



Best Practices for Community Engagement

Who or what is a community?

“a group of people with diverse characteristics who are linked by social ties, share common perspectives, and engage in joint action in geographical locations or settings.”

Types of communities

- Geographic areas
- Schools/school districts
- Worksites
- Faith Organizations
- Healthcare sites
- Elected or appointed officials/policy makers

Best practices for Community Engagement

Be inclusive and demographically diverse

Consider the diversity of the community in representation and collective decision making.

Best practices for Community Engagement

Plan and prepare

Ensure the process serves both a clearly defined purpose and the needs of the community.

Best Practices for Community Engagement

Build trust and be transparent

Commit to sharing accurate and complete information among members in a timely manner throughout the process.

Best practices for Community Engagement

Pay attention to language

Ensure that everyone understands what is being prepared and implemented through clear communication.

Best practices for Community Engagement

Have a shared and collaborative purpose

Share ownership, responsibility, and accountability for the work.

Best Practices for Community Engagement

Guide action for impact

Ensure each participatory effort has potential to make a difference.

Best practices for Community Engagement

Share knowledge and skills

Develop participants' knowledge and skills and monitor the development of those skills and process toward goals

Best Practices for Community Engagement

Plan for sustained relationship

Commit to longstanding partnerships and relationships; maintain flexibility; learn from experience.

Resources

Principles of Community Engagement, 2nd Edition

https://www.atsdr.cdc.gov/communityengagement/pdf/PCE_Report_508_FINAL.pdf

Community Health Improvement Navigator: Engage the Community

<https://www.cdc.gov/chinav/tools/engage.html>

Community Engagement: A Practitioner's Guide

<https://www.citizenlab.co/ebooks-en/community-engagement-practitioners-guide>

