

**Community Engagement Planning Workshop – Group Content input to Tamarack Toolkit**  
**Friday November 4<sup>th</sup>, 2016**  
**Room 508, 99 Regina St. Waterloo**

**Ice Breaker Exercise**

Round 1: What's your favourite thing about this community?

Round 2: Think about a time you felt really engaged?

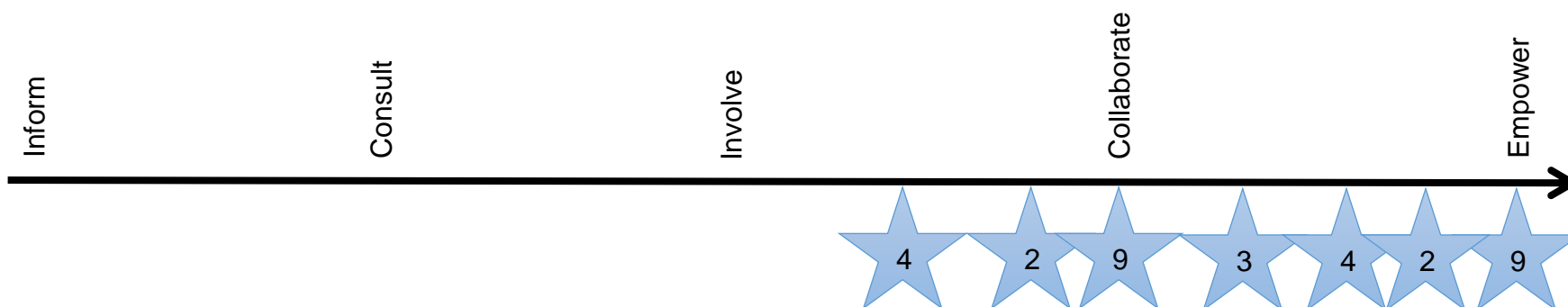
Write one thing that stuck with you from these conversations on a sticky note:

Energy	Instant connections	Rural vs. urban realities	Friendly community	Involvement	Increase in Compassion
It was easy to come up with an example	Involvement of entire family	Diverse	Importance of physical space and how it impacts wellbeing of daily life	Pressure – time frame; Great work – engagement, respect	Excellent process for getting to know new people
Personal connection	Passion	Diversity, caring community	Collaboration	Passion with work activities	The question matters; questions are key to making deep connections
Inclusion	Positive	People are behind positive initiatives	Many people may not participate in community engagement because they aren't aware of the opportunities	Impact of small grassroots initiative	Very positive about community

Unique ways in which people are engaged in community	Passion	Positivity	A love for this community and its people	Passion; how passionate the people were about community/ causes	Workshops inspire
Enthusiasm	Hope	Community Passion	Interesting, Engaging, Connected	Time to the time ask; people have a lot to offer	Involvement
Passion	Diverse community	Learning	Enthusiasm	Passion	Diversity

### Continuum of Public Participation Exercise

Where should the Community Wellness Initiative fall on the spectrum of public participation?



## Exercise 1 – Community Wellness Initiative:

### Why engage?

✓	Purpose & Goals
5	to convey and explain <del>share</del> information <del>with</del> to a community
5	to seek community feedback on information
6	to elicit information from a community (i.e. actually listen to everyone)
7	to engage broad community talent and skill in helping solve a problem that otherwise would not be solved
6	to elicit community support for an initiative
7	to engage a community in a planning process
3	to negotiate with a community
4	to elicit community involvement in the monitoring or evaluation of an activity, program or system
4	to elicit and/or support ongoing community involvement in the operation of an activity, program or system (as board members, advisory committee members, volunteers or as potential or actual employees or recipients of service)
6	to provide a community with tools that will help it address an issue among its members
5	to respond to an issue that the community has defined, and on which it wants dialogue
	Other: <ul style="list-style-type: none"> <li>• To understand diverse needs or perspectives</li> <li>• To help people fine meaningful connection</li> <li>• To build relationships</li> <li>• We need to engage the community because it is about them</li> <li>• Efficiency and effectiveness of resources (financial; human capital)</li> <li>• Ownership – share power amongst stakeholders</li> <li>• Ownership of the initiative</li> <li>• To build belonging and inclusion</li> <li>• To increase community sense of belonging</li> <li>• To involve community in evolving dialogue on process</li> <li>• To ensure a diversity of voices are heard</li> <li>• To broaden knowledge about the community to encourage advocacy</li> <li>• To empower community members to make decisions</li> <li>• Inclusive engagement of community, to include marginalized groups</li> <li>• Engagement methods that are diverse, creative, inclusive, equitable</li> </ul>

