

# COMMUNITY ENGAGEMENT

Working collaboratively with & through groups of people affiliated by geographic proximity, special interest, or similar situations to address issues affecting their well-being

Centers for Disease Control and Prevention (CDC). (1997), Principles of Community Engagement. Atlanta: Author.



# WHAT DOES THIS MEAN?





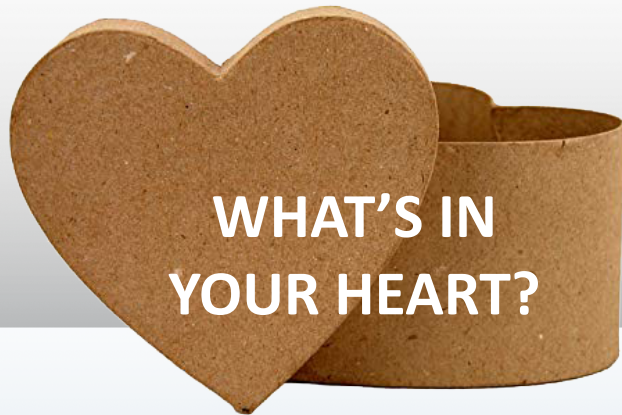
**GUESS WHO  
IS COMING  
TO THE TABLE:**

Community Gatekeepers,  
Key Informants and Stakeholders

**GUESS WHAT OUR  
GUEST IS BRINGING  
TO THE TABLE:**

HISTORY, Contributions,  
Opportunities, Assets, and Challenges

**WHAT SKILLS  
AND RESOURCES  
DO YOU HAVE?**



**WHAT'S IN  
YOUR HEART?**

### Community Engagement

**Complex, Hard Work, Requiring A Lot  
of Genuine Skills and Dedicated Resources.**

## **Learning Objectives**

- 1** Identify and describe core guiding principles of community engagement that should be considered
- 2** Identify the benefits of community engagement
- 3** Recognize the critical role of community stakeholders in early phase of planning and designing the intervention.





# No Easy Pathway

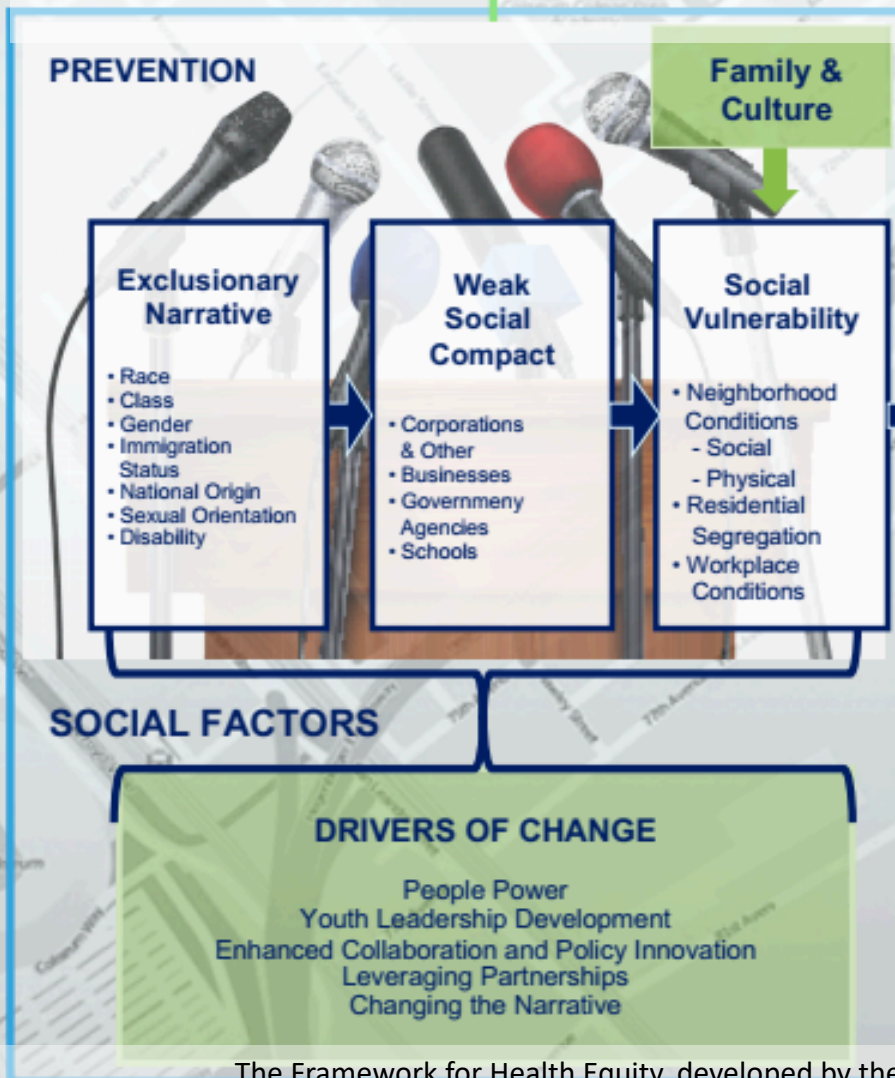
Understanding Your Strengths and Challenges Before Engaging



