

Community Engagement for Food Systems Change

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A sort of long time ago, in a tiny City far to the northeast...

**TAX
WARS**

**2013 BUDGET SEASON
A COMMON CAUSE**

is a period of unstable tax revenue driven by th



What is 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 wellbeing of those people. It is a powerful vehicle for bringing about environmental and behavioral changes that will improve the health of the community and its members. It often involves partnerships and coalitions that help mobilize resources and influence systems, change relationships among partners, and serve as catalysts for changing policies, programs, and practices

(Principles of Human Engagement, 2nd Edition, NIH Publication No. 11-7782 CDC, 1997, p. 9)

Three Questions.

Why is community engagement necessary?

What was a failure? What would you do differently? Lessons?

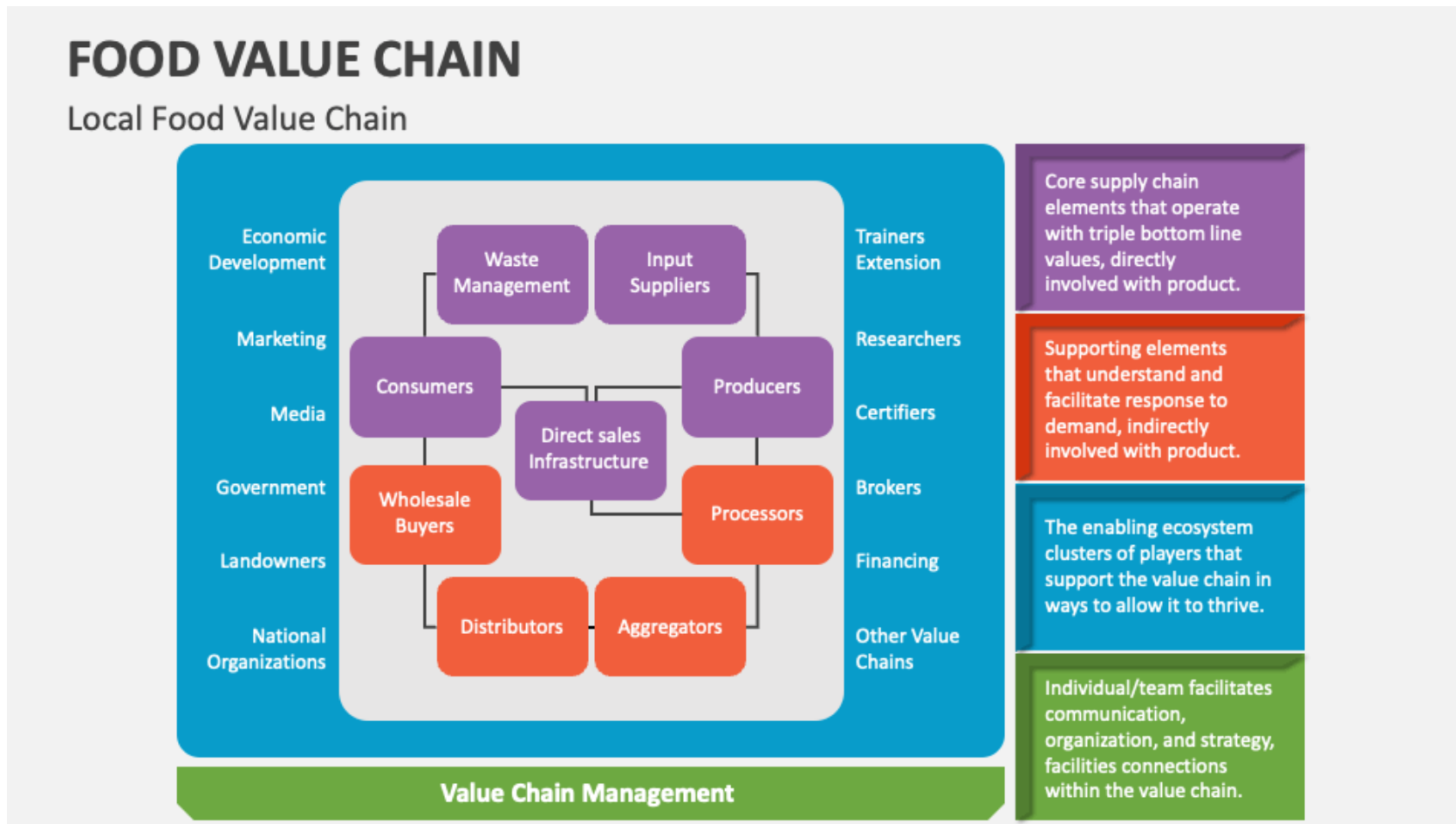
What are the three most important things to remember?

Why is community engagement necessary?

- Communities are experts in their own community
- Cannot make change in a vacuum
- Building relationships and trust for the long term
- It is not just data, or policy or programs, it is people's lives
- There is wisdom in the stories



Community engagement can take many forms, and partners can include organized groups, agencies, institutions, or individuals. Collaborators may be engaged in health promotion, research, or policy making.





What failed?

Taking sides

Making
assumptions
about the
community


Jumping in with
the answer before
the community
has spoken

Rushing the
process

Not working in the
community's
schedule

Not enough
persistence to
work through the
struggle

Lessons Learned or Tools for Success

- Never make assumptions about anything
 - Find common ground
 - Upfront create a Community Benefit Agreement
 - Be vulnerable, admit when things break down, or when you do not know
 - Stay neutral and have a strategy for managing the heat in the room
 - Stay present; Stay curious
 - Allow time for things to unfold
 - Meet people where they are; build relationships-build trust- foster trust in the process
 - Listen to the wisdom in the field
 - Provide opportunities and connections for others
- 

Most important things to remember:



MEET THE
COMMUNITY WHERE
THEY ARE



WHAT WE THINK THEY
NEED IS OFTEN NOT
WHAT THEY WANT



LISTEN, LISTEN,
LISTEN



WORK CAN BE SLOW-
THE COMMUNITY
SETS THE PACE



ESTABLISHING
RELATIONSHIPS
TAKES TIME



WHAT WILL THE
COMMUNITY GAIN?



IS THIS SUSTAINABLE?

Remember that little city with the big budget challenge?



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Thank you for joining today.

