Welcome!

Community Engagement Planning – Community Wellness Initiative

Friday November 4th, 2016
Room 508
99 Regina Street South

Agenda

1. Community Wellness Initiative (CWI) Overview
2. CWI Engagement
3. Community Engagement Planning Toolkit:
   – Overview
   – Planning Exercises

Break

   – Planning Exercises Continued
   – Implementation Exercises
4. Upcoming Events
5. Evaluation and Wrap-up

Purpose of Today

- Enhance existing strengths of community members

- Help to shape the Community Wellness Initiative's engagement plan

- Learn about community engagement and the planning toolkit

- Strengthen community relationships

Our Approach

- **Beginners mind** - see things as if for the first time.

- **Be open** - open to hearing what is being said or what is unfolding.

- **Have an approach of "yes and" -** rather than "no but" as optimism is the foundation of innovation.

- **Have patience** – give ourselves room as things will be clunky.

- **Provide input and advice** – both on content and on process (workmats). You are helping to shape our journey.

Journey to Date

- Over the past several years there have been meetings to discuss community wellness and the potential to develop a community wellbeing plan

- UWKW, KWCF, WRCPC, LHIN, WRPS and the Region of Waterloo formed a Planning Group to help develop a draft approach and a path forward

Purpose – The "Why"

- We are trying to do together what no organization has or can accomplish on its own:
  - new, significant and impactful solutions
  - identify and address collective priorities
  - improve community wellness so that everyone in our community is able to thrive, and no one is left behind

Purpose – The "Why"

- Need to work together
- To leverage resources
- Strategically focus
  - Common thread
  - Certain population
- Move the needle on a small number of indicators to cause a ripple effect and positively impact wellness

Goals

Measurement & Monitoring Approach

- Identify a commonly agreed upon set of indicators of community wellness
  - Understand the status of wellbeing in Waterloo Region at a system level
  - Understand the impact of our efforts and actions identified in the action plan
  - Tell us over time whether community wellness is improving
  - Explore the possibility of a joint region wide citizen survey

Shared vision and collective plan

- By October 2017…
- Develop a shared vision for community wellness.
- Develop collective priority actions that strategically move the needle on community wellness.
- In order to do this we need to work together to identify the priorities.

Community Capacity and Engagement

- Promote and communicate the community wellness initiative broadly, using existing networks and innovative approaches
- Ensure there is an inclusive process and broad participation in the initiative
- Implement multi methods to reach a variety of groups
- Involve the community in development opportunities that enhance skills, while at the same time shape direction of the community wellness initiative
- Work together as a community to move the initiative forward

Capacity Building Series: Enhance skills; Shape direction

- Enhance existing strengths of community members to support their organizations and volunteer work

- Help to shape the community wellness initiative

Engagement

- Capacity Building Series: Enhance skill; Shape direction

- Promotion
  - Website

    Bit.ly/wrwellness-wellbeing

  - Community Champions
  - Newsletter

Engagement

- Online Engagement
  - Engage Waterloo Region
  - Online Surveys
  - Potential for Facebook, Twitter
- Community Outreach on Priorities
- Community Forums
- Working Groups
- Citizen Survey and Open Data

Questions

Introductions

- Your name
- Your organization
- One word
  - What is one word comes to mind when you think about community wellness/wellbeing?

Community Engagement Planning

- Lisa Attygalle
- Director of Engagement
- Tamarack Institute

Community Engagement Planning

Planning for Engagement

- Purpose: Why is this initiative needed?

- Audience: Who do we want to engage?

- Engagement Partners: Who are our engagement partners?

- Outcomes: What are the outcomes we are trying to achieve?

- Resources: What resources do we need?

- Communication: What's our communication plan?

Implementation

- Select appropriate method(s) of engagement

- Implement each method

Community Engagement Planning

Increasing Level of Public Impact →

Inform

To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.

Consult

To obtain public feedback on analysis, alternatives and/or decisions.

Involve

To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.

Collaborate

To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.

Empower

To place final decision-making in the hands of the public.

Community Engagement Planning

What purpose does your engagement serve?
What goals are you trying to achieve?