Responsible for 70% or more – lies within our social, political, and economic environments.

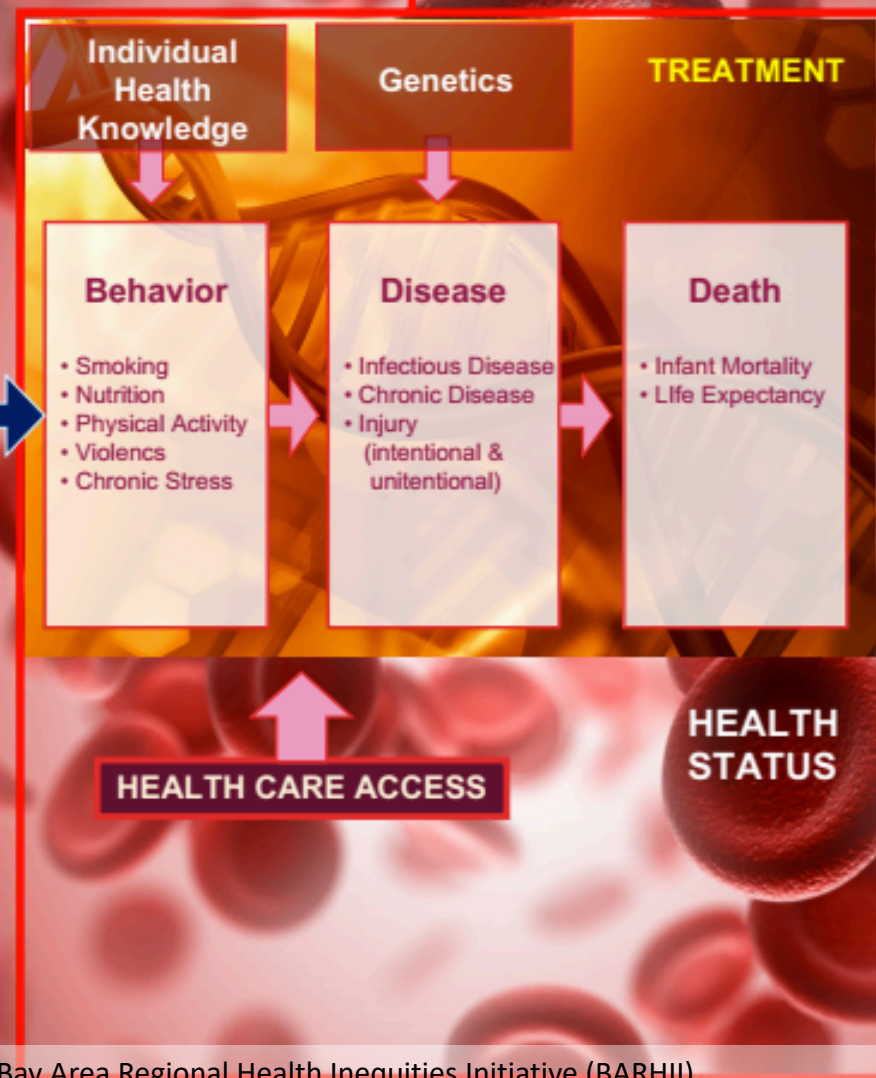
### Socio-Ecological (society)

These systems determine the distribution of resource and opportunities; and who has access to them.



