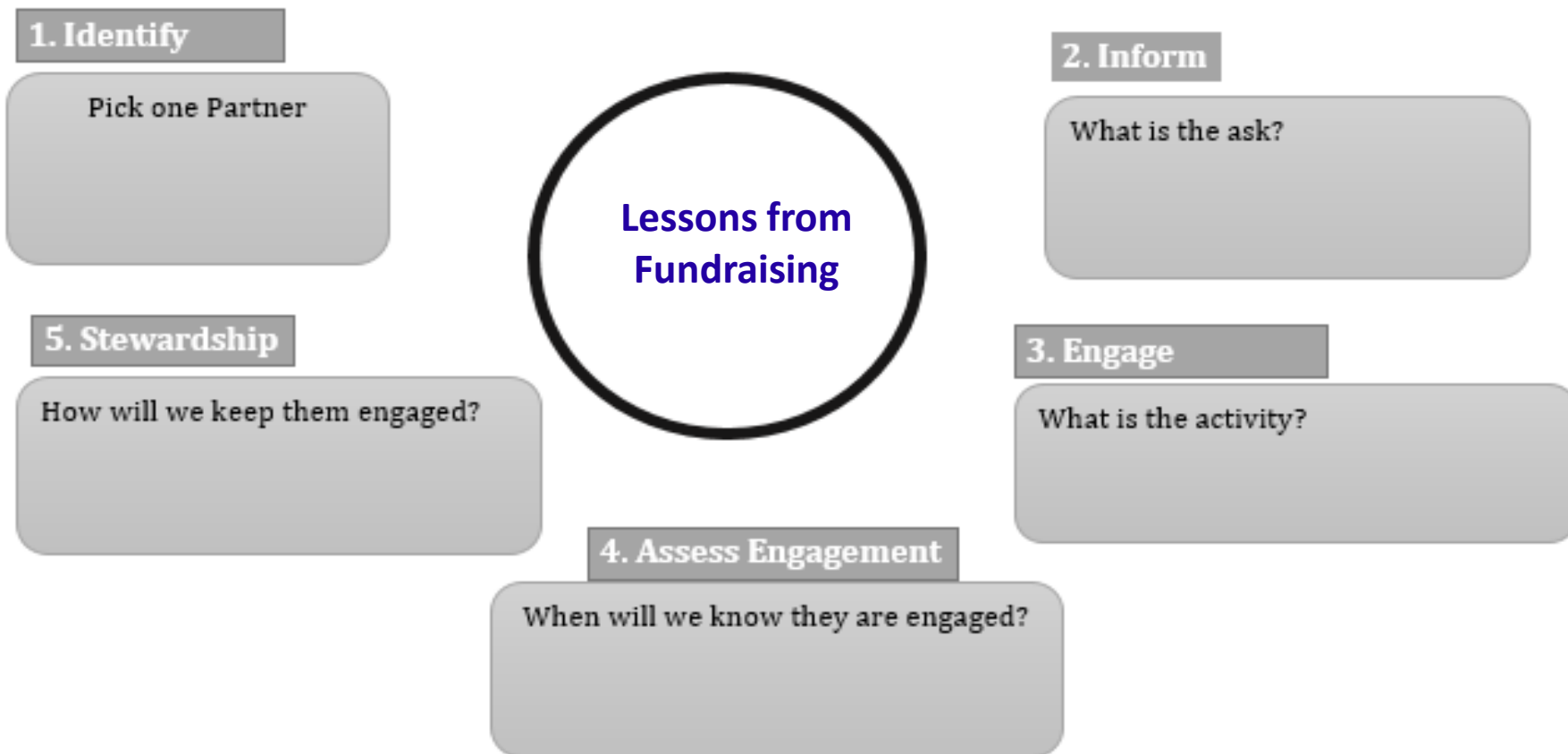
# Top 100 Partners Exercise



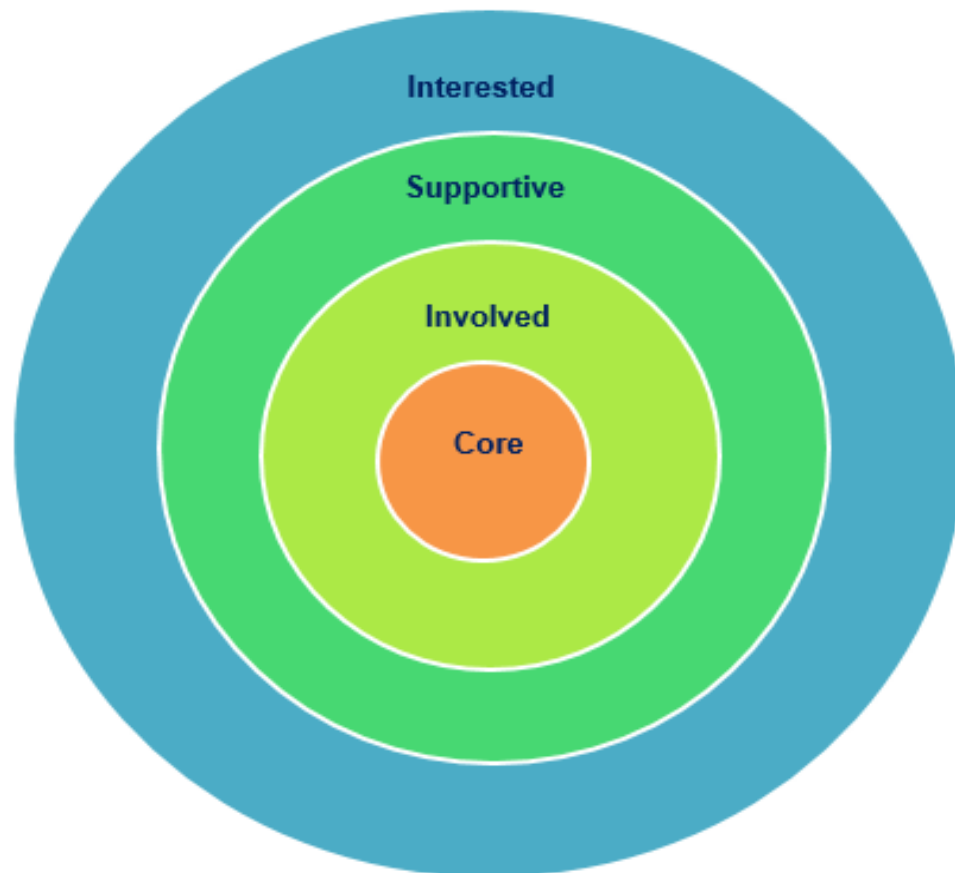
Brainstorm at your table a list of a key stakeholders that should be engaged in refining your shared vision.

<b>Business</b>	<b>Government/Public Sector</b>
<b>Citizen/Lived-Experience</b>	<b>Voluntary/Charitable/NFP</b>

# The Engagement Cycle



# Stakeholder Wheel of Engagement



# QUESTIONS?



- **Comments?**
- **Questions?**

***BELONGING & DEEPENING COMMUNITY:  
FOUNDATIONS FOR COMMUNITY CHANGE***