✓	Purpose & Goals
	to convey and explain information to a community
	to seek community feedback on information
	to elicit information from a community
	to engage community talent and skill in helping solve a problem that otherwise would not be solved
	to elicit community support for an initiative
	to engage a community in a planning process
	to negotiate with a community
	to elicit community involvement in the monitoring or evaluation of an activity, program or system
	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)
	to provide a community with tools that will help it address an issue among its members
	to respond to an issue that the community has defined, and on which it wants dialogue
	Other:

Community Engagement Planning

Who are the stakeholders?

- "Any group or individual who can affect or who is affected by achievement of (or failure to achieve) an objective."

Engage:

- Those who know the community best
- Those who can represent the community

Community Engagement Planning

Developing an invitation list:
- Who will be directly affected if the aim of this engagement is achieved?
- Who will be indirectly affected?
- Who wants to be involved?
- Who is already engaged or has contacted us about this issue?
- Are there existing community networks working on this issue?
- Who has unique skills or insights to offer to the engagement that cannot be garnered in any other way?
- Who has real or perceived moral claims that could affect a decision process or outcome?
- Who can exert power to make initiatives happen that spring from this process?
- Who is most likely to act as "spoiler" if they are not involved in this initiative?
- Whose voice is needed to balance competing or contrary voices?
- Who will be committed to following the process, including attending meetings and other logistical needs?
- Are there any legislated or required stakeholders?

Community Engagement Planning

PARTNERS: CONTENT VS. CONTEXT EXPERTS

Context Experts:
- Context Experts are residents with lived experience, including children and youth. They are the people who experientially know about the issue

Content Experts
- Content Experts are professionals, staff in your organization, service providers, and leaders with formal power who have knowledge, tools, and resources to address the issue

Unusual Suspects
- Those who might not naturally be attracted to the work or issue such as community leaders in other networks, business, or industry representatives. Bringing new faces and voices to the table adds to the credibility of the entire group, adds new expertise and a new perspective to the issue at hand, increasing the chance of creating an engagement process that works because it builds on the expertise of a diverse, and representative, community voice

Community Engagement Planning

Community & School Groups	Business Representatives
Government	Community Members

Community Engagement Planning

Define outcomes based on engagement goals:

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
Goal	To provide information to assist in understanding the problem, alternatives, opportunities and/or solutions.	To obtain feedback on analysis, alternatives, and/or decisions.	To work directly with the community throughout the process to ensure concerns and aspirations are understood and considered.	To partner with the community in each aspect of the decision including developing alternatives and solution.	To place final decision-making power in the hands of the public.
Potential Outcomes					

Community Engagement Planning

Define outcomes based on macro goals:

Individual outcomes	Community outcomes	Service-level outcomes	Strategic outcomes
•feel more empowered •want to contribute •influence the decisions that affect their lives •receive better services •increase in confidence •develop skills •increase knowledge •enhance their stake in democracy	•new ideas and solutions - innovation and creativity •reduced conflict •improvements in inclusion and cohesion •bridges between 'us and them' •community ownership •reduced isolation •services which meet needs	•voices are valued •changed products and services •messages communicated about improvements •processes changed to hear voices •better quality services •feedback is sought •people care about and develop initiatives they have had a say in	•greater understanding of needs - public interest decisions •access to new resources and expertise •increased accountability •savings in time and money •more trust •enhanced democracy •staff retention

Source: Changes: Community Development Company. Accessed at http://changesuk.net/wp-content/uploads/2008/08/Community-engagement-outcomes-table.jpg
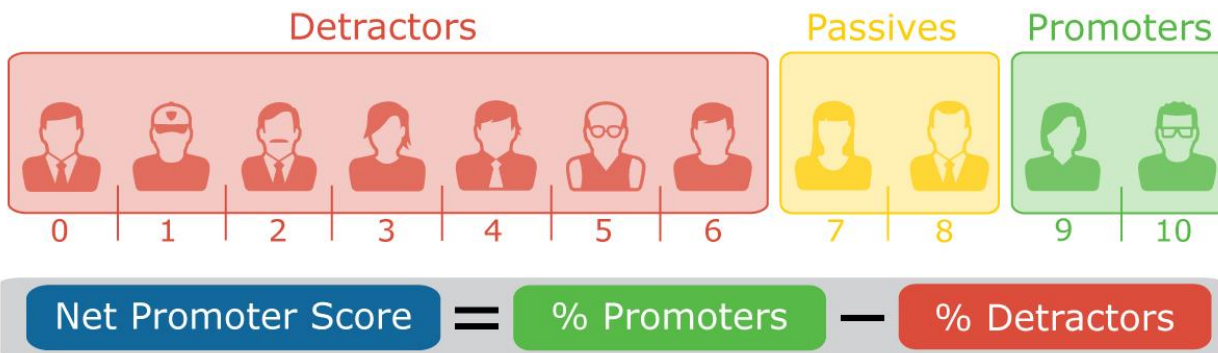
Community Engagement Planning

What impact is your community engagement initiative having on loyalty?

