

Community Engagement Strategy



Overview

- How?: Youth Truth Matters
- What?: Community Engagement
- Why?: A Strategic Imperative for Municipalities
- Now What?:



How?

- Youth Truth Matters: A Case Study on Youth Engagement




Youth Truth Matters Framework

- Incentives for youth
- Youth training
- Adult advisory committee
- Youth committees
- Engage!



Community Engagement Definition

Community engagement is "a process by which people are enabled to become actively and genuinely involved in defining the issues of concern to them, in making decisions about factors that affect their lives, in formulating and implementing policies, in planning, developing and delivering services and in taking action to active change."

A group of diverse people, including men, women, and children, are captured in mid-air, jumping joyfully in a grassy field. They are wearing various casual clothing like t-shirts, jeans, and hoodies. The background is a clear blue sky, and the foreground is a lush green field of grass. The overall mood is one of happiness and community.



World Health Organization
 Organisation mondiale de la Santé



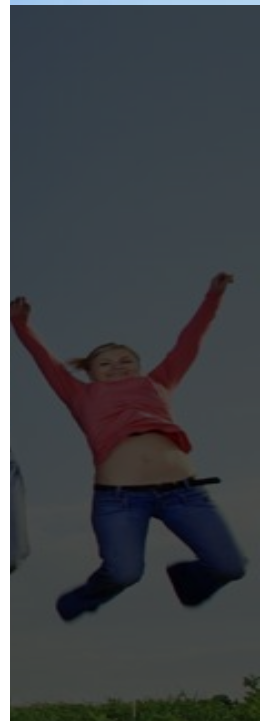
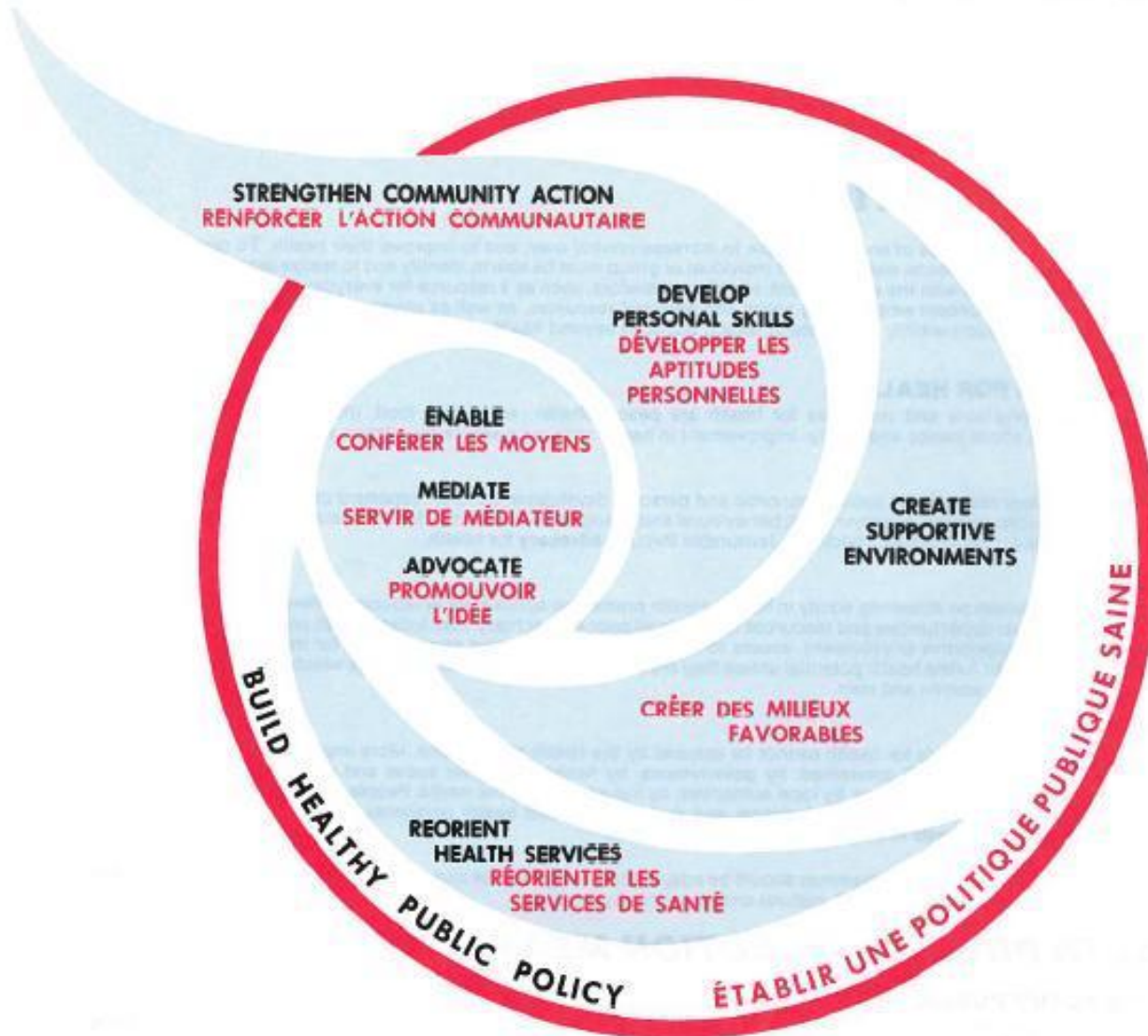
Health and Welfare
 Canada
 Santé et Bien-être social
 Canada