#### Notes:

- Coming to a common understanding of what community is
- How? – Communicate the need
- Improved coordination and responsiveness to realize the goals
- All are connected and important
- How? – Reach out to groups and individuals who are disengaged or have dissenting views of this initiative e.g. neighbourhood associations, poverty groups, grass roots
- Barrier – to community engagement and modern individualism – how to balance value of individual and community
- Wellness needs to be worked on collectively
- Engage community primary importance
- Defined by media or “revealed in media”
- Involving people most impacted by “wellness issue”
- Analysis of where we are now
- Engage those not typically showing up – providing input into vision/plan
- Collaborative – no 1 person/agency can do it alone

## Exercise 2 – Community Wellness Initiative: Brainstorm Engagement Partners

### Community & School Groups

- Libraries, WE DAY, PTAs, School Councils, Student Federations, councils, all levels of education, school interest clubs that develop leadership and engagement
- WRDSB/WCDSB; School Councils, Neighbourhood Associations, Parents, Different cultural organizations/groups, student associations/youth groups, Islamic school of Cambridge and other separate schools/private schools, faith-based groups, Community Foundations, United Way, Housing Support groups
- Knights of Columbus, Charitable Groups, Rotary, Parent Councils, Neighbourhood Associations, Faith Groups, Ethnic/Cultural Groups, Positive Parenting, Universities, OEYC, “Issue” Groups – conservation, Women’s organizations, Early Literacy, Mental Health, Seniors, Retirements, Libraries
- Aviators Club, Universities and Colleges and their clubs, Neighbourhood and community associations/centres – community facilitator, 7 Generations, Parent advisory councils, Homer Watson Gallery, Clay and Glass, Pottery Guild, OEYCs – POMBA, Home Schooling Network, Waterloo & Kitchener Masjid, U of W and WLU Aboriginal education centre, U of W Student Water Group, St. Paul’s Greenhouse group, Bridgeport Rod & Gun Club, All faith communities

### Business Representatives

- BIAs, Incubator types, tech sector, Unions, Chambers of Commerce, Social Venture Partners, Media, coffee shops, social enterprises
- Chamber of Commerce, BIAs, Unions, Banks, Big Business (Toyota) – funders, private business owners, media
- Chamber of Commerce, Business Association, Farmers Association, Hive Waterloo, Media, Accelerator Centre, Social Innovation
- BIAs, Chamber of commerce, Start up incubator, Velocity centre, Small business centre, Banks, Credit Unions, Insurance companies
- Living wage Waterloo Region, Fitness organizations, Business owners, Chamber, Housing developers, Corporate groups, Private planning firms, Loblaws (food security)
- Chamber of Commerce, DT BIAs, High tech, Housing & neighbourhood dev
- Google, Chamber of Commerce, Toyota, Insurance Companies, Banks, credit union, farmers, BIA, Canadian Tire, Home Hardware, Zehrs, Developers, small business owners, centre for family business, CIGI, Perimeter Institute
- Chamber, BIA, Communitel, Board of Trades, Small business centre, University hubs, Media – newspaper, radio