### Medical Model (individuals)

Responsible for less than 30% of our health outcomes



The Framework for Health Equity, developed by the Bay Area Regional Health Inequities Initiative (BARHII), helps to explain these manmade health inequities



# The Head Will Battle The Heart!

## Shallow Roots vs Deep Roots

- ✓ *What Am I Willing to See?*
- ✓ *Where Am I Willing to Go?*
- ✓ *Who Am I Willing to Engage?*
- ✓ *What Am I Willing to Speak Up?*
- ✓ *What Am I Willing to Risk?*



# ***Choose Your Direction?***

## **Map what is there:**

- Go through the doors that have been opened.
  - Open additional doors.
- Be willing to work beyond structural issues.

***HISTORY IS RELEVANT:***

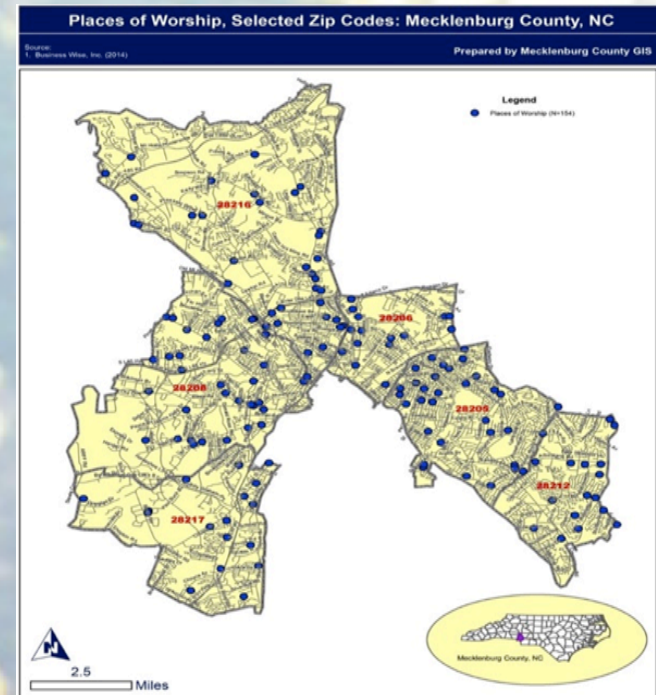
***Before Engaging Outreach***





Penny Syndrome  
"Do Not Despise  
Small Beginnings"

