

Triple P Community Engagement Guide

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What is community engagement?

Community engagement actively involves and empowers communities in the planning, coordination, and decision-making processes as it relates to health outcomes. Community engagement recognizes the importance of local knowledge, shared values, and different viewpoints to develop effective solutions to address differences in health outcomes. Community engagement aims to build trust, foster collaboration, and strengthen the relationship between partner groups and the people they serve.

Before you Start:

Think through the 3Ps (People, Purpose & Plan)

1. Who do you want to reach/engage?
2. What is your purpose for engaging this audience? How will contribute to better results/efforts?
3. What will your priority communities' role be in this program, project, or initiative?
4. Is this group representative of your community?
5. What is your timeline? By when do you want to reach/engage this audience?
6. What are the specific needs and concerns of your community?
7. Who are the key stakeholders you need to engage with?
8. How much power is the organization willing to share with the community? For more guidance, review [Spectrum of Community Engagement Ownership](#).
9. What are the community's benefits of participating? What does the intended audience care most about? What's the best way to approach and engage them?
10. What is your elevator speech as to why this is important (gain buy-in)?
11. If a budget is relevant, what is your budget? What should be included in that budget?

PURPOSE

To provide community engagement best practices and a discussion guide for Lead Implementing Agencies (LIAs) who plan to engage and/or gather input from their community partners.

KEY RESOURCE:

[Health Equity Community and Partner Engagement Guide](#)

What does it mean to be representative?

When identifying your community and decision makers, consider:

1. Who you are trying to *reach*.
2. Who will be most *impacted* (positively or negatively).
3. How you can gather *data* on the community's context and characteristics prior to decision making.



Consider Relationships and Level of Engagement

Relationship and trust building is critical for authentic, effective community engagement and program sustainment. By addressing barriers to participation, mitigating power differentials, and fostering community-driven decision making, you can ensure communities feel valued and heard.

Questions to consider:

1. What level of engagement do you have the ability and capacity to reach? (refer to the Spectrum of Community Engagement to Ownership)
2. What are your community's barriers to engagement? (e.g., transportation, childcare, time, buy in)
3. What can you do to mitigate barriers and facilitate inclusive, equitable engagement?

Examples from the field

- Pitt County identified that the Hispanic community is a significant, but underserved, population for receiving parenting supports within the region. The team consulted with the community to understand what their needs and barriers to engagement would be. Then, the team convened a regional gathering of Spanish-speaking Triple P practitioners and partners to address understanding of the unique needs associated with delivering Triple P within the Hispanic community. They were able to provide lunch and childcare. In addition, the team reintroduced practitioners and partners to the available resources and received positive feedback about the event.

Best Practices

- Determine how you will ensure inclusivity, accessibility, and cultural appropriateness
- Acknowledge and mitigate power differentials to ensure fair treatment
- Build trust & authentic two-way communication
- Focus on being: **reliable, transparent, proactive, available, authentic**



DIVE DEEPER WITH THESE RESOURCES:

- [The Spectrum of Community Engagement to Ownership](#)
- IAP2's [Core values](#) for public participation
- [Relationship Mapping Exercise](#)
- [Creating Partnership Networks Handout](#)
- Triple P Brief: [Agency Readiness to Implement Triple P and NC DSS Triple P Implementation Support Overview](#)
- The Implementer: [From Family & Community Engagement to Ownership](#)
- The Implementer: [Improving Triple P Services and Outcomes: Honoring Family & Community Voices](#)



Create the Conditions for a Successful Gathering

Creating the conditions for a successful gathering is crucial as it sets the tone for meaningful engagement and collaboration and requires intentional preparation.

Questions to consider:

1. What communication methods and formats will best engage participants (including any accessibility needs)?
2. Are there pre-meeting preparations or materials that can be shared beforehand that may help increase self-assurance during the engagement activity?
3. How can you incorporate elements of fun or creativity to enhance engagement?
4. What measures will be in place to evaluate the success of the gathering and identify areas for improvement in future meetings?