<ul style="list-style-type: none"> <li>• Non-profit (housing, food, employment, etc.), Child care providers (profit &amp; non-profit), Neighbourhood associations, teacher associations, United Way, Community Foundations, University wellness groups, Arts &amp; theatre, Charitable organizations, UNICEF</li> <li>• Law and police association, PTA, Adv committees and boards, N/A collaboratives, indigenous people in general, FNMI services at university and college</li> <li>• ROOF, homeschoolers, childcare/OEYC participants and staff, Indigenous community and organizations, Owl, Metis, Healing Centre, Alternative healthcare people, students, universities, health nexus, art and music groups, sports organizations, WR tourism, community centres – staff and participants, faith groups, crime prevention, police, sustainable waterloo region, funders</li> <li>• YMCA, parent council, faith group, student council, neighbourhood association, volunteer rec association, service clubs (Lions), university student groups, conversation circles, women's institute, youth council</li> </ul>	
<b>Government</b> <ul style="list-style-type: none"> <li>• Crime prevention council, townships all levels of municipal, provincial, federal, trillium as funders</li> <li>• Region, municipalities, MPs/MPPs, councillors, other regions, provincial ministries, LHIN, CBC</li> <li>• ROW, Municipalities, Community Centres, Health care – hospital etc., Cultural - KidsSpark/Multicultural</li> <li>• Council members, MP, MPP, Municipal Employees, Citizen's advisory groups</li> <li>• Elected officials, LHIN, First Nation Bands/Leaders</li> <li>• Bureaucrats, MP &amp; MPPs, Project Health, Planner</li> </ul>	<b>Community Members</b> <ul style="list-style-type: none"> <li>• Neighbourhood groups, centres, associations, existing service organizations, ALIVE, PAG, Faith and cultural communities, senior's groups, SPC, environmental groups, maker/crafter communities, service clubs, Leadership Waterloo Region</li> <li>• Neighbourhood associations, Police/Fire, tenant groups, ethnic groups, seniors groups</li> <li>• Multicultural Centre, Ethnic Groups, Police, Local MPP, Mike Farwell (media, advocate), Abbie Peters, Catherine Fife, Rania-Mample, LGBTQ, Women's, Youth Council, Jassy MC, Mancinis – Working</li> </ul>

#### Divisions

- Townships, Municipalities, Federal, Provincial, policing, taxes, committees, councils, Planning – cities
- Neighbourhood strategy group, sustainability, safe and healthy advisory committees, MPs, MPPs, Mayors, Councils, Grand River Conservation Authority, Fair Vote, democracy organization, environmental groups, LHIN, hospitals, primary care providers, transportation
- Advisory committee, MP, MPP, Regional council, Government staff – township, Region, ROW Community Services Staff, LHIN, Public Health, funding bodies @ Federal and Provincial Level

#### Centre, Hallman (Funder) – Laura Manning

- Media spokespeople – radio, newspaper, Festival of neighbourhoods, Alive, Poverty free action group, Disabilities and human rights, Extend-a-Family, Community living
- ALIVE (low income voices), Employment and Income Support – CAC, Non-profit organizations – service users, Veterans, VAC – volunteerism, Immigrant services, families, children, seniors
- Failed/Absent/Not Success, SPC tentacles – ODSP/OW groups/individuals, YWCA, House of Friendship, Tri Tag, Faith communities, children and youth, seniors, university and college students – equity & inclusion, medical and SDOH – dental offices everything, service groups, LGBTQ, sustainability, environmental
- RENT – grassroots advocacy, self-help groups, support circles, philanthropist, volunteers, community builders through social media, neighbourhood associations
- Teachers, Police, Fire, Outreach workers, Ministers/Pastors, known and informal community leaders, youth sports coaches



We need a communication strategy to listen, to hear what the community wants this initiative to be, then a strategy to inform about the initiative

### Exercise 3 – Community Wellness Initiative: Brainstorm Communication Channels

? What are we communicating ?