How does NPS work?

1. Using your target audience, ask "How likely is it that you would recommend [Organization/Group/Place/Initiative] to a friend, colleague or family?"
2. The question has a 0-10 rating scale for respondents to answer, with 10 being extremely likely to recommend and 0 being not at all likely.
3. The Net Promoter Scores are then broken down into three categories:
   - "**Promoters**" are considered loyal. They would return or commit to the organization/group/place/initiative you are asking about and urge others to do the same (scores of 9 and 10)
   - "**Passives**" are satisfied but unenthusiastic. They can be easily detached and influenced elsewhere (scores of 7 and 8)
   - "**Detractors**" are unhappy and at risk of spreading negative word of mouth (scores 6 and below)
4. Calculate your Net Promoter Score:

Community Engagement Planning

Tips for success:
- Ensure you have an appropriate and sufficient sample size of people to ask your question
- Plan for consistency. NPS increases in value when you are able to trend the score and its drivers over time. To do so you must ask the same question
- NPS matters little without follow up actions. Use the data to drive improvements and, where possible, showcase the changes you've made as a result of engaged input
- Ask "Why?" and use this open commentary to identify key drivers behind the score
- Consider how NPS could measure the impact of your engagement initiative:

Frame your Question: How likely are you to recommend…?	Who will you ask?	When will you ask your question? How frequently?	How can this Outcome impact your community engagement initiative?

Community Engagement Planning

The following types of resources will be required for most forms of engagement:

- Input by staff, volunteers and other interested stakeholders;
- Background information or briefing papers on the issue(s) or plan proposals
- Independent facilitation
- Communication and promotion, venue hire, transport, childcare, translation
- Printing and circulating materials related to the process and its outcomes
- Access to communication platforms
- Resourcing local community and non-profit groups to (for example and where appropriate) support people in understanding and responding to information and invitations to participate; complete research; convene meetings; prepare papers, reports or proposals.

Community Engagement Planning

Questions to Answer:

Skills: What skills are available to us?
Experience: What experience can we draw on?
Who: Who holds these skills and experience?

