

Equitable Engagement

ULI Building Healthy Places Initiative
July 27th and 28th, 2021

Why Are We Here?

By the end of this workshop, you should be able to define key terms including community engagement and equity and to practice developing an equitable community engagement strategy.



Introductions

- Who are you?
- Where are you from/where do you live?
- What do you do?



Land Acknowledgement

Pop Quiz-Breakout Session I

1. What is
Community?

2. What is
Community
Engagement?

3. Why is it
necessary for
health & well-
being?

**Community
Engagement is not
a privilege or a
courtesy.**

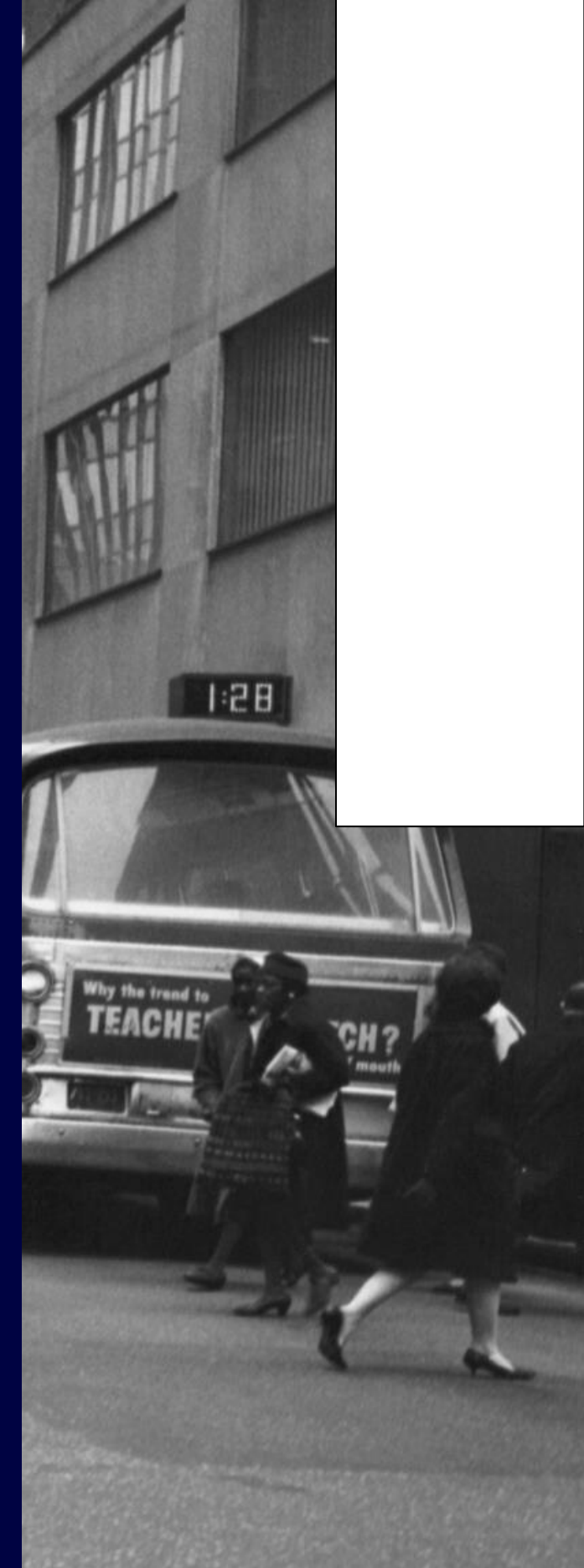
**It is a
requirement.**





Thoughts to Ponder

Equity is both a process and an outcome to address racial, social economic, and gender disparities, to ensure fair & just access to...





Equity & Community

The Word vs. The Work

What happens when we mean what we say.

Equitable Community Engagement

Redefining Power

What happens when power is equitably distributed.

Where do we begin?

With the engagement part.

Who Should Be at the Table?

- Allies, Constituents
- Identifying Opponents

New Players

- Meeting people where they are
- Story of Self, Us, & Now

Strategy

- Goals
- Tactics
- Outcomes & Impacts

Allies & Aligned Organizations

People and/or organizations that see your vision and have common goals.



Opponents

Those in conflict or disagreement with your vision.

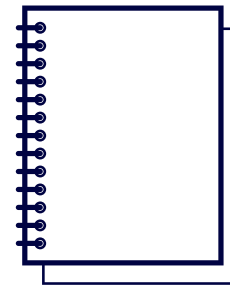
Meeting People Where They Are



One on One



Unconventional
Hours



What are
their needs?



Compensation



Trust



The Lived Experience

The Story of Self

What brought you to the work that you do?

The Story of Us

We get each other. The story of us can build hope and solidarity.

The Story of Now

A call to action.

BUILD Health Mobility



The Project

Underserved corridor in New Orleans with limited access to care due to public transit

Community Engagement

Resident leadership engagement through a program designed by residents for residents

The Outcome

Members asked to serve on transit advisory committee to improve public transit citywide

Healthy Neighborhoods Project



The Project

Increased violence in neighborhoods with higher concentrations of blighted property.

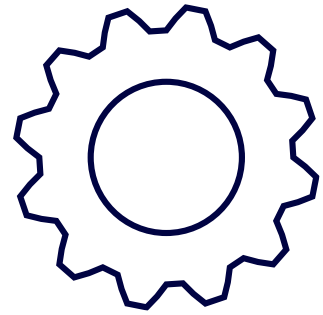
Community Engagement

Neighborhood meetings, surveys, key informant interviews, focus groups

Outcome (To Date)

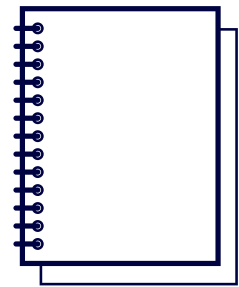
City recognizing connection of neighborhood conditions and violence. Alternative to policing.

Strategy



Goals

An aim or desired result



Outcomes & Impacts

Effects and results of tactics



Tactics

The activity that makes your strategy real (meetings, events, surveys, etc.)

Breakout Session II

Community Engagement Case Studies

1. Identify Allies, Aligned Organizations, Opponents, etc.
2. Determine 3 goals that will help your strategy
3. Tactics to achieve goals
4. Desired outcomes and impacts
5. Discussion



Reach Me

For questions or more info

Monique E. Brown

EMAIL ADDRESS

mbrown57@tulane.edu