Strategic direct contact with marginalized, disenfranchised youth and adults – collaboration of service providers such as street outreach workers, faith groups, go where these groups are, St Johns, Senior Centres, Multicultural Centre, special interest events identified by key informants

Direct contact with general population that is not engaged but also not marginalized (workplace, shopping, dental, schools)

Connecting where people are

## Intended Audiences

ural

4-H

Girl Guides

Chambers of Commerce

Business leaders

BIAs

Government

Elected officials

Newcomers

Direct mailing list from services receiving OW. childcare fee subsidy

clinics

Children

Low literacy

Long-term care facilities

Sports teams

Recreation centres

Sponsors and partners

LHIN

Content experts

Street outreach workers

Online engagement

Instagram, Facebook, Twitter (# Bruce L.), Snapchat

YouTube, Videos and storytelling, KWCF and CCK Tutorials

Surveys, webinars

Arts & culture sector

libraries

galleries

People and organizations leading this work

Ambassadors/Champion/ Key Influencers

Ethnic communities

Door to door

Community development organizations

6 o'clock news

Charity village

Community news publications

Key messaging documents

ALIVE

Visuals

GRT stops

Formal consultation

Training for SPOs

Media - Local radio (CBC) and TV (take into account that fewer and fewer people are reading and listening to local traditional media)

Newsletters

School/Childcare newsletters (hard copy/online)

Print materials

Billboards and signs

Community board posters (electric boards)

Events: festivals, garage sales, community BBQ, fundraising

Kits

Word of mouth

Tupperware party model



#### Exercise 4 – Community Wellness Initiative: Tools and Techniques

	Inform	Consult	Involve	Collaborate	Empower
Tool / Technique					
Website	5	2			
Email	5	3	2	1	
*Database/CRM	3	1	1	2	1
Social Media	6	5	3	2	2
Surveys	3	6	6	1	1
Art & Creativity	6	4	5	4	4
Street Stalls	4	3	1	1	1
Workshops	4	3	3	1	1
Focus Groups	2	6	7	4	1
Future Search		1	3	3	2
Open Space Technology	2	4	2	3	1
Appreciative Inquiry		3	4	4	1
Public Meetings	4	4	5	3	3
Citizens' Juries	1	2	1	2	4
Citizens Panels	3	3	4	2	5
Participatory Budgeting	1	3	3	4	5
Insight Communities (?)	1	3	3	4	2

“Theory  
vs.  
practice  
...big  
difference”

“how to  
get  
represent  
ation of  
special  
interest  
groups”

	Inform	Consult	Involve	Collaborate	Empower
Tool / Technique					
<b>Other:</b>					
Kitchen table talk	1	1	1	1	1
Poster/Billboard	1				
Bus Ads	1				
Media – radio/print	2				
Photovoice	1	1	1	1	1
Design Charrette			1	1	1
Google Doc	1	1	1	1	
Public space display (child/fam specific)	1	1	1	1	1
Speaker's corner		1	1		
Festivals	1	1			
Hackathon				1	1
Talking circle/story gathering	1	1	2		
Advocacy		1	1	1	
Service Providers	1				
Word of mouth	1				
Events	1	1			
Citizen's advisory committee				1	
Working Groups/ Committees			1	1	

Notes:

- Variety important
- Don't wait for people to come to us
- Snowball/network recruitment
- HONY

**Exercise 5 – Community Wellness Initiative:  
Implementing the Community Engagement Plan**

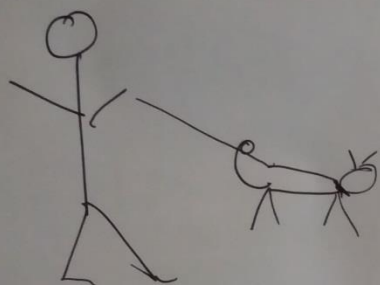
Implementation Plan						
What audience(s) are we looking to engage?	What activities will we undertake?	Which partners will we involve?	What resources (new or existing) are needed?	What is our timeline for getting this done?	What are our anticipated outcomes and how will we know if we have been successful?	How will we use the feedback we receive?
Paid professionals (organizations and agencies) Community Leaders	<b>Finding Priorities</b> Open Space Technology		Facility with many areas to meet		Passionate people commit to work together on defined topics	
Youth	<b>What does wellness mean to you?</b> Walking tour, followed by art visioning exercise, take place at fun venue	Youth groups, KWAG, Region	Art supplies, venue, facilitator	1 month planning, 1 month to promote, 1.2 day activity	Works of art, themes of wellness	Showcase works of art (to be included in final report), further exploration of theme
Government, Organizations, Community Rep's, NGOs	<b>Wellness Forum</b> Host a forum	Refugee groups	Space, equipment, facilitator, note taker	3 months	Better understanding of refugee population, advocacy	Inform program and policies

