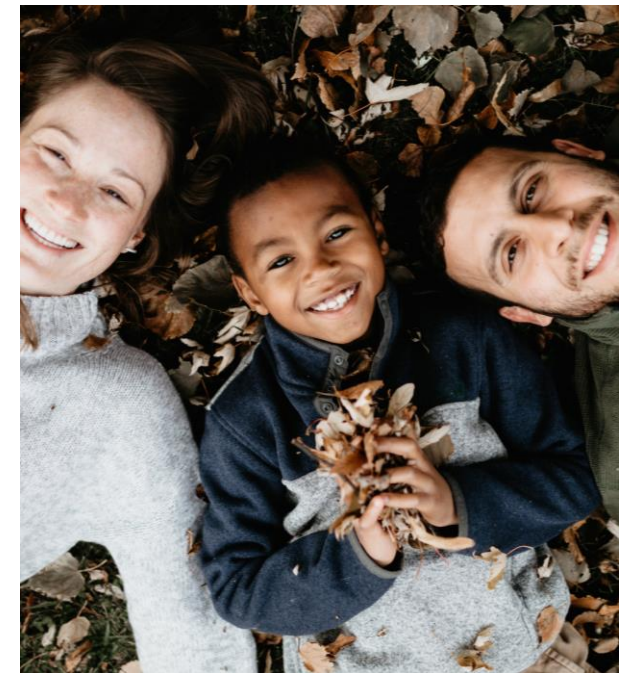


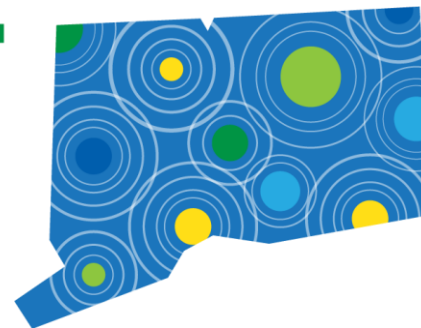
Community Engagement in Data (Two-Part Series)

OCTOBER 19, 2021 - 11:00 AM TO 12:30 PM

OCTOBER 26, 2021 - 11:00 AM TO 12:30 PM



Sustainable CT
Local Actions. Statewide Impact.



Introductions

Name

Pronouns

Location

Why are you interested in being here today?

Overview of 2-Part Series

Session 1:

Community Engagement

- What is it? Why is it important? And how to facilitate it.
- Collecting data with the community in ways that are creative, engaging and powerful.

Session 2:

(Continued...)

- Community Involvement in Data Analysis/Sense-Making
- Community Involvement in Data Dissemination
- Innovative Ways to Share/Present Data in the Community




About me

- Equity Coach for Sustainable CT
- Founder/Senior Consultant at LEAP Consultant
 - Evaluation & Performance Measurement
 - Community Engagement
 - Diversity, Equity, and Inclusion
- Cat Mom
- Left-Handed
- Musician





What is Community Engagement?

The background features a white space with several blue triangles. On the left, a large triangle points downwards, filled with a light blue dotted pattern. On the right, a smaller triangle points upwards, also filled with a light blue dotted pattern. In the bottom right corner, a solid blue triangle points upwards. The text is centered in the white space between the dotted triangles.

What comes to mind
when you think about
community engagement?

What is community engagement?

- **Process** of working collaboratively with and through groups of people affiliated by geographic proximity, special interest, or shared histories
- **Vehicle and catalyst** for bringing about changes that will improve the health of the community and its members



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Why is
community engagement
important?

Why is it important?

- Greater informed decisions
 - Stronger sense of community ownership
 - Improved transparency
- = greater (*and more equitable*) impact!

