

Grantee Feedback Session: Community Engagement, Part II

December 1, 2021

December 1 Agenda

- ❑ Welcome
 - Please turn on your camera
- ❑ Meeting Agreements
- ❑ High-Level Themes from Nov 3 Feedback Session
- ❑ Community Engagement Continuum
- ❑ Full Group Discussion and Feedback
 - Nov 23 email blast questions

Meeting Agreements

- **Speak from your own experience** - Use I statements rather than generalizations.
- **Be curious, open, and respectful** - Call people into conversation and mutual understanding, rather than calling anyone out. Throw sunshine not shade.
- **Seek to understand perspectives that differ from your own** - Be curious and ask questions. Try not to make assumptions.
- **Be conscious of intent vs. impact** - No matter the intention we are each responsible for our impact.
- **Step-up/step back** - If you typically speak a lot, remember to create space for others to speak as well. If you tend not to speak, challenge yourself to speak up.



Community Engagement Themes - What We've Heard - [Jamboard Link](#)

- The importance of cultivating and maintaining diverse partnerships, building trust, and allowing the necessary time to do this.
- Understanding and supporting community-led priorities, practicing shared leadership, and compensating community members for their time and expertise.
- Collaboration beyond a tobacco-focused connection. More upstream work and addressing root causes and risk and protective factors.
- The need for equitable, flexible funding, and a flexible scope of work.
- Capacity-building technical assistance that includes community expertise.



Colorado's Community Engagement Continuum

Increasing Level of *Community Involvement, Impact, Trust and Communication Flow*

Increasing *Ownership, Empowerment, Skills, Opportunities and Supports* of Both Staff and Community

Please note: Each level has value.

Participation		Engagement		Partnership
Outreach	Consult	Involve	Collaborate	Share Leadership
Communication flows from the program or initiative to <u>inform</u> community members.	Community members <u>provide one-time or periodic feedback.</u>	Communication flows both ways and community members provide <u>ongoing participation.</u>	Community members <u>influence decision-making.</u>	Community members <u>share power and responsibility</u> making decisions together.
<u>Outcome:</u> To establish communication and outreach channels, while sharing information with the community.	<u>Outcome:</u> To develop connections.	<u>Outcome:</u> To establish visibility of the partner and increased cooperation.	<u>Outcome:</u> Increased trust and partnership-building	<u>Outcome:</u> A strong partnership with bidirectional trust that affects broader community health outcomes.

(Adapted from CDC's Report "Principles of Community Engagement: Concepts and Definitions from the Literature and Wong, N. T., Zimmerman, M. A., & Parker, E. A. (2010). A typology of youth participation and empowerment for child and adolescent health promotion. *American Journal of Community Psychology*, 46, 100-114.)



Full Group Discussion

- How can STEPP coordinate community engagement efforts as part of broader tobacco control movement engagement efforts?
 - What are the strategies for coordination?
- How is your agency communicating tobacco-related burdens and goals with communities in the context of local values and priorities?
 - How do we balance tobacco efforts with community priorities?



Final Questions or Comments?

Reminders

- Next feedback session: Jan 11, 1-3 (strategies-focused)
- Please complete the newest [Doodle poll](#) by COB Friday
- Provide feedback on the [draft 2030 Tobacco Strategic Plan](#)
 - Please use [this link](#) to submit your feedback, no later than December 9, 2021

Thank you