# Where Are You Willing to Go?



#1 Killer  
Heart  
Disease

28205

28216

28208

No Physical  
Activity

Smoking

High  
Cholesterol

28213

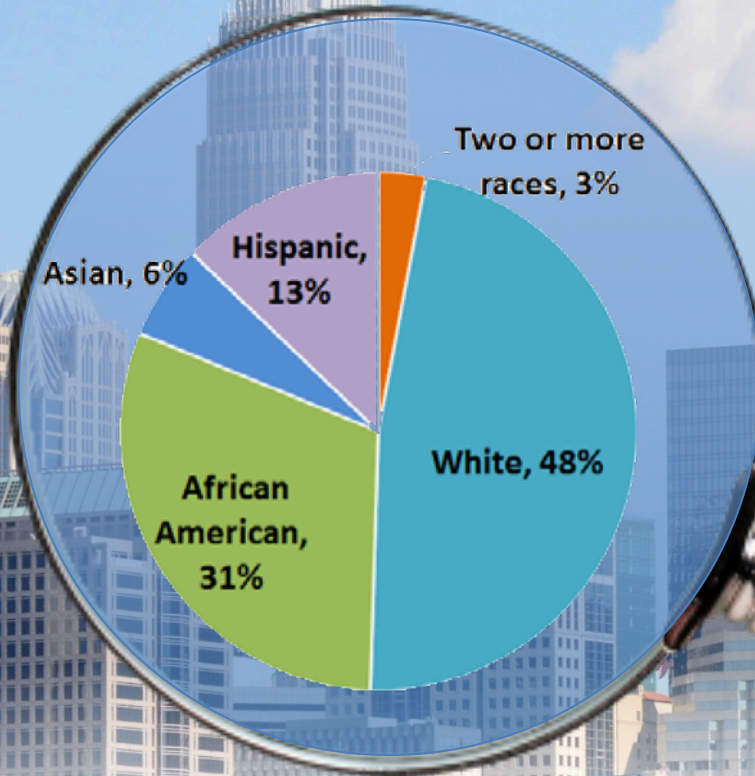
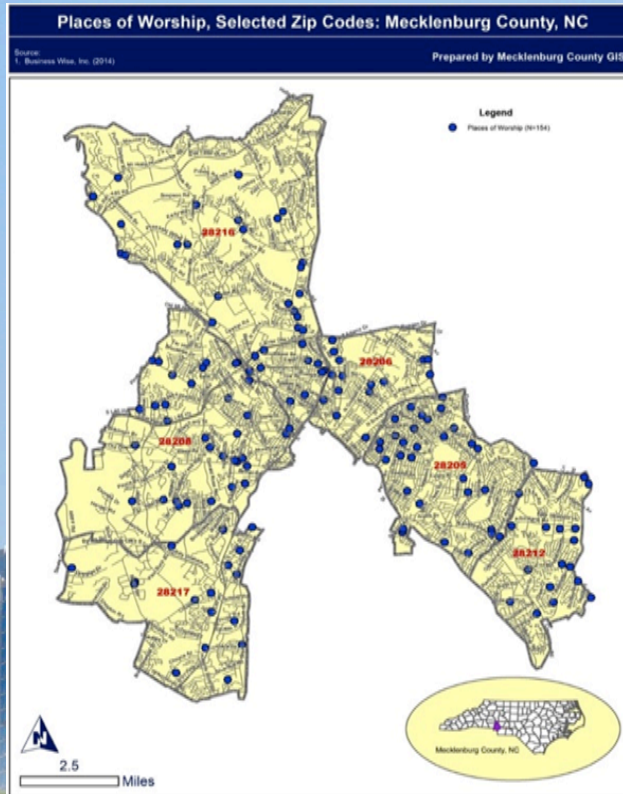
28269

28206

We Are Dying **Too Soon** Because We Live Here



# What Are You Willing to See?



***History is Relevant***



***Come Closer***

No Easy Pathway



# *Who Am I Willing to Engage?*

*"The Rules of Opposites"*





# Principles of Community Engagement



Penny Syndrome  
“Do Not Despise  
Small Beginnings”

Too often we develop projects and ideas  
before we determine where we are willing to go

“Relationships we develop with our coalition partners  
must be transformative, not Transactional.” - Reverend Dr. William Barber

In it Together—  
Leave Something Behind



# HISTORY IS RELEVANT

## 2019 BOLD HIGHLIGHTS: Community In Action

**PROCUREMENT  
PROCESSES**  
Joint Use Agreements  
(FBOs/Contracts)

- Social, Economics, Cultural, Health, and Environmental Conditions
- Living and Working Conditions
- Family and Community Networks
- Individual Behaviors
- Biological Factors

**POLICY**

**CORE  
DELIVERABLES**  
Assessment Tools  
Data Collection  
Analysis Reporting

**PERSONAL**

### Health & Human Services Resources

Mecklenburg County  
Government Initial  
FBO Investment

#### FBO RESOURCE HUBS



Policy, Systems,  
Environmental  
Change  
(PSE)