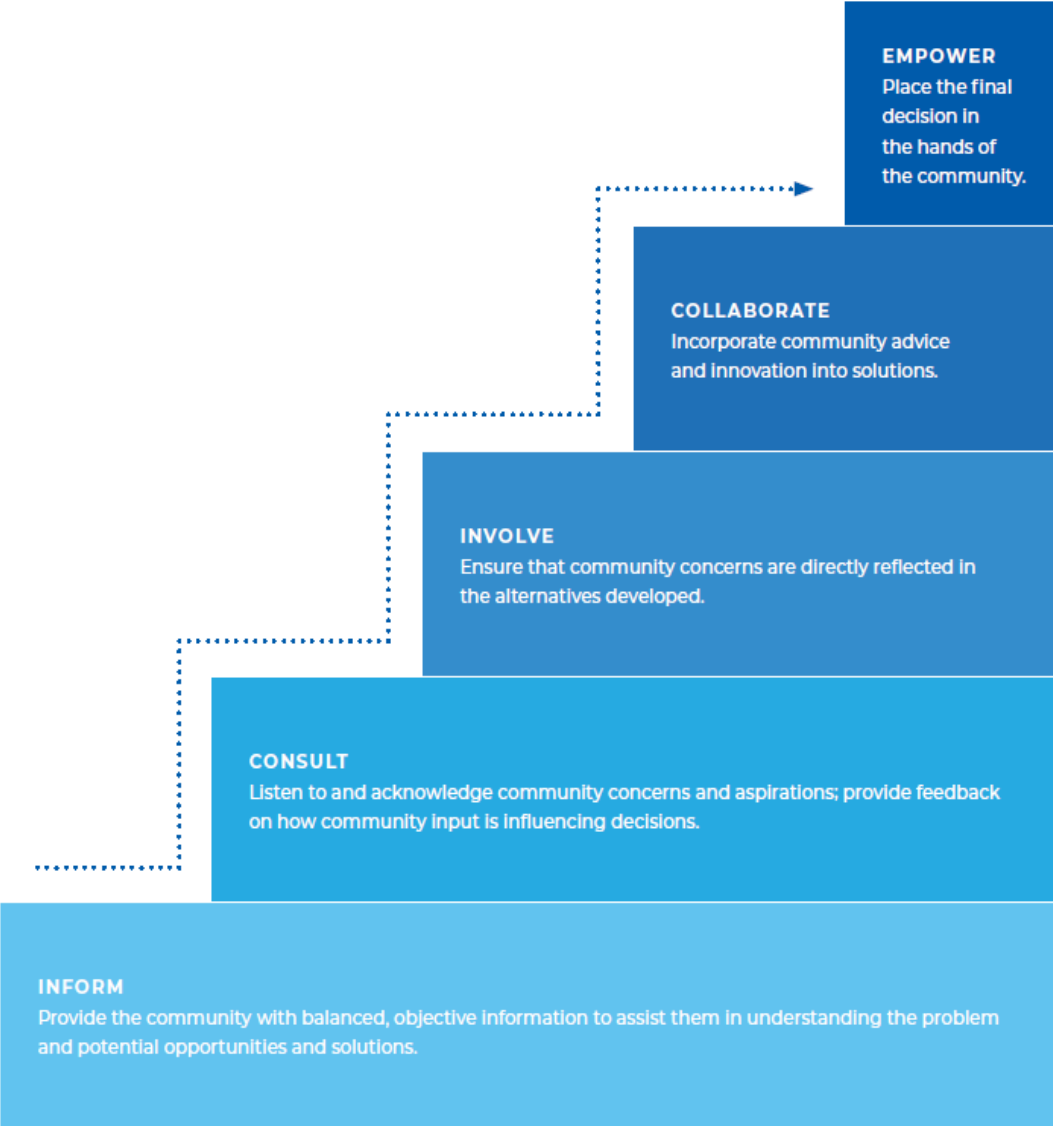



"All stakeholders[...] are brought into the decision-making process, nurturing the very democratic idea of community engagement that people should have a say over decisions that impact their everyday lives."



