

Community Engagement Principles

CalMHSA Statewide Coordination Workgroup
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Presenters

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Cultural Responsiveness TA Project Overview

- Last fall, the California Institute for Mental Health (CiMH) conducted assessment interviews with all of the Program Partners to determine technical assistance needs to enhance cultural responsiveness of PEI projects, products, and services
- Summary report with TA recommendations submitted to CalMHSA
- Program Partners assisted with prioritization of TA needs

Cultural Responsiveness TA Topics

- Community Engagement Strategies to Reach Underserved Racial/Ethnic and LGBTQ Populations
 1. Statewide Coordination Workgroup: Principles for Engagement (September 19th)
 2. Community Engagement Workshops: Strategies for Engaging CRDP Populations (Dates, TBD)
- Three Webinars (October-December):
 1. Understanding Culturally Appropriate Processes for Ensuring Language Access (October 9th, 3:30-5:00pm)
 2. Culturally Appropriate Adaptation of Evidence-Based Practices (November 13th, Time TBD)
 3. Understanding Intersections of Identity (December 11th, 3:30-5:00pm)

Presentation Goals

- Define **Key Concepts** of Community Engagement
- Explore **Principles** and **Strategies** for Engaging Diverse Communities
- Share **Examples** of Successful Engagement Strategies and Efforts

“All who are involved in engaging the community must be responsive to the needs of the community as defined by the community itself.”
(CDC, 2010)

KEY CONCEPTS OF COMMUNITY ENGAGEMENT

Definition of Community Engagement

- “The process of working collaboratively with and through groups of people affiliated by geographic proximity, special interest, or similar situations to address issues affecting the well-being of those people”

(Centers for Disease Control and Prevention [CDC], 1997, p 9)

Defining Community

“Individuals have their own sense of community membership that is beyond the definitions of community applied by researchers and engagement leaders. Moreover, they may have a sense of belonging to more than one community. In addition, their sense of membership can change over time and may affect their participation in community activities.” (CDC, 2010)

Goals of Community Engagement

- Build trust
- Enlist new resources and allies
- Create better communication
- Improve overall health outcomes as successful projects evolve into lasting collaborations

(CDC, 1997; Shore, 2006; Wallerstein, 2002)

“Community engagement requires participation of community members in projects that address their issues. Meaningful community participation extends beyond physical involvement to include generation of ideas, contributions to decision making, and sharing of responsibility.”

(CDC, 2010)

PRINCIPLES AND STRATEGIES FOR ENGAGING DIVERSE COMMUNITIES

Essential Ingredients

SOCIAL JUSTICE ADVISORY COMMITTEE

Essential Ingredients to a Successful Stakeholder Process Grounded in Integrity
Adopted by the California Mental Health Directors Association

February 10, 2011



9 Principles of Engagement

1. Clarity of Purpose
2. Knowledge
3. Relationships
4. Respect for Self-Determination
5. Partnership
6. Diversity
7. Community Assets
8. Flexibility/Sharing Control
9. Commitment

(CDC, 2010)

Clarity of Purpose

- Be clear about your purpose or goals before you start the engagement
- Determine how participants will influence your decision-making process
- Identify the intended outcome of the engagement
- Specify the intended population/community group you wish to reach through the engagement

--UC Davis, Center for Reducing Health Disparities

Active Community Engagement (ACE) Continuum

3 Levels of Engagement:

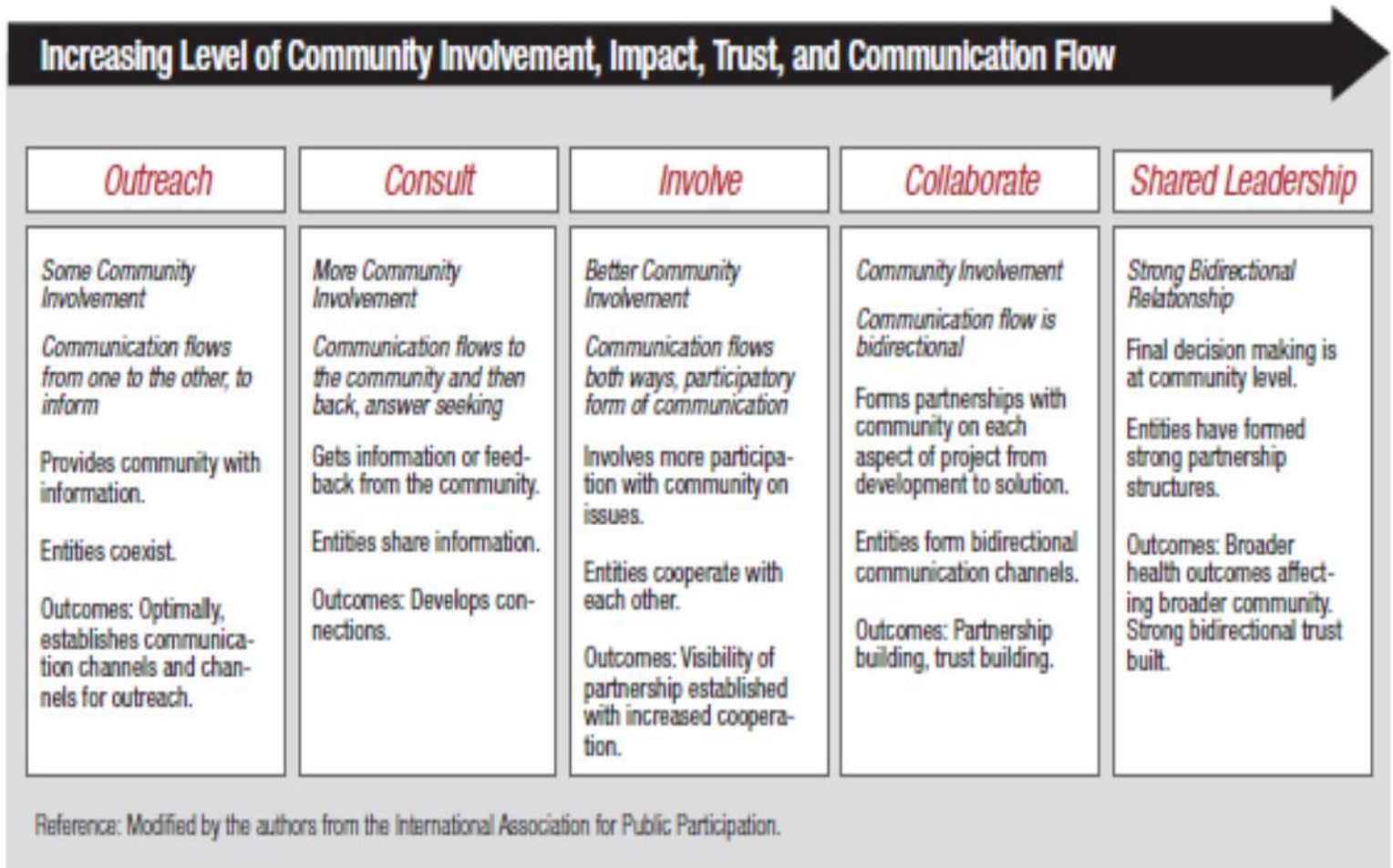
1. Consultation
2. Cooperation
3. Collaboration