Implementation Plan						
What audience(s) are we looking to engage?	What activities will we undertake?	Which partners will we involve?	What resources (new or existing) are needed?	What is our timeline for getting this done?	What are our anticipated outcomes and how will we know if we have been successful?	How will we use the feedback we receive?
Unusual suspects, neighbours, everyday people	<b>Story Gathering</b> Kitchen table, go to where people are, bench sitting, community gathering, pop ups, soap box/video booth	Region/Cities, large captive audiences, comfort level for populations, existing events	People power, intentional gathering, staff, volunteers, budget for snacks			
Business → workshop → investing in wellness → cost-benefit analysis → wellness programs	<b>Defining Wellness</b>	Living wage, employees, tech industries, credible voices				
Parent groups	<b>Kitchen Table Talk</b>	Local Service Providers	Grocery cards, home/venue, transportation assistance, host	3 months	Increased awareness, increased involvement	

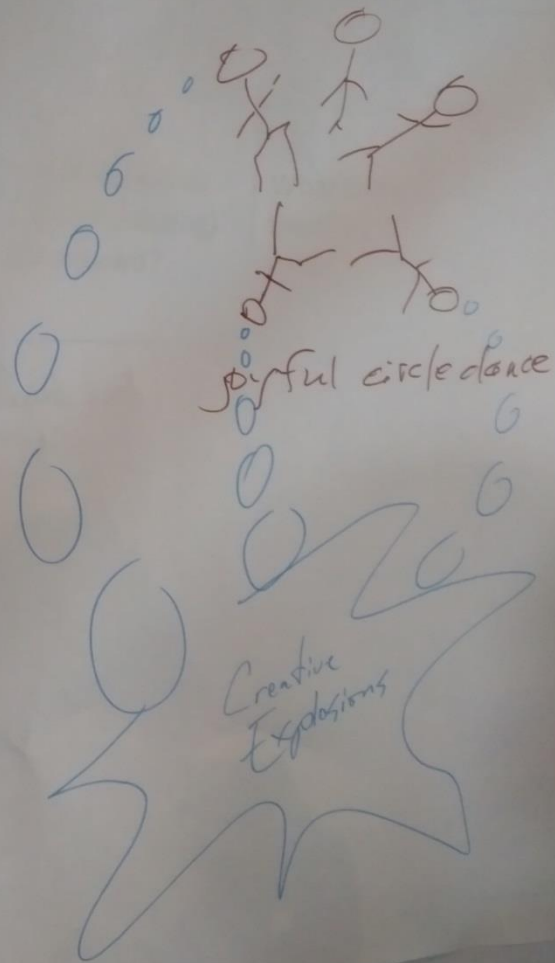
Implementation Plan						
What audience(s) are we looking to engage?	What activities will we undertake?	Which partners will we involve?	What resources (new or existing) are needed?	What is our timeline for getting this done?	What are our anticipated outcomes and how will we know if we have been successful?	How will we use the feedback we receive?
General public/not currently engaged	<b>One to One Contact</b> Street stalls, door to door, workplaces	Employers, owners of places where people congregate, clinics, dentist, doctors, grocery stores	People, staff, volunteers	Months	Thousands of responses we wouldn't normally receive	
Broad community – students, arts community	<b>Wellness Art Project</b> Community artists help structure activity and medium	Universities, art communities, school municipality, grants/funders	Artists, expertise, funds, facilities, promotion	6 months	# people engaged, buzz, awareness	Priorities, ideas to improve wellbeing/wellness

