

Equitable Community Engagement Toolkit 2020-2023

Section I



Apply The Equitable Community Engagement Framework
Into The Decision-Making Process



Moving Equity Forward Together

Introduction

The Equitable Community Engagement Toolkit is designed to guide BPHC staff and partners to apply the BPHC Equitable Community Engagement framework into the decision-making process.

Every decision has the potential to affect communities. Whenever there is a change or perceived risk from a community perspective, communities must be informed of the change or provided with opportunities to participate in the planning and decision-making process to achieve an equitable outcome.

The Toolkit is divided into two sections:

Section I: Designing an Equitable Community Engagement

- Community Engagement Principles: In Action
- Community Engagement Process
- Community Engagement Plan

Section II: Additional Resources and Support

- Community Engagement Process: Steps 1-6 additional worksheets
- Resource Guides
- Templates

Community Engagement Principles: In Action


Apply the BPHC community engagement principles by completing each action step listed below. Keep track of progress on the right-hand side.

NO PROGRESS
IN PROGRESS
COMPLETED

	NO PROGRESS	IN PROGRESS	COMPLETED
<p>ACCOUNTABLE</p> <p>Create engagement processes that are purposeful, adequately resourced, and responsible to group agreements and outcomes.</p> <p>Decide the purpose of the engagement and anticipate a decision or outcome.</p> <p>Verify that final decision-makers agree on the level of engagement, the engagement method, and the anticipated decision or outcome of the engagement.</p> <p>Establish a budget or the required resources needed to adequately support the engagement process.</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>COLLABORATIVE</p> <p>Build relationships with communities that are transformational, partnership-centered and long-term.</p> <p>Form an engagement planning team representative of primary, secondary, and key stakeholders (residents, BPHC staff, sector partners, or other city departments).</p> <p>Coordinate engagement efforts and reduce duplication of the engagement process, include exploration of the political or legal landscape of BPHC, City, and community initiatives.</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>EVALUATED</p> <p>Establish mechanisms to obtain participant feedback, regularly self-assess and improve engagement practices.</p> <p>Create an evaluation tool to obtain feedback from participants on the engagement.</p> <p>Create a self-assessment tool for the planning team to measure the implementation of the Community Engagement Principles.</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>INCLUSIVE</p> <p>Reduce barriers to participation, create culturally appropriate engagement settings, and ensure participation reflects community demographics and those whose lives or health outcomes will be impacted by the decision.</p> <p>Identify stakeholders that may directly benefit and may be burdened or negatively affected by the decision or outcome of the engagement.</p> <p>Identify and proactively address potential barriers to participation for stakeholders of the engagement.</p> <p>Ensure facilitators are prepared to facilitate a dialogue with stakeholders that values the diversity of perspectives and ideas of all, particularly the less vocal.</p> <p>Determine the engagement methods and develop a communication plan to reach and engage stakeholders throughout the engagement process.</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>SUSTAINABLE</p> <p>Expand community assets through training, relationship- building, data sharing, technical assistance, funding, and other applicable resources so that communities can continue the work beyond the engagement “end date”.</p> <p>Identify a plan or the resources to support stakeholders (i.e. information, training, technical assistance) after the engagement process has ended.</p> <p>Establish the appropriate methods and timelines for regular check-ins with stakeholders to use after the engagement process has ended.</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>TRANSPARENT</p> <p>Communicate honestly about engagement processes and how communities contributed to the decision.</p> <p>Determine the level of engagement and communicate the value to residents and neighborhoods.</p> <p>Define what information is needed to make a decision and design a data collection plan.</p> <p>Design a plan to report back to stakeholders on the engagement results, including how their input was used to inform the decision or outcome.</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Community Engagement Planning Process

Follow the six steps of the BPHC community engagement planning process to implement an equitable community engagement. See Section 2 of the Toolkit for additional support.

 Start every engagement planning process by first identifying the issue, establishing a purpose, and anticipating an outcome or decision of the engagement.

1 IDENTIFY COMMUNITY STAKEHOLDERS

Invite stakeholders to engage and/or participate in the planning of the engagement. Proactively address potential barriers to participation.

PRIMARY STAKEHOLDERS

Residents or staff who may be directly affected (benefit or burdened) by the decision or outcome.



SECONDARY STAKEHOLDERS

Agencies or organizations who may be indirectly affected or have a direct relationship with primary stakeholders.



KEY STAKEHOLDERS

Political or organizational leaders with the greatest influence or power over a decision.



2 DETERMINE LEVEL OF ENGAGEMENT

Select the most appropriate and meaningful level of engagement for each stakeholder.



INFORM

Share information, listen for understanding, and answer questions for clarity.



CONSULT

Two-way communication to obtain feedback on existing issues, projects, processes, or ideas.



COLLABORATE

Partner in each aspect of decision-making, including development of alternatives and identification of preferred solutions.