ACE Continuum

5 Characteristics of Engagement:

1. Community involvement in assessment
2. Access to information
3. Inclusion in decision making
4. Local capacity to advocate to institutions and governing structures
5. Accountability of institutions to the public

Community Engagement Continuum



Knowledge

- Develop an understanding of the culture of the community
- Learn about your agency's (and the mental health field's) culture, history with the community, past actions, mission, etc.
- Recognize the role and history of marginalization, institutional racism, discrimination, historical trauma, power, and privilege
- Develop an understanding of the role of spirituality
- Learn the language of the community, don't use jargon and terminology that does not reflect cultural beliefs and values
- Identify and take steps to mitigate barriers to participation (including stigma and discrimination)

Relationships

- Relationship building takes time!
- Develop relationships with county Cultural Competence/Ethnic Services Managers
- Build trust with cultural brokers ***identified by the community*** (i.e., community health workers, natural community helpers, faith leaders, traditional healers, etc.)
- Meet with community leaders to learn about their expectations
- Seek commitments from community leaders and community based organizations

Respect for Self-Determination

- Problems and solutions should be defined by the community
- Communities must identify with the issues being addressed, deem them to be important, and feel like they have a role and influence in decision-making and the process to identify solutions, implement strategies, and evaluate outcomes
- Benefits of participation must outweigh the effort required
- Avoid co-opting community efforts, don't try to become a "part of the community"

Partnership

- Include community from beginning to end, in all phases:
 - Conception and design
 - Development
 - Implementation
 - Evaluation
- Characterized by mutual cooperation and responsibility
- On-going bi-directional communication is necessary
- “Don’t study me”

Diversity

- Recognize and respect the diversity of the community
- Awareness of the various cultures of a community and other factors affecting diversity must be paramount in planning, designing, and implementing approaches
- Acknowledge diversity in background, experience, culture, income and education
- One person does not “represent” a community, just one perspective
- Never make assumptions, respect cultural differences (e.g. communication styles vary)

Community Assets

- Identify and mobilize community assets, strengths, and resources
- Develop community's capacity and resources
- Identify community based organizations that are serving underserved racial, ethnic, and cultural populations
- Recruit community representatives to lead community asset mapping efforts

Flexibility/Shared Control

- Community-driven focus
- Invite community members to partner in the decision-making process
- Be flexible with your timelines and engagement strategies
- Share how you will incorporate input and feedback from the community
- Change plans, strategies, products (etc.) based upon the feedback you receive

Commitment

- Requires long-term commitment
- Allocate sufficient time and resources (including funding)
- Demonstrate commitment at all levels of the organization
- Create infrastructure within your organization (i.e., develop boards of directors, establish advisory bodies, etc.)
- Recruit ethnically and linguistically diverse staff
- Build capacity and address sustainability of the engagement effort and intervention strategies

Demonstrate Commitment

- Ensure accessibility and meet in natural community settings
- Honor time and commitment of stakeholders
- Provide appropriate and adequate compensation for sharing of expertise (i.e. lived experience)
- Offer hospitality (i.e., food and refreshments)
- Ensure availability of trained interpreters at public meetings/trainings and culturally appropriate translation of written materials
- Share your results, findings, decisions, rationale, etc.

“When researchers and organizers work collaboratively with community organizations throughout a project, they can produce effective, culturally appropriate programs and robust research results.” (CDC, 2010)

EXAMPLES OF SUCCESSFUL COMMUNITY ENGAGEMENT

Examples of Successful Efforts in California

- California Reducing Disparities Project
- Los Angeles County UREP's
- Mental Health & Spirituality Initiative
- Critical Mass Health Conductors

NAMI California

- PEI Program Partner Presentation
 - Katherine Ferry
 - Beth Larkins

Resources

- [Principles of Community Engagement](#)
- [SJAC Essential Ingredients](#)
- [Building Partnerships: Key Considerations When Engaging Underserved Communities Under the MHSA](#)
- [The Active Community Engagement Continuum](#)
- [California Reducing Disparities Project](#)

“Community engagement is not a one-time event, but rather an evolutionary process. At each successive level of engagement, community members move closer to being change agents themselves rather than targets for change, and collaboration increases, as does community empowerment.”

(CDC, 2010)

Thank you!

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