

Community Engagement Inform-Consult-Involve

Palliative Care Conference
Ottawa May 7, 2024

With Paul Born
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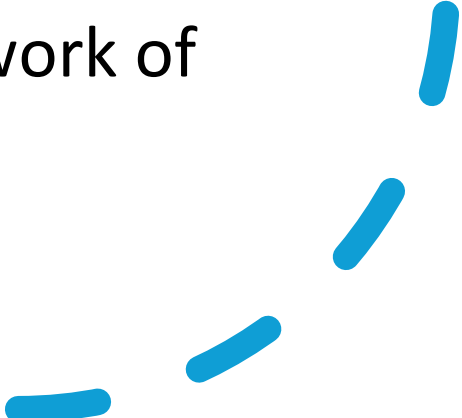






Today

The three “sisters” of community engagement are inform - consult - involve. When people have good information, they feel empowered to join in. When people are consulted, they know their ideas are valued. When people are involved, they take ownership and are committed to the outcome. When we inform, consult and involve a group of people thru an integrated approach we have community engagement. This workshop will be participatory and directed to the work of palliative care.



Henry Mintzberg

So often in strategic planning we think it is all about the plan.

Effective strategic planning engages people. We agree on what we want to do together and then write it down.

When people are engaged they take ownership of the plan.

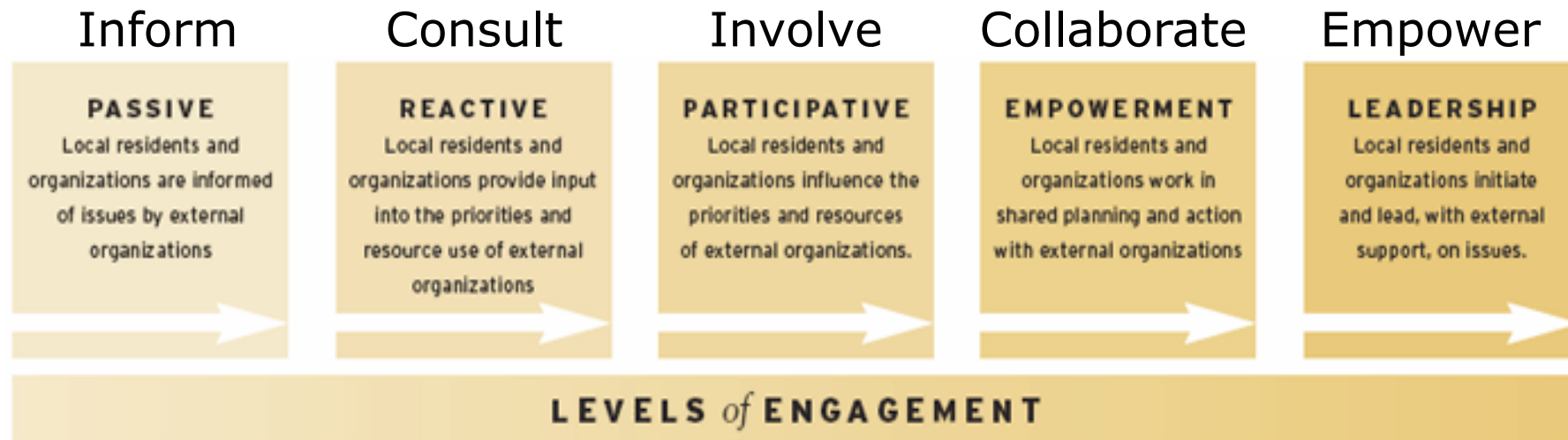
International Institute for Public Participation (IAP2)

INCREASING LEVEL OF PUBLIC IMPACT

INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
Public Participation Goal:	Public Participation Goal:	Public Participation Goal:	Public Participation Goal:	Public Participation Goal:
To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
Promise to the Public:	Promise to the Public:	Promise to the Public:	Promise to the Public:	Promise to the Public:
We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for direct advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.
Example Techniques to Consider:	Example Techniques to Consider:	Example Techniques to Consider:	Example Techniques to Consider:	Example Techniques to Consider:
<ul style="list-style-type: none"> ● Fact sheets ● Web sites ● Open houses 	<ul style="list-style-type: none"> ● Public comment ● Focus groups ● Surveys ● Public meetings 	<ul style="list-style-type: none"> ● Workshops ● Deliberate polling 	<ul style="list-style-type: none"> ● Citizen Advisory Committees ● Consensus-building ● Participatory decision-making 	<ul style="list-style-type: none"> ● Citizen juries ● Ballots ● Delegated decisions

IAP2 Public Participation Spectrum

The Community Engagement Continuum



Your Experience

Community Engagement in Palliative Care

Think – Pair - Share



Inform

When people have good information they can make informed decisions.

