Pivoting Community Engagement during COVID

Why engage?

the engagement triangle

Informing decisions — 1, 2, 3

Building capacity — 4, 5, 6

Strengthening relationships — 7, 8, 9

10

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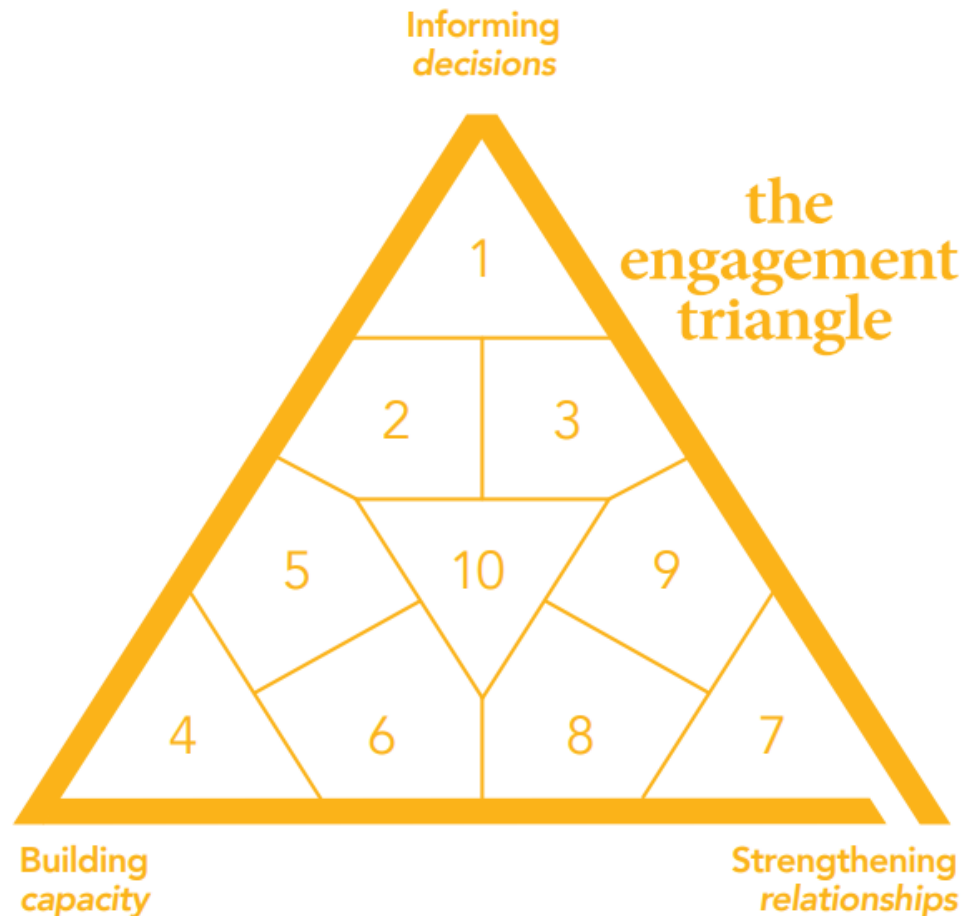
How do we need to engage?

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
GOAL	To provide stakeholders with balanced and objective information to assist them in understanding the problem, alternatives and solutions.	To obtain stakeholder feedback on analysis, alternatives and/or decisions.	To work directly with stakeholders throughout the process to ensure that their concerns and aspirations are consistently understood.	To partner with stakeholders 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 care about this issue and are leading an initiative, how can we support you?"

Adapted from the IAP2 Public Participation Spectrum

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Be transparent

Recognize all expertise

Understand power

Establish ownership

Ensure contribution

Welcome diverse perspectives

Close the loop

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COMMUNITY ENGAGEMENT PLANNING CANVAS

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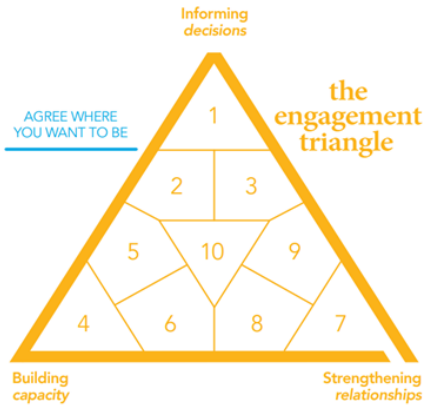
This planning tool will help you work through the main considerations you need when planning to engage community. Use this as a space to reflect, generate ideas, and refine your thinking.

WHY ENGAGE?

PURPOSE
Shade the segment of the triangle based on your purpose for engagement.

Informing decisions

AGREE WHERE YOU WANT TO BE

the **engagement triangle**

1
2 3
5 10 9
4 6 8 7

Building capacity

Strengthening relationships

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

1.

2.

3.

HOW ARE YOU ENGAGING?

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

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
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METHODS OF ENGAGEMENT
What methods will you use to engage people?

GUT CHECK

- What's the benefit to the community?
- How invested is the community in this topic? Is this a polarizing issues?
- What decisions have already been made? What's open for discussion?
- Who is already working on this topic or with this community? Have previous engagements been done?
- How are you making this inclusive and accessible?

WHO?

What are the characteristics of the people we want to engage? What would 'qualify' them to be someone we want to engage with? Would anything disqualify them?