**How do we facilitate
meaningful community
engagement?**

Community Engagement continuum

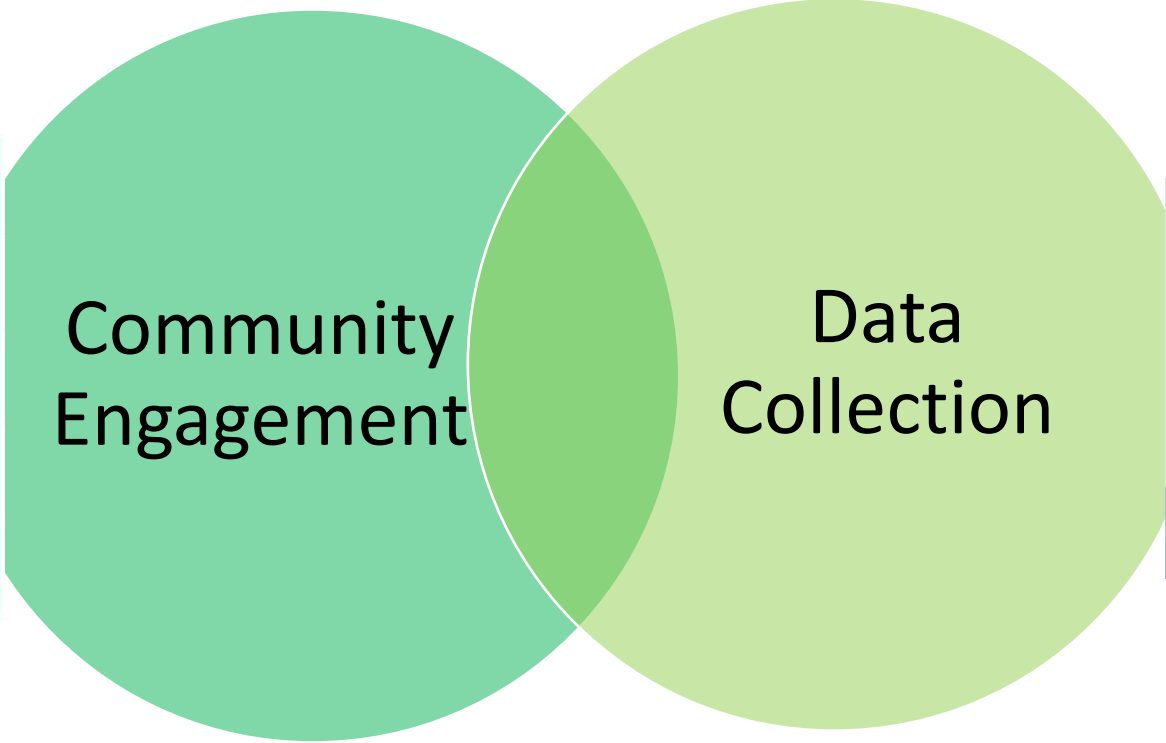
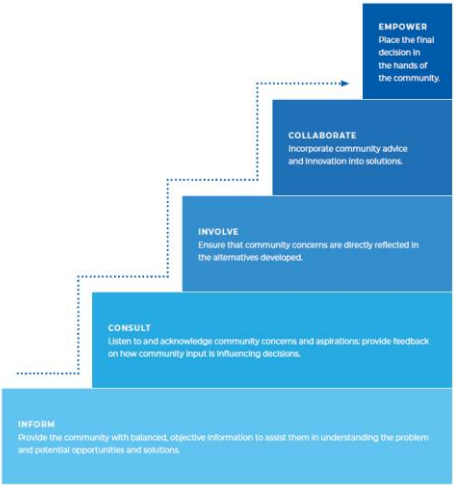