- Share Good Information
 - Host Community Conversations
 - Form Learning Communities
 - Invite response
-

Consult

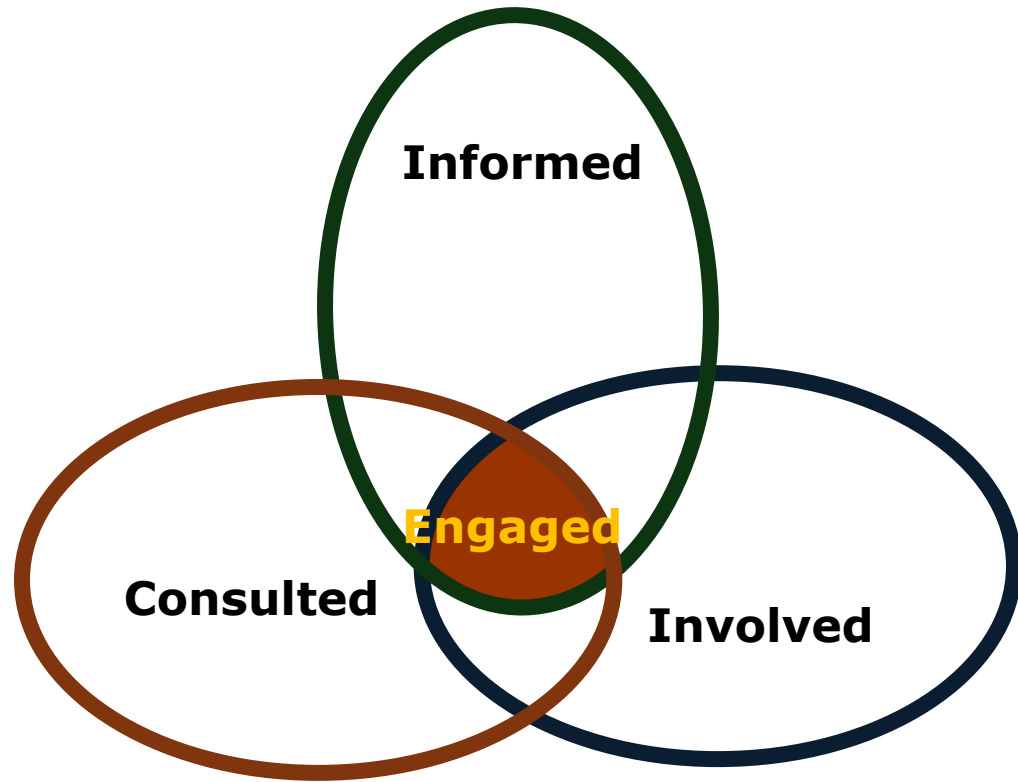
When people are consulted they take ownership of the plan

- Initiate Surveys
- Hold Interviews
- Try Asset Mapping
- Host Community Conversations

Involve

When people are invited to participate they can apply their knowledge and ideas. They are committed to the outcome.

- Facilitate Action Brainstorming
- Invite to Work teams
- Assign Leads
- Invite Collaboration



- The Three Sisters of Engagement are reciprocal

- Inform
- Consult
- Involve

Describe how you might apply the three sisters of community engagement in a reciprocal way in you work?