RESOURCES REQUIRED

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

HOW WILL YOU EVALUATE?

EVALUATION QUESTION Based on engagement goal	DATA SOURCE Where will you find the information?
1.	
2.	
3.	

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https://www.tamarackcommunity.ca/library/community-engagement-planning-canvas

How do we engage well during a time of physical distancing and virtual communications?

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Methods for Engagement in COVID

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
EXAMPLE TECHNIQUES	• Website • Email • ~~Public meeting~~ • Webinar • Videos • Infographics • Social media • Ads • Posters • Information hotlines • Presentations/ live streaming • Expert panel • ~~Displays / exhibits~~ • ~~Site visits / tours~~ • Media coverage	• Polls • Voting • Surveys • Interviews • Focus groups • Online forums • Online commenting • Social media discussion/ townhalls • Voicemail commenting • Door-to-door • Kitchen table talks • Open houses / pop ups • Comment boxes • Art ~~& theatre~~	• Workshops • Crowdsourcing ideas / ideation • Mapping • Digital storytelling • Co-design • Mind-mapping • Visioning • Scenario testing • ~~Citizens panels~~ • Hackathons • Participatory budgeting • Leadership development • ~~Theatre~~	• Workshops • Large group meetings • Document Co-creation • Online communities • ~~Open space~~ • Working groups/ study circles	• Decision-making platform • Citizen committees • Citizen juries • Asset-based Community Development

http://www.tamarackcommunity.ca/library/index-of-community-engagement-techniques

In a time of physical distancing, some common barriers to engagement are:

PERSONAL RESOURCES	MOTIVATION AND ATTITUDE	CULTURAL FACTORS
• Limited personal resilience • Limited access to the internet • Limited digital literacy • Limited education and capacity • Limited money • Physical and mental health issues • Limited mobility • Geographic isolation • Disability and sensory impairments • Limited confidence • Limited social networks	• Limited knowledge of benefits of engagement • Limited knowledge of engagement activities • Limited interest in the subject • Limited understanding of the subject • Limited trust of decision-makers • Consultation 'fatigue' • Unmet expectations	• Minority groups • Language and literacy • Values and beliefs • Community divisions

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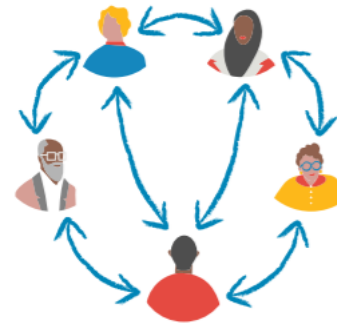
Our Engagement Toolkit in COVID

Self-Directed

Small Group

One-to-One

Large Group

Inclusive Community Engagement: In a Time of Physical Distancing
https://capire.com.au/communities/publications/

Open environment

Participants can engage with each other. Comments, images and ideas are visible to the community

Mixed environment

Participants can see other participant contributions. However, there is little peer-to-peer interaction. Some data may be visible to the public, other data is just accessible by admin.

Controlled environment

Participants cannot engage with each other. Data is stored in the backend and only accessible by admin.

Commenting Disabled	Commenting Enabled
Pre Moderated	Post Moderated
Answered Privately	Answered Publicly

FORUM

The Forums tool creates a space for discussion, dialogue and debate. People share their experiences with others, ask questions and have conversations in a safe and interactive environment.

IDEAS

Ideas provides "virtual" post it notes for individuals to add their ideas to a collective board. People like the ideas that inspire them most, helping align your priorities with what matters most to the community.

PLACES

Places is a simple way to gather community feedback and ideas directly on a map. Participants drop a "pin" in the area of concern, add photos and then fill in a quick survey.

STORIES

When we tell or hear a story, neuroscience tells us that we experience things on a higher and more resonant level. Stories helps your community better understand, empathize and relate to others as well as your project goals.

GUESTBOOK

Guestbook keeps things simple; people are only able to upload comments, which are moderated to manage what appears publicly. No other interaction is enabled.

QUESTIONS

Questions is an issues management and communications risk mitigation tool. It is a managed space for your community to ask you questions and for you to respond either publicly or privately.

POLLS

Polls encourage people to give a quick answer on one question, selecting from multiple choice answers. They are able to instantly see the Poll results, piquing their interest and giving you real time insight.

SURVEYS

The Surveys tool gives people an opportunity to voice their opinion in a convenient and guided way, which has historically shown higher response rates than other formats.

To learn more visit our website: bangthetable.com/engagementhq-community-software/

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Pivoting Engagement in COVID

Regular	During COVID
Open House	Video + online survey
2-Day Co-Design Session	5 x 2-hour Virtual Co-Design Sessions with online whiteboard
100-person community visioning gathering	• Small group session to draft community vision and key strategies • Producing a plan-on-a-page as a comms tool • One-on-one interviews to get feedback on draft • Small group meeting to revise

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https://www.tamarackcommunity.ca/library/building-a-plan-on-a-page

PIVOTING ENGAGEMENT IN OUR COVID REALITY

1. **Ask if now is the right time to engage**

2. **Re-focus on why you're engaging**

3. **Don't just re-create your original plans in a sub-optimal way. Make them better/different.**

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Reach out to me anytime:
lisa@tamarackcommunity.ca

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