TRANSFER DECISION-MAKING

Place final decision-making in the control of the community.



COMMUNITY DRIVEN & LED

Support the priorities and ideas identified and led by the community.

3 DETERMINE ENGAGEMENT METHODS AND COMMUNICATE

Select engagement methods and design a communication plan that is tailored to the needs of stakeholders.

TIMING

EX: Before engagement

KEY MESSAGE

"Come share your ideas about what your community needs to be healthy."

COMMUNICATION CHANNELS

Flyers, social media, ethnic radio and TV.

SENDER

BPHC staff sends to community-based organization to send to residents.

FREQUENCY

Sent a month prior to meeting with weekly reminders.

4 DESIGN DATA COLLECTION PLAN

Define what information is needed on the issue to make a decision.



Explore existing data & identify what new information can be collected by engaging stakeholders.



Determine what questions to ask stakeholders and how data will be collected at engagement.



Establish how collected information will be analyzed and then reviewed by stakeholders.



5 DEVELOP EVALUATION TOOLS

Create an evaluation tool to obtain feedback from participants about the engagement.



Create a self-assessment tool to measure the implementation of the Community Engagement Principles after the engagement ends.



Use evaluation results to improve future community engagement.



6 REPORT BACK & STAY CONNECTED

Determine how final engagement results will be reported back to stakeholders, including how their input was used to inform the decision or outcome.



Establish methods and timelines for regular check-ins with stakeholders to use after engagement ends.



Identify resources to support stakeholders after the engagement has ended.



Community Engagement Plan

After completing the six steps of the BPHC community engagement planning process, describe the community engagement plan below. Share responses with stakeholders when implementing the plan.

Plan Name: _____

Leads: _____

Team Members: _____

Duration:

One Time Phases Monthly Series Other:

Start Date: _____

End Date: _____

What is the purpose of the engagement?

What is the anticipated decision or outcome of the engagement?

- Policy Program
- Practice Project
- Community Funding Benefit
- Budget
- Other: _____

Who are the final decision makers?

List the required resources needed to support the engagement.

(Budget, staff, etc)

Which stakeholders will participate in the planning?

Which stakeholders will be engaged?

At what level will stakeholders be engaged?

- Inform
- Consult
- Collaborate
- Transfer Decision-Making

What is the anticipated value of the engagement for residents or neighborhoods?

What engagement methods will be used to communicate with stakeholders?

What new information is needed to make a decision and how will responses be collected?

When and how will the results of the engagement be reported back to stakeholders?

When and how can stakeholders provide feedback on the engagement?

Virtual Community Engagement Guide

When planning a virtual community engagement event, follow the phases and steps below to successfully host an equitable community engagement event.

BEFORE



Create promotional flyer and set agenda for the event. Set up participant registration.

Collaborate with partners to send event invitation to community stakeholders at least 2 weeks in advance and weekly reminders.

Identify event roles and responsibilities (facilitators, moderators, note takers, chat box monitors, or tech assistance).

DURING

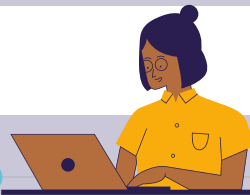


Introduce facilitators, guest speakers, and planning team with video on. Review agenda and share virtual meeting ground rules.

Orient participants to the purpose of the engagement, the BPHC Community Engagement Principles and process.

Describe the process to collect information from participants (polling, small group discussions, etc).

AFTER



Send participant feedback evaluation form and thank participants for their participation.

Share engagement and evaluation results with participants no more than 2 weeks after the engagement.

Post engagement results on the BPHC intranet no more than 2 weeks after the engagement.

Conduct a planning team self-assessment to improve future engagements.

Example Event Invitation

SEPT
24

From Response to Recovery: Virtual Community Engagement Event

By Boston Public Health Commission

Free



[Register](#)

You are invited to share your feedback with BPHC, as we work to build a COVID-19 recovery plan that is responsive to community needs.

About this Event:

We want to hear your feedback on BPHC recovery plans and ensure they address what your neighborhood needs to recover from COVID-19.

BPHC is committed to equitable community engagement. The principles below represent what you can expect during any event with BPHC.

- 1 ACCOUNTABLE
- 2 COLLABORATIVE
- 3 EVALUATED
- 4 INCLUSIVE
- 5 SUSTAINABLE
- 6 TRANSPARENT

BPHC uses the community engagement spectrum to determine how we will engage with the community. For this event, we plan to consult and collaborate with you.



Inform



Consult



Collaborate



Transfer
Decision-Making



Community
Driven & Led

Date and Time
Thurs, Sept 24
6:00 PM - 8:00 PM

Location
Online Event



Boston Public Health Commission
1010 Massachusetts Ave, 2nd Floor
Boston, MA 02118

Visit us at www.bphc.org