***There is no power  
greater than a  
community  
discovering what it  
cares about....***

***- Meg Wheatley***

## FIND MORE RESOURCES

# GET EVENT RESOURCES

Access all event resources including PPTs and handouts.

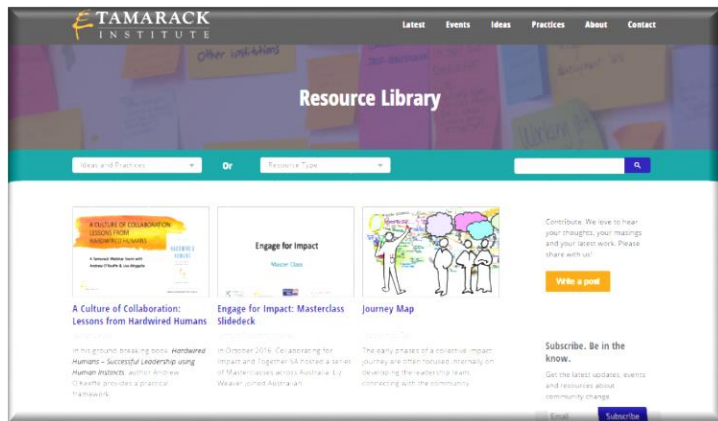
<https://communitychangeinstitute2017.sched.com/>



## STAY IN TOUCH

To access tools, resources, webinars, and to stay up to date with the latest in community change, visit:

[www.tamarackcommunity.ca](http://www.tamarackcommunity.ca)



**THANK YOU!**