Facilities: What facilities can we access? (E.g. buildings, equipment, etc.)
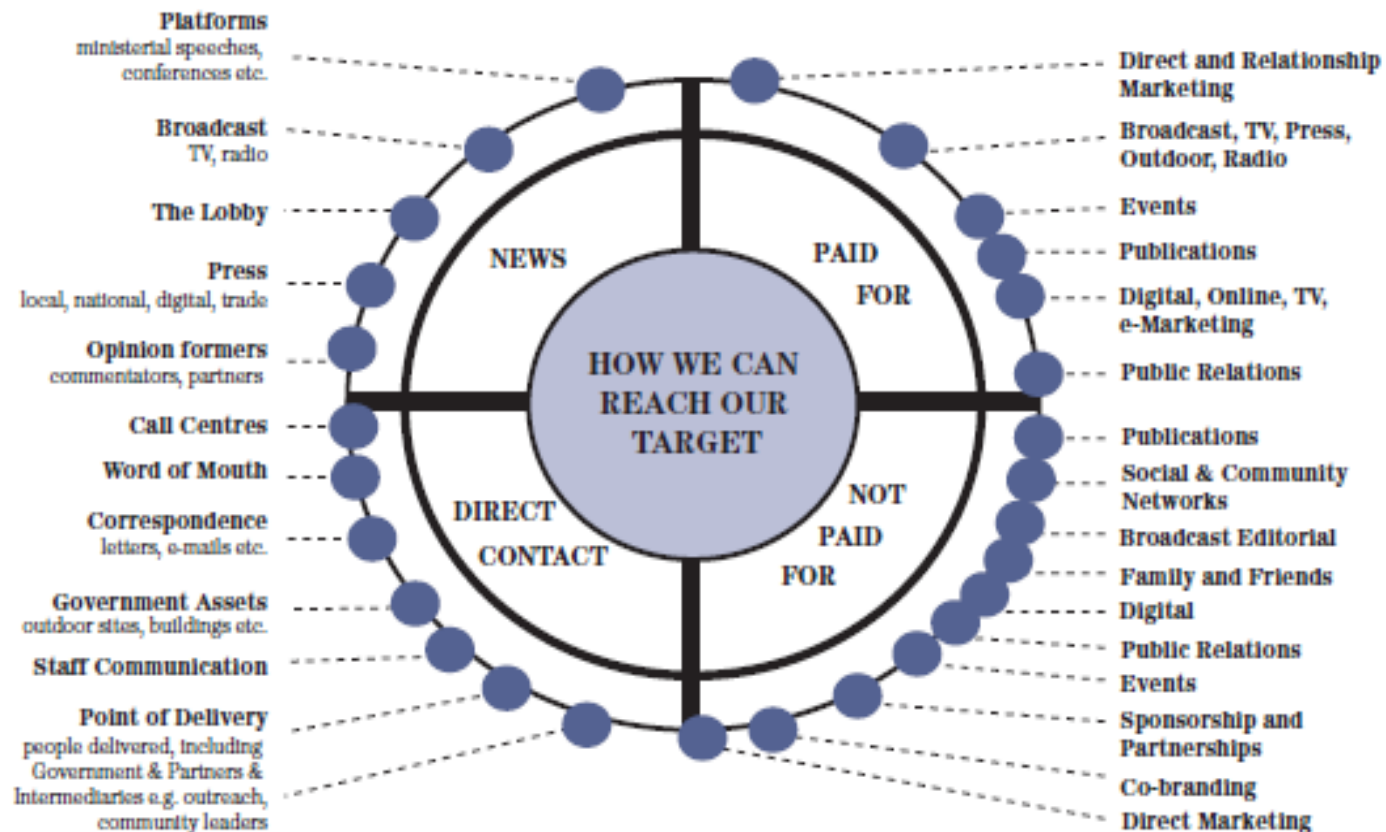**Time:** What time is available?
Budget: What is the budget?

Skills	Experience	Who	Facilities	Time	Budget

Community Engagement Planning

What communication channels make the most sense?

Figure 9: UK Government's Message Delivery Model

Source: UK Government Communication Network
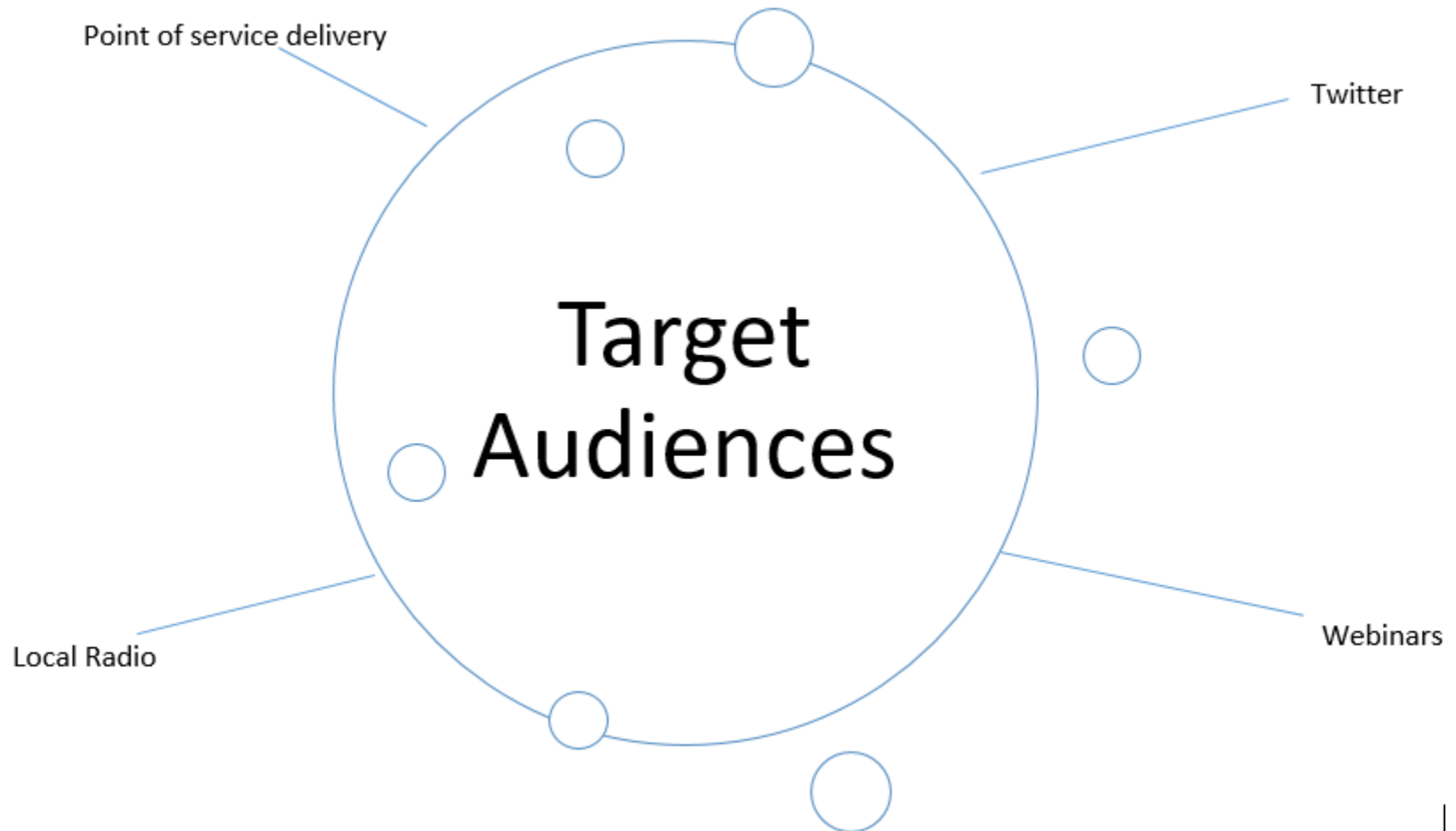
Community Engagement Planning