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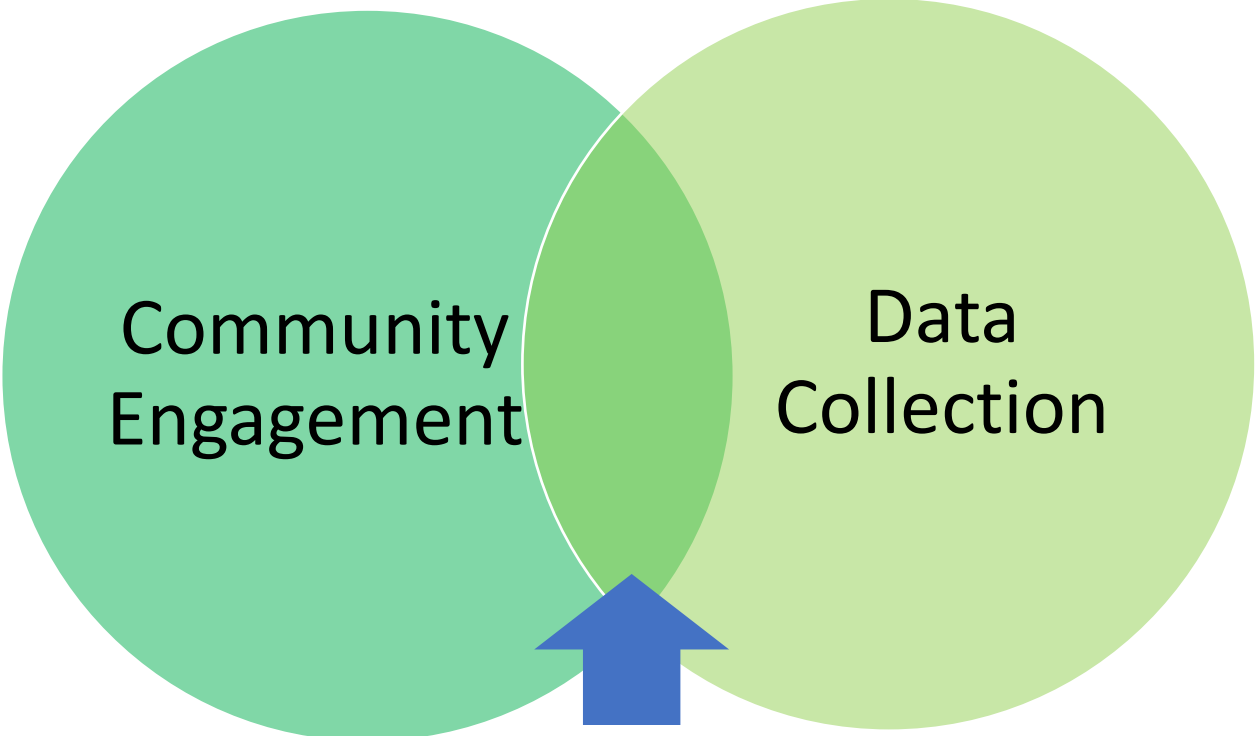
Has anyone used the
**Community Engagement
continuation** in practice?

What did this look like for
you?

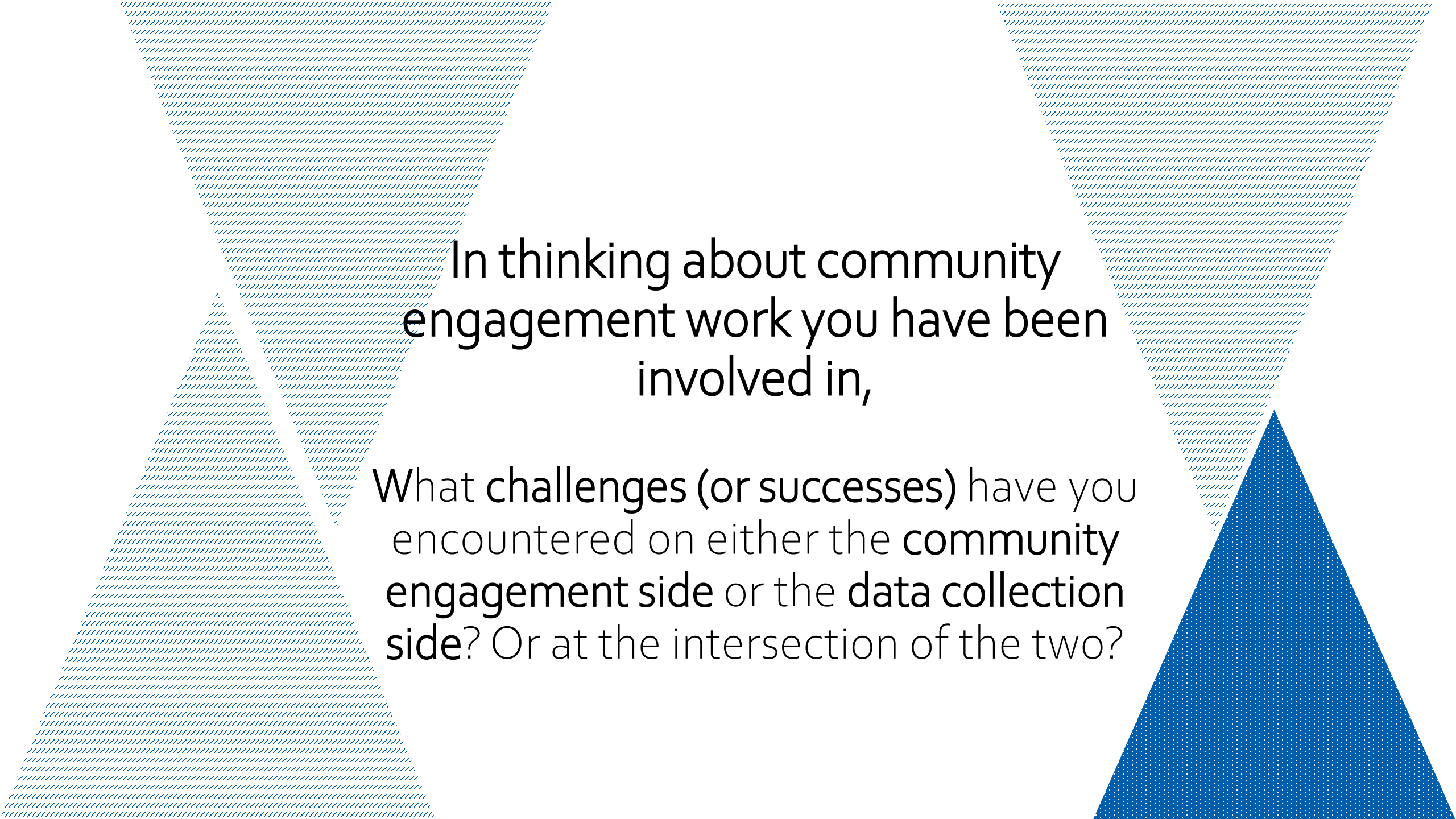
Community Engagement and Data Collection