**Exercise— Community Wellness Initiative:  
Vision of a Well Community**





intergenerationality







Plan

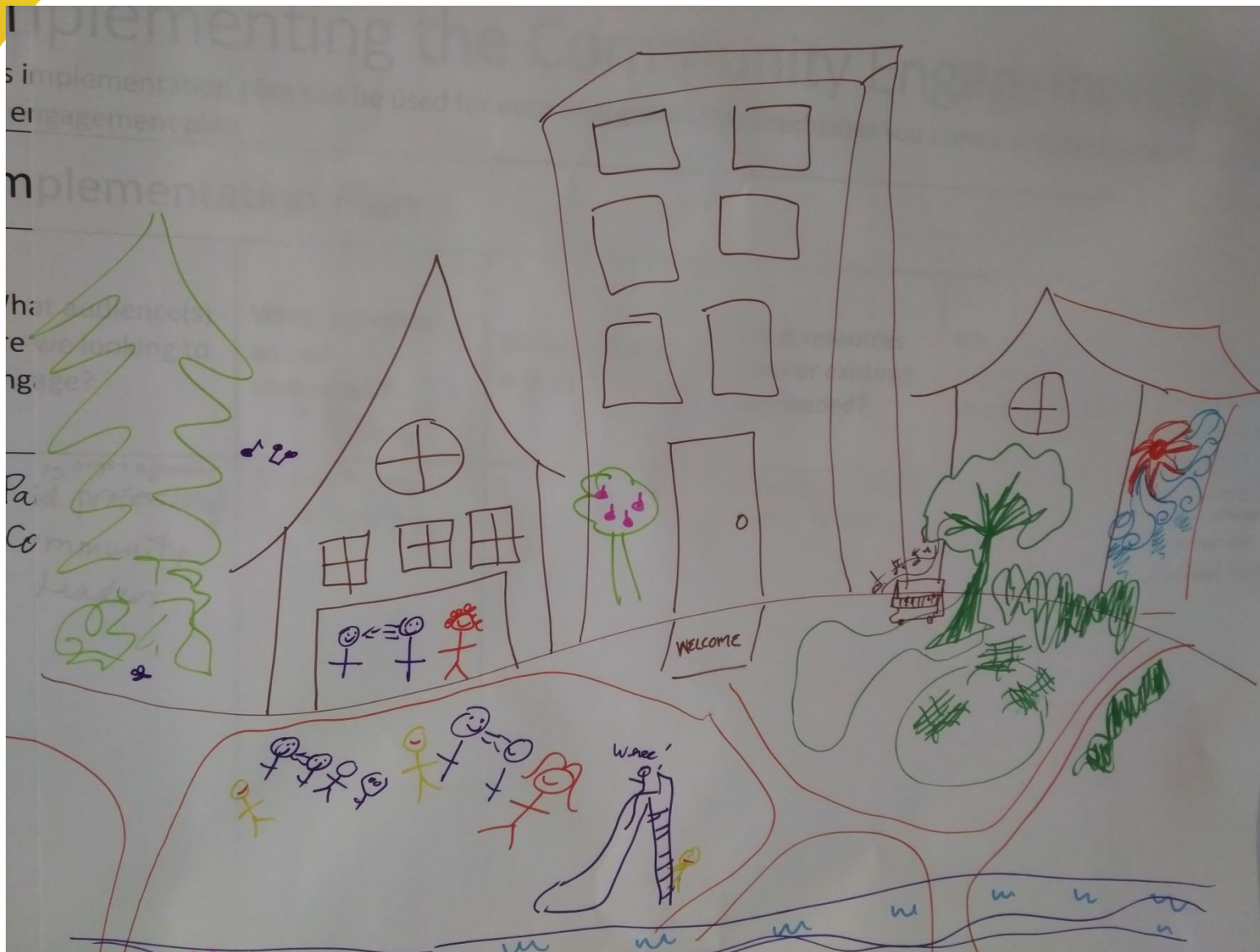
to implement

What are our anticipated outcomes and how will we know if we have been successful?

better understanding of refugee population advocacy









ework

v will we  
feedback  
ive?

in case  
of  
it,

either  
there