Think – Pair - Share

Collaborate

The Collaborative Process:

- Conversing
- Deeping Relationships
- Agreeing
- Collaborating
- Acting in Unison

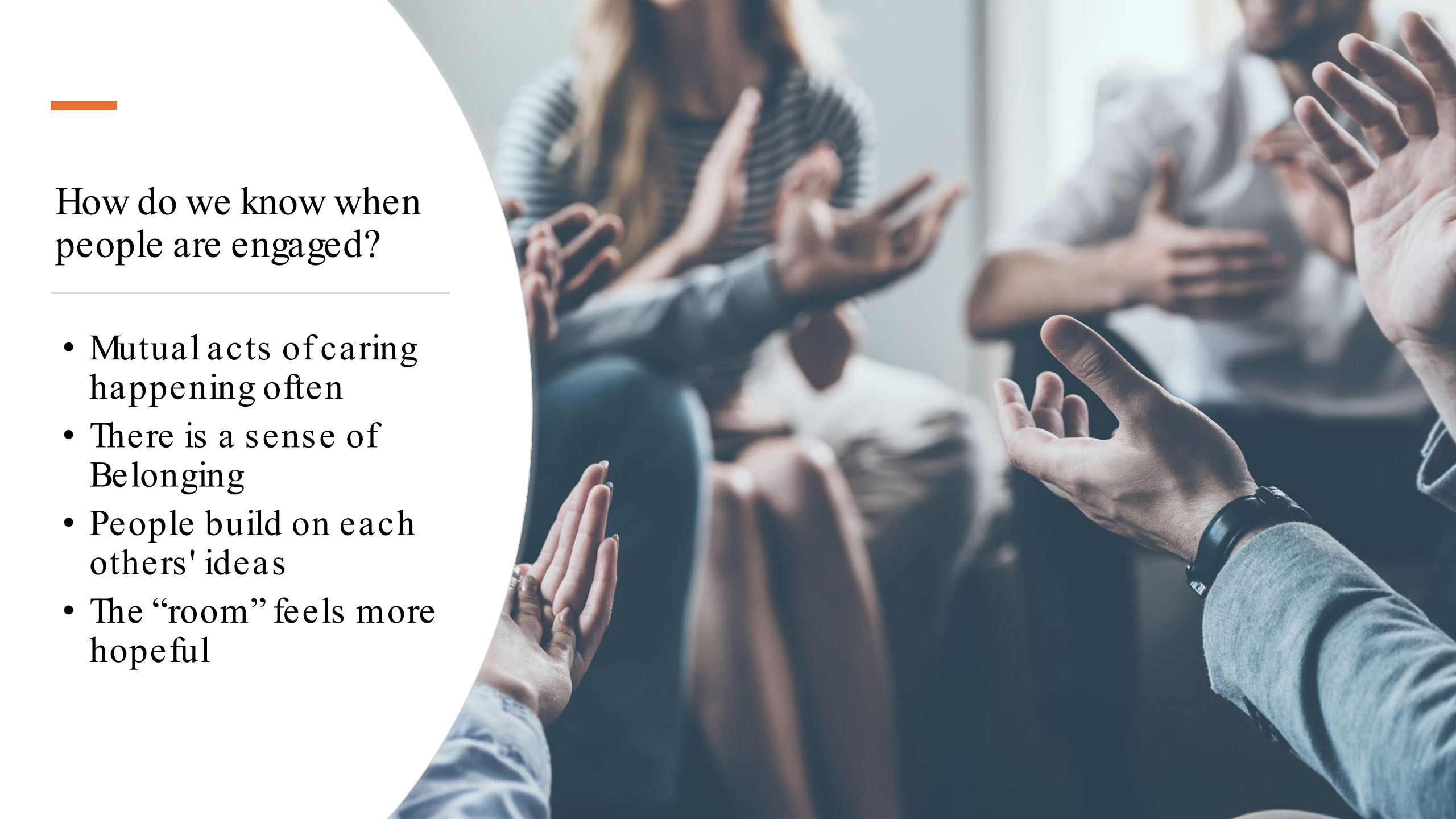
The Collaborative leader:

- Enabling (supporting change)
- Enlisting (Inviting people into the change)
- Entrusting (that people want the best for all)
- Engaging (deepening the will to change)
- Envisioning (supporting a vision for a better future)



Collective Impact

- Common Agenda
- Shared Measurement
- Mutually Reinforcing Activities
- Continuous Communication
- Backbone Structure



How do we know when people are engaged?

- Mutual acts of caring happening often
- There is a sense of Belonging
- People build on each others' ideas
- The “room” feels more hopeful

Connect with Paul

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