Community Engagement and Data Collection



- Community involvement in data collection tool creation
- Community involvement in data collection
- Community involvement in data analysis/sense-making
- Community involvement in data dissemination
- Innovative ways to share/present data in the community

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In thinking about community engagement work you have been involved in,

What **challenges (or successes)** have you encountered on either the **community engagement side** or the **data collection side**? Or at the intersection of the two?

Community Engaged Data Collection Methods

Types of Data

Feedback: obtain reactions on a decision that has been made (or is about to be made).

Needs assessment data: process for determining needs; gaps between current state and ideal state

Impact (or outcome) data: data on the impact of something on those affected (or involved)



Community Engagement and Data Collection Tool Development

- Advisory Committees
- Representatives
- Focus Groups



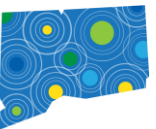
Community Engagement and Data Collection

Creative data
collection tools to
stimulate
discussion

Community Engagement and Data Collection

Rather than simply collecting “data” from communities using traditional (and often *culturally inappropriate*) methods, we collect with communities.

Look for ways of engaging people in *peer learning and share lived* experiences.



Mobile ethnography

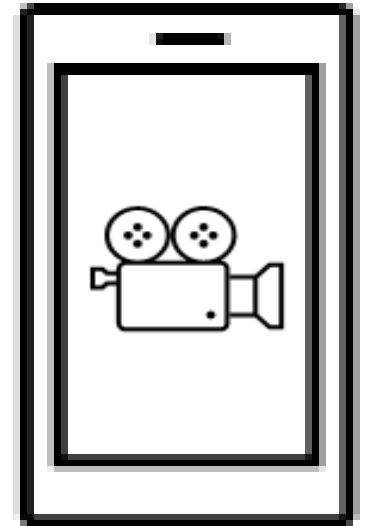


Suitable for remote working

Description: mobile phones used by participants to document their own lives by taking photos or recording video diaries during a fixed time period. The use of photographs, specifically, is called **photovoice**.

Benefits:

- collect rich insights from a range of participants simultaneously.
- can reveal insights that participants might not share in a more traditional, in-person methods.



Online discussions



Suitable for remote working

Description: convening participants on a digital platform where they respond to discussion questions and other materials. Participants can interact and share responses in creative ways, such as by sharing pictures or videos.



Benefits: can uncover unexpected outcomes and new areas of need. Online presence can increase accessibility as it allows participants to contribute from home, at a variety of times, with greater anonymity.

Social media



Suitable for remote working

Description: Social media (Facebook, YouTube, Instagram, and Twitter) to disseminate information and/or collect feedback.