Examples from the field

App Health wanted to create a new coalition (what they refer to as their Steering Committee). Prior to convening the group, the Triple P team took a number of steps to ensure creation of an effective and sustainable initiative. The team brainstormed:

- ideal community members and partners to include
- identified what barriers to participation (i.e. several partners were not funded to travel outside county lines)
- what was their goal and mission for convening the Steering Committee
- the team decided on hybrid, virtual, and rotating options and identified ways to seek feedback and input from members who were not able to attend meetings

Best Practices

- Clarify team roles and ensure there are clear roles and responsibilities ahead of the engagement event.
- Is the meeting space accessible to your community? (ADA accessible, via public transportation, time of day, low cost, etc.)
- Address barriers to participation and problem-solve for solutions (transportation, childcare, compensation, accommodations, meeting time/ environment, etc)
- Determine feasible methods you will use to reach the community (i.e. word of mouth, community leaders, social media, language translations, etc.) and ensure this is built into your timeline.
- Logistics management & preparation



DIVE DEEPER WITH THESE RESOURCES:

- [Community-Engagement-Toolkit](#)
- [Asset Mapping Toolkit](#)
- [IAP2 Spectrum of Public Participation](#)
- [Community Partner Engagement Guide](#)
- [Effective Communication with Deaf/Blind Patients](#)
- [Health Equity Guiding Principles for Inclusive Communication | Gateway to Health Communication](#) | CDC provides language and health equity lens guidance



Gathering

Inclusive meetings are essential to sustaining community initiatives. When community members and partners feel valued, heard, and connected to a shared sense of purpose, we nurture long-term partnerships and achieve greater social impact.

Questions to consider:

1. How can you ensure inclusivity and make everyone feels welcome and valued?
2. How can you ensure that diverse perspectives are represented and heard during discussions?
3. How can you build and maintain trust among participants?
4. How will you handle disagreements or conflicts that may arise?

Best Practices

- Set realistic expectations for the group you are gathering (i.e. agenda, objectives) and build your agenda collaboratively
- Set ground rules, group norms, and expectations for the meeting; Provide different ways for people to contribute
- Recognize positions of power in the room
- Facilitate inclusively and ensure community members feel psychologically safe to engage authentically

Examples from the field

- The North Carolina Learning Collaborative (NCLC) is an example of a successful gathering that brings together diverse voices for peer-to-peer learning. The NCLC has created a shared mission to guide their work: to empower, equip, and engage LIAs to make Triple P accessible across NC to strengthen families and communities.
- Through collectively setting group agreements, ground rules, and a shared purpose, the NCLC ensures voices and perspectives are valued. Group agreements include:
 - Step up, step back
 - Listen to understand, not to respond
 - Assume positive intent
 - Critique ideas, not people
 - A voice spoken is a voice heard
 - Take care of yourself and others



DIVE DEEPER WITH THESE RESOURCES:

- [Create a Shared Vision](#)
- [Community Engagement Tool](#)
- [Liberating Structures](#)
- [How to Run Inclusive Meetings](#)
- [Facilitating Community Engagement](#)
- [Communication Equity Tips](#)



Learn and Improve

After an engagement event or activity, soliciting feedback and gathering engagement and satisfaction data from those involved can help to determine what went well and what can be improved for future events and activities.

Questions to consider:

1. How will feedback and/or data be collected from participants (e.g. post-meeting survey/poll, Plus/Delta activity, etc.)
2. Who will be responsible for collecting, analyzing and documenting findings from feedback/data?
3. How will you apply the lessons learned feedback/data to improve future engagement events/activities?
4. How will findings and lessons learned be shared with the community/participants?

Best Practices

- Make data collection and feedback anonymous if possible
- Provide multiple ways for feedback/data to be collected (e.g. written, verbally, in-person, in a follow-up, etc.)
- Try to limit questions to what is pertinent to ensure low burden
- Consider using quick methods for feedback such as polls, smiley faces, or emojis to get real-time feedback and continuous quality improvement
- Share back data results or summary of results to ensure what was captured resonates with the community's experience

Examples from the field

- Creating infographics or data visuals with information from community engagement events to share back in newsletters or presentations. This could include information such as how many people attended, how many different agencies or fields were represented, reports of engagement/satisfaction with the event/activity, emerging themes or lessons learned from the engagement.
- Several Triple P regions also do agency/practitioner highlights in their newsletters and ask them to speak to a certain event or activity they participated in. This is a great qualitative way to share about an event.



DIVE DEEPER WITH THESE RESOURCES:

- [Data Visualization Tool](#)
- [Community Toolbox: Using an Evaluation System to Answer Key Questions About Your Initiative Checklist](#)
- [Community Toolbox: Refining the Program or Intervention Based on Evaluation Research Checklist](#)
- The Implementer: [Improving Triple P Services and Outcomes: Honoring Family and Community Voices](#)
- The Implementer: [From Family and Community Engagement to Ownership](#)