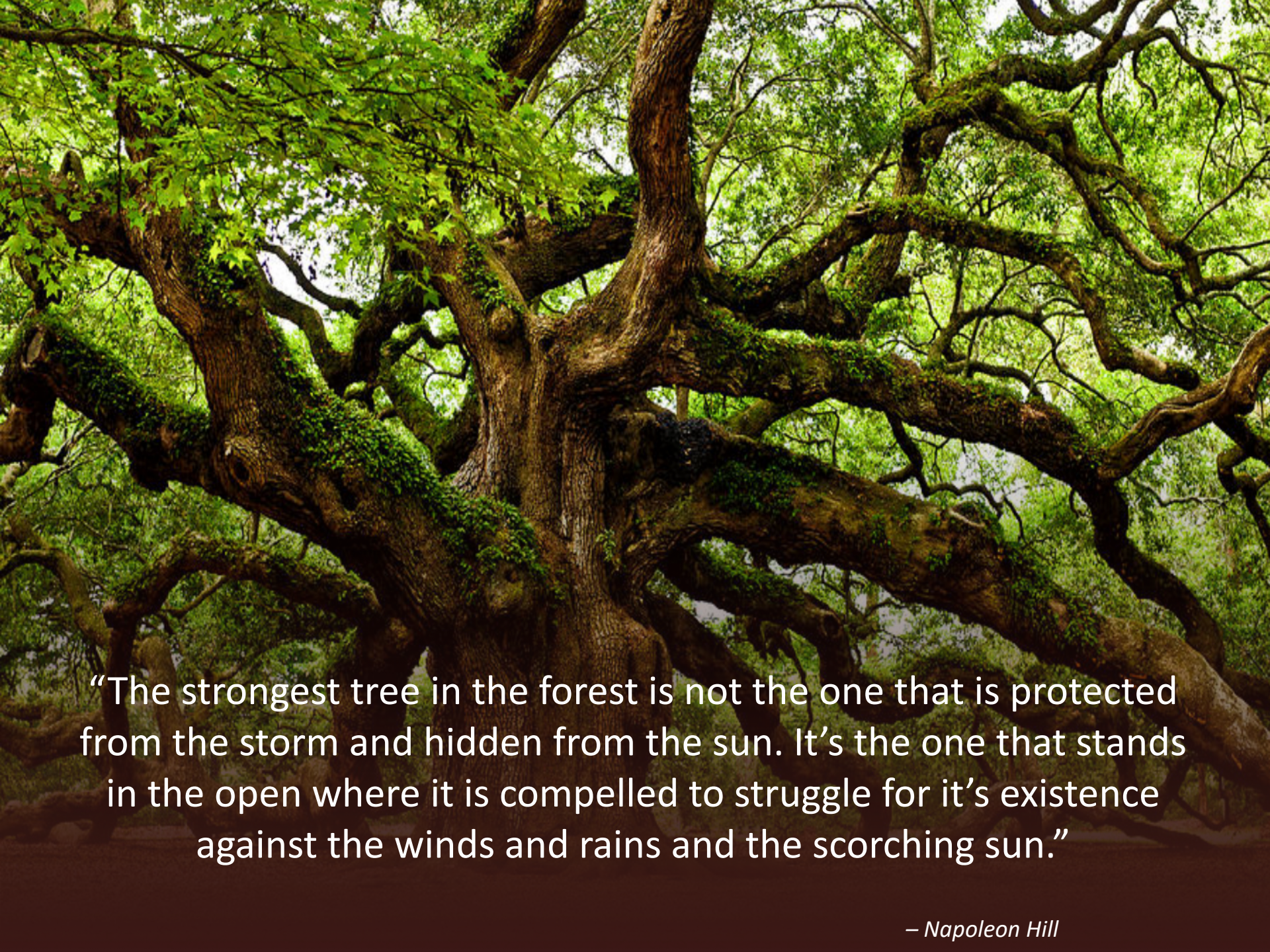




- Health as a **Shared Value**
- Creating Impact at the Policy, System, and Environmental Level
- **Investment Building Opportunity Leadership Development (BOLD)**
- 16 Week Competition Challenge (Cardiovascular Disease Risk Factors)
- The Thereasa C. Elder Community Health Leadership Academy







“The strongest tree in the forest is not the one that is protected from the storm and hidden from the sun. It’s the one that stands in the open where it is compelled to struggle for it’s existence against the winds and rains and the scorching sun.”

– Napoleon Hill





HEALTHIEST  
CITIES & COUNTIES  
**CHALLENGE**







# ***A Conversation – History is Relevant Wisdom – History - Knowledge***



Mattie Marshall, president of Washington Heights Community Association, has lived in the historically black neighborhood for more than 30 years. Now that her community has been included in an "opportunity zone," she wonders how a predicted rush of new investments will affect current and long-term residents.





# ***A Conversation – History is Relevant Wisdom – History - Knowledge***



## **Mecklenburg County Looks To Churches To Help Stop Spread Of HIV**

Dr. Rev. Sandra Gripper, Senior Pastor, Faith CME Church located in the Hidden Valley Community. In 2020, Dr. Gripper was selected as Pastor of the Year, by the Christian Methodist Episcopal District. Dr. Gripper has committed her life to service, as her mantra resonates with the words of David in Psalms 147:14: “He Grants Peace To Your Borders And Satisfies You With The Finest of Wheat.”



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