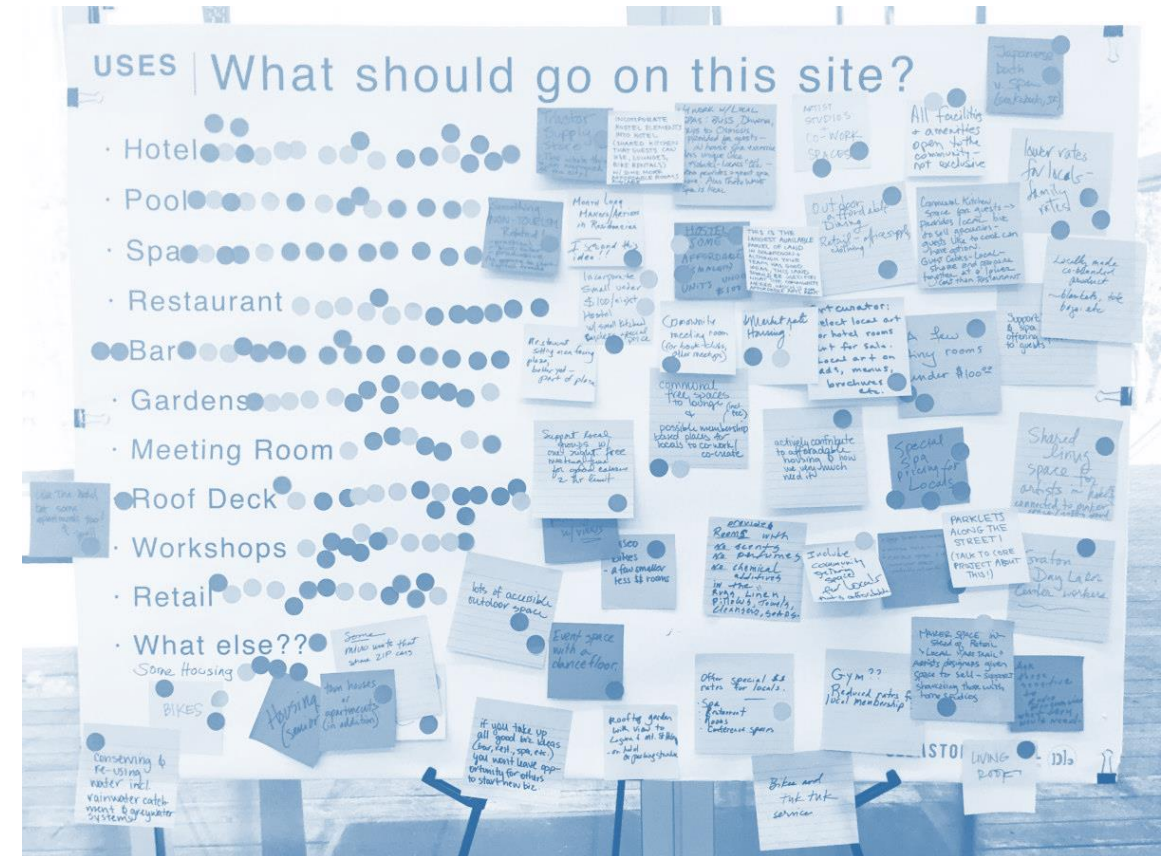
Benefits: It can uncover unexpected outcomes and new areas of need, good to supplement other evidence, screenshots can make useful content for reporting and marketing.

Visual voting



Adaptable for online format

Description: individuals vote on a range of visual choices around a particular question or issue by attaching stickers to their chosen answer.