Canadian Public
 Health Association
 Association canadienne
 de santé publique

OTTAWA CHARTER FOR HEALTH PROMOTION

CHARTRE D'OTTAWA POUR LA PROMOTION DE LA SANTÉ





Health

Health Services

Income and Social Status

Education

Employment and Working Conditions

Social Support Networks

Physical Environments

Biology and Genetic Endowment

Social Environments

Healthy Child Development

Culture

Personal Health Practices and Coping Skills

Gender

VALUES

BELIEFS

ASSUMPTIONS

Changing Our Picture of Health





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Health Services

**Income and
Social Status**

Education

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and Working
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**Social
Support
Networks**

**Physical
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**Biology and
Genetic
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**Social
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**Healthy Child
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**Personal
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Gender

VALUES

**Practices and
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BELIEFS

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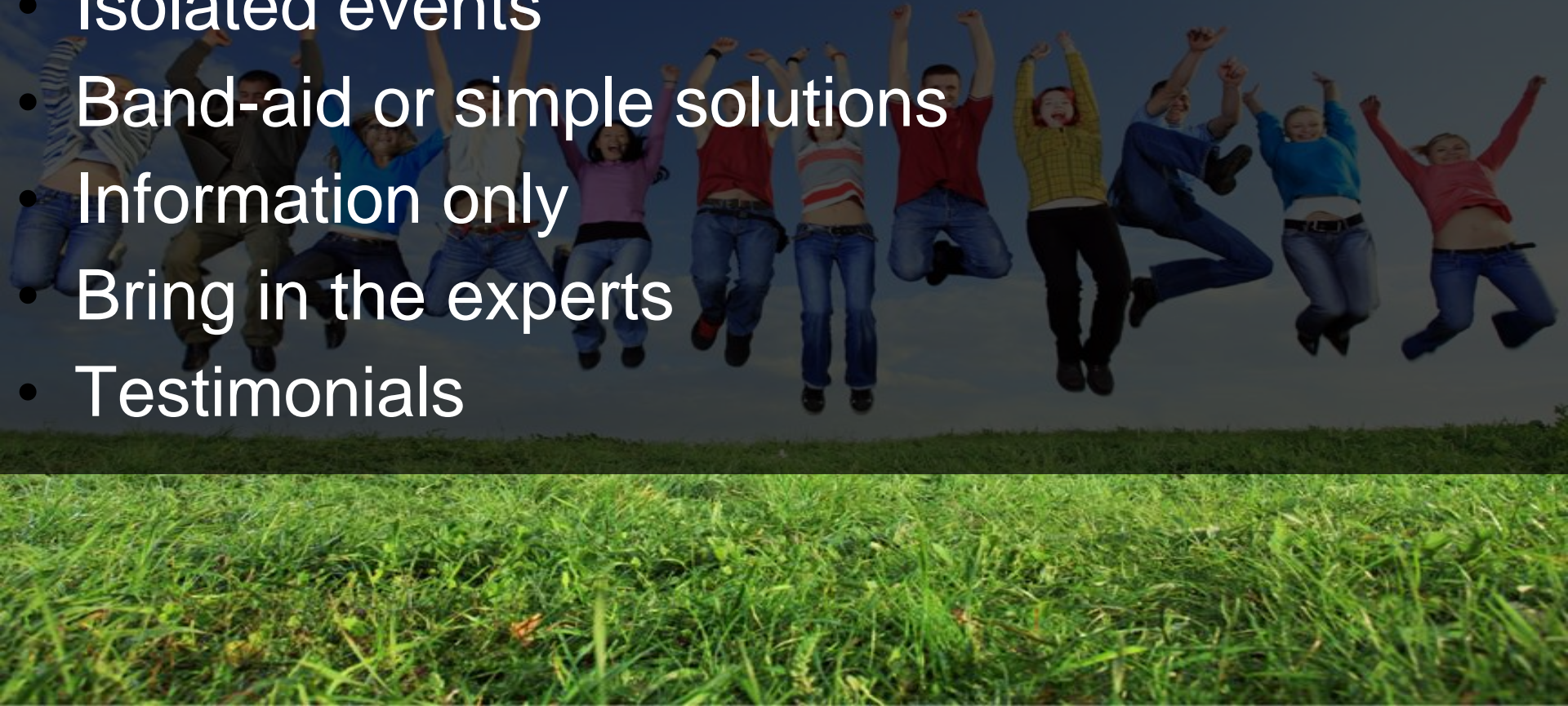
Health Promotion Principles

- Evidence-based
- Long-term
- Population-focused
- Comprehensive



Ineffective Health Promotion Strategies

- Scare tactics
- Isolated events
- Band-aid or simple solutions
- Information only
- Bring in the experts
- Testimonials



Effective Health Promotion Strategies

- Participatory approaches
- Comprehensive
- Strength-based
- Multiple/Complementary
- Enhancing capacity
- Authenticity