What communication channels can you use to reach your target audiences?

Point of service delivery

Twitter

Target Audiences

Local Radio

Webinars

Community Engagement Planning

Developing your communication plan:

Time Stage of engagement	Purpose of the communication at this stage	Target Audiences for this stage	Key Messages to direct to each target audience	Tools to carry out the plan, including communication channels	Resources required to use each tool and complete this stage of the plan
Start-up					
Early "seed" communication					
Mid-stream communication					
End-stage communication					
Post-engagement					

Community Engagement Planning

IMPLEMENTATION: HOW WILL YOU ENGAGE?

Select engagement tools & techniques:

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
Goal	To provide information to assist in understanding the problem, alternatives, opportunities and/or solutions.	To obtain feedback on analysis, alternatives, and/or decisions.	To work directly with the community throughout the process to ensure concerns and aspirations are understood and considered.	To partner with the community in each aspect of the decision including developing alternatives and solution.	To place final decision-making power in the hands of the public.
Promise	We will keep you informed.	Listen to and acknowledge concerns, and provide feedback on how input influenced the decision.	Ensure that concerns and aspirations are reflected in the alternatives developed.	Seek advice and innovation to form solutions and incorporate advice into the decisions.	Implement what the community decides.
Tool / Technique:					
Website	✓	✓	✓	✓	✓
Email	✓	✓	✓		
Database/CRM	✓	✓	✓		
Social Media	✓	✓	✓		
Surveys		✓	✓		
Art & Creativity	✓	✓	✓		
Street Stalls	✓	✓			
Workshops		✓	✓		
Focus Groups		✓	✓		
Future Search		✓	✓	✓	
Open Space Technology		✓	✓	✓	
Appreciative Inquiry		✓	✓	✓	
Public Meetings		✓	✓		
Citizens' Juries				✓	✓
Citizens Panels				✓	✓
Participatory Budgeting				✓	✓
Insight Communities			✓	✓	✓

Community Engagement Planning

Developing your implementation plan:
- Use as a macro implementation framework
- Use as for each individual tactic

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?