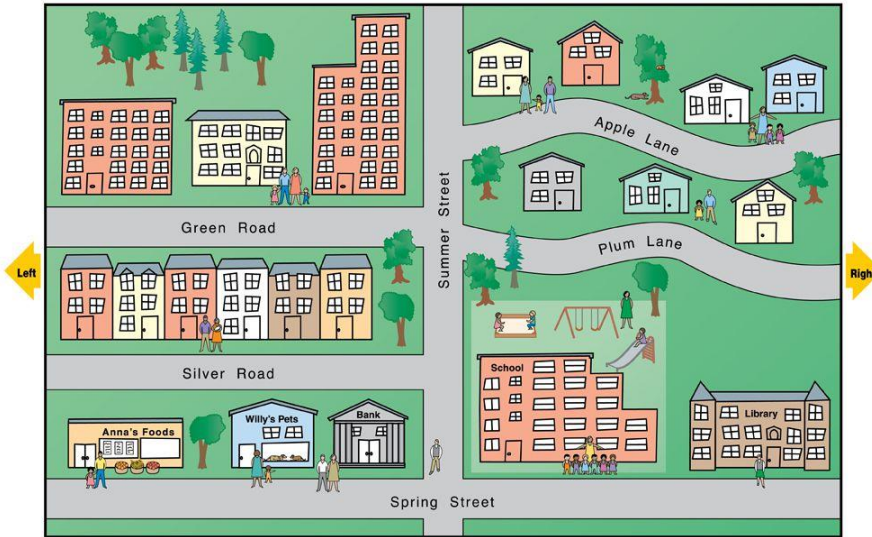
Benefits: provides quick insights into preferences, can help you to make changes easily.

Community Map



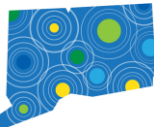
Adaptable for remote working

Neighborhood Map



Description: participants given a community map and asked questions e.g. *'What are you most worried about in your community? What are you most hopeful about?'* Participants then draw and write their answers on their community map.

Benefits: useful for people with limited literacy, captures lots of opinions, you can see change over time, it can reveal unexpected outcomes.



Data Collection Placemat

Partnership Placemat

Tell us about yourself...

Age: _____ Male Female
 Race/Ethnicity: _____
 How many children live with you? _____
 How many are under 6? _____
 How long have you attended this partnership? _____
 In a typical month, how many Best Start related meetings do you attend? _____
 Role (check all that apply): Parent Community Resident Service provider Other: _____

Age: _____ Male Female
 Race/Ethnicity: _____
 How many children live with you? _____
 How many are under 6? _____
 How long have you attended this partnership? _____
 In a typical month, how many Best Start related meetings do you attend? _____
 Role (check all that apply): Parent Community Resident Service provider Other: _____

Age: _____ Male Female
 Race/Ethnicity: _____
 How many children live with you? _____
 How many are under 6? _____
 How long have you attended this partnership? _____
 In a typical month, how many Best Start related meetings do you attend? _____
 Role (check all that apply): Parent Community Resident Service provider Other: _____

Please describe any other groups in the community you are part of? For example, Parent Groups, NACs, religious institutions, collaboratives, etc.

What are some new skills (things you did not know how to do before) you have learned through your participation in Best Start? How has that impacted you?

For the following statements, circle (1) if you disagree, (2) if you neither agree or disagree, and (3) if you agree.

Within the last few years, I have seen people come together in my community to address a specific issue

| | Disagree | Neither Agree or Disagree | Agree |
|---------------|----------|---------------------------|-------|
| Participant 1 | 1 | 2 | 3 |
| Participant 2 | 1 | 2 | 3 |
| Participant 3 | 1 | 2 | 3 |

I feel there are opportunities for me to make a difference in how my community supports families