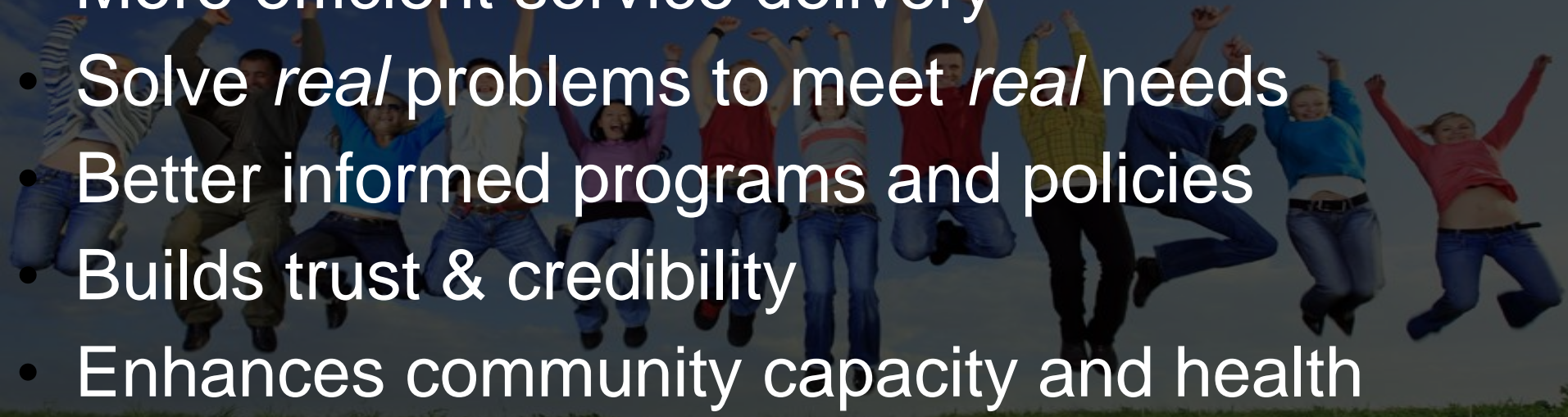
Community Engagement Instruments

- **Sharing:** newsletters, posters, website
- **Consultation:** interviews, focus groups, surveys
- **Planning & Acting Together:** workshops, advisory committees, planning groups



Community Engagement: Benefits for Government

- Better use of limited resources
- More efficient service delivery
- Solve *real* problems to meet *real* needs
- Better informed programs and policies
- Builds trust & credibility
- Enhances community capacity and health



Community Engagement: Benefits for Community

- Community is better informed
- Enhanced level of empowerment and self-worth
- Creates more citizenship, especially among vulnerable populations
- Builds civic capacity

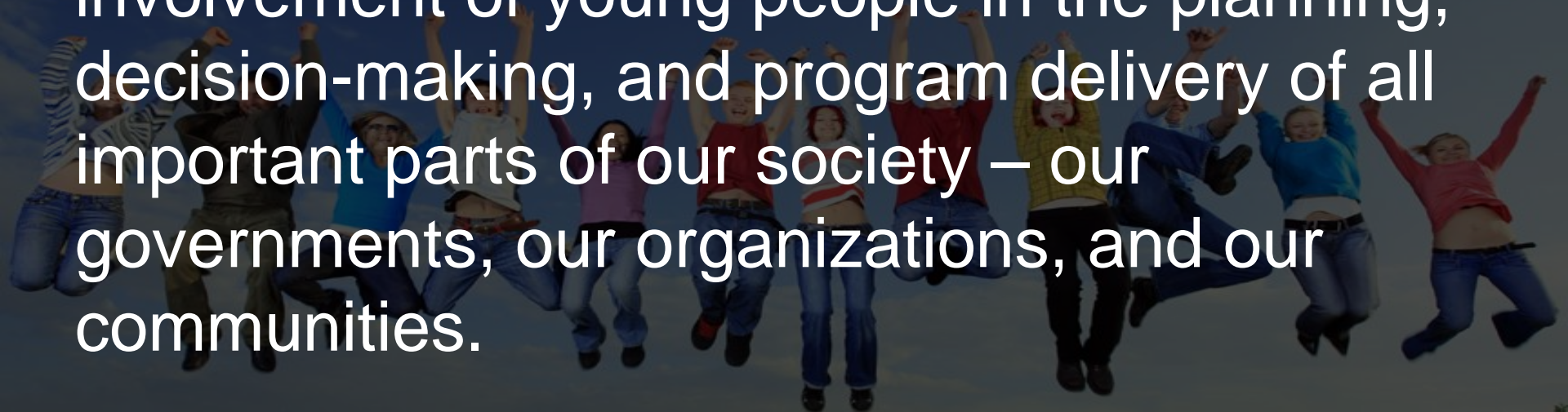


What?: Community Engagement



Youth Engagement Definition

Youth Engagement is the meaningful involvement of young people in the planning, decision-making, and program delivery of all important parts of our society – our governments, our organizations, and our communities.



Why Youth Engagement?

- Youth outmigration



Why Youth Engagement?

- Addresses the developmental needs of adolescents
- Decreases at-risk behaviours
- Increase protective factors



Why Youth Engagement?

- Employment is linked to crime prevention
- Young people in rural communities are “learning to leave”
- Employers must accommodate work/life balance