Community Visioning

- As a group draw your vision our well/thriving community
- Start with whatever comes to mind when you think of our community thriving
- Add in the places and events that stand out
- Add in the groups or people who connect others
- Add in non-physical things too to describe the value that different places hold
- Your picture doesn't need to be a geographical representation or to scale

Community Visioning

As a group, discuss:

1. What are the commonalities in these pictures?

2. What are the differences in these pictures?

3. Is anything missing from these pictures?

4. What opportunities do they signify within your community?

5. What barriers exist within your community?

Upcoming Tamarack Events

TAMARACK INSTITUTE

Evaluating Community Impact
CAPTURING AND MAKING SENSE OF COMMUNITY OUTCOMES

Nov 15-17 Hamilton

Deepening Community for Collective Impact

Nov 30 Waterloo

Tamarack. For the Latest in Community Change

www.tamarackcommunity.ca

Tools Resources Webinars

Upcoming Events

Date & Time	Topic	Location
Dec 8 9 a.m. – 12 p.m.	Capacity Building – Measuring our community's wellbeing	Council Chambers 150 Frederick Street Kitchener
Early February	Capacity Building – Developmental Evaluation	Classroom 100 Maple Grove Road Cambridge
Feb 16	Community Wellness Initiative Forum 2	Hespeler Memorial Arena, 640 Ellis Road Cambridge
Late May	Community Wellness Initiative Forum 3	Victoria Park Pavillion 80 Schneider Avenue Kitchener

- Visit our website at:
   Bit.ly/wrwellness-wellbeing

Upcoming Events – Sharing

- Be a part of Community Wellness Initiative Process
  - Cross promotion – be our champions
  - Capitalize on cross-over opportunities
  - Share information on community wellness and health equity events/initiatives
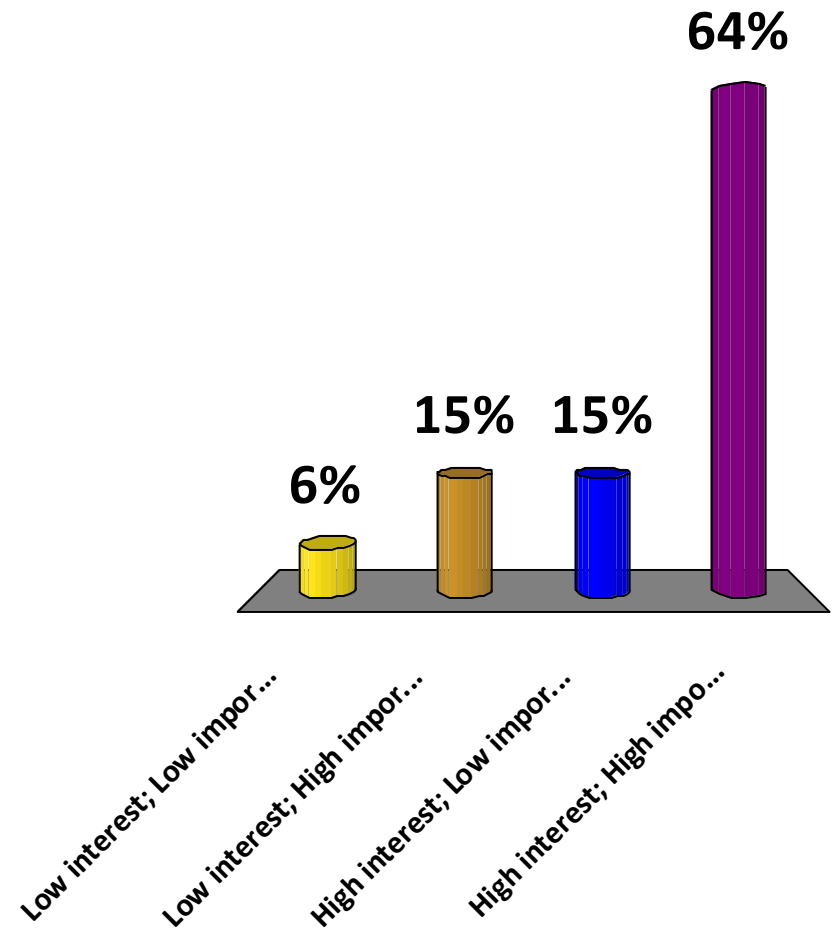
Wrap up and next steps

- Content from today will be available on our website
  - Presentation
  - Ideas generated will help to develop our plan

Bit.ly/wrwellness-wellbeing

- Feedback forms at your tables
- Engagement Working Group

Interest and Importance

A. Low interest; Low importance

B. Low interest; High importance

C. High interest; Low importance

D. High interest; High importance

64%

15% 15%

6%

Low interest; Low impor…

Low interest; High impor…

High interest; Low impor…

High interest; High impo…

Thank you!