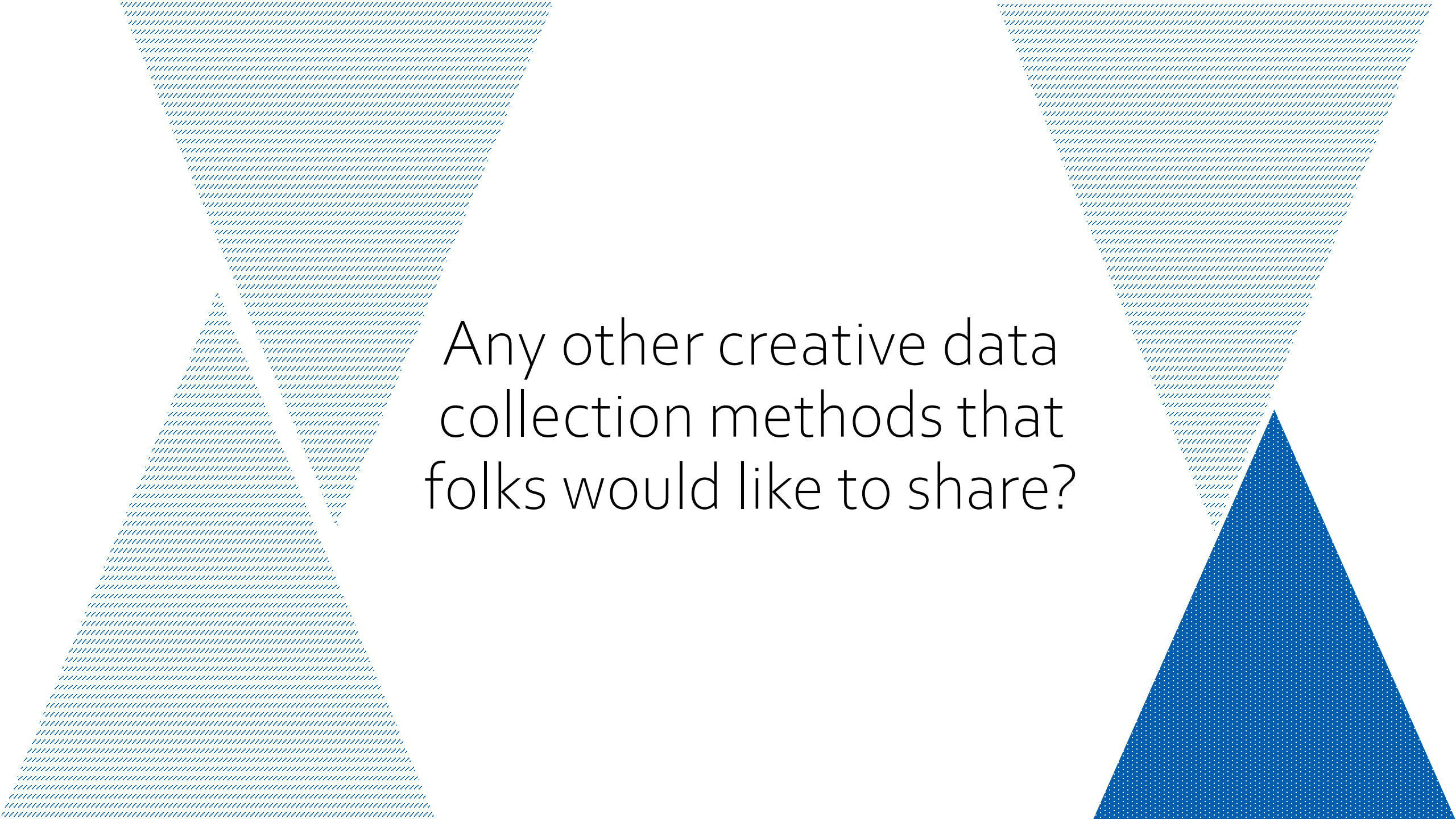
| | Disagree | Neither Agree or Disagree | Agree |
|---------------|----------|---------------------------|-------|
| Participant 1 | 1 | 2 | 3 |
| Participant 2 | 1 | 2 | 3 |
| Participant 3 | 1 | 2 | 3 |

On a scale of 1 to 5, do you feel everyone has an equal say in this partnership? 1 = Partnership members don't have a say, 5 = Everyone has equal say (write your number below)

harder+company **ssg** Special Services for Groups
 community research

first 5 la
 BEST START

Description: recording of information in a placemat format. This example collected: demographic information, inventory of groups in the community they are a part of, outcomes (new skills acquired) and any, and perceptions of community readiness for change.

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Any other creative data
collection methods that
folks would like to share?

Principles for using creative methods effectively

- Be clear on why you are doing it.
- Creative doesn't mean quicker.
- Choose methods that are appropriate for your audience.
- Make sure you are aware of who you could be excluding by using creative methods.
- Evaluation methods should work to improve equity.



Why use creative methods to collect data?

Benefits

- Puts participants in control
- Less time consuming for users
- Makes evaluation more fun and less formal
- Reaches groups who may struggle with interviews, focus groups or questionnaires. *e.g., where users are likely to struggle to understand or lack confidence*
- Can provide a more engaging record of impact
- Can be particularly useful when working with children and young people

Limitations

- Can be difficult to interpret visual or other representations
- Aggregating data is difficult
- These methods are difficult to conduct at scale



Thank you



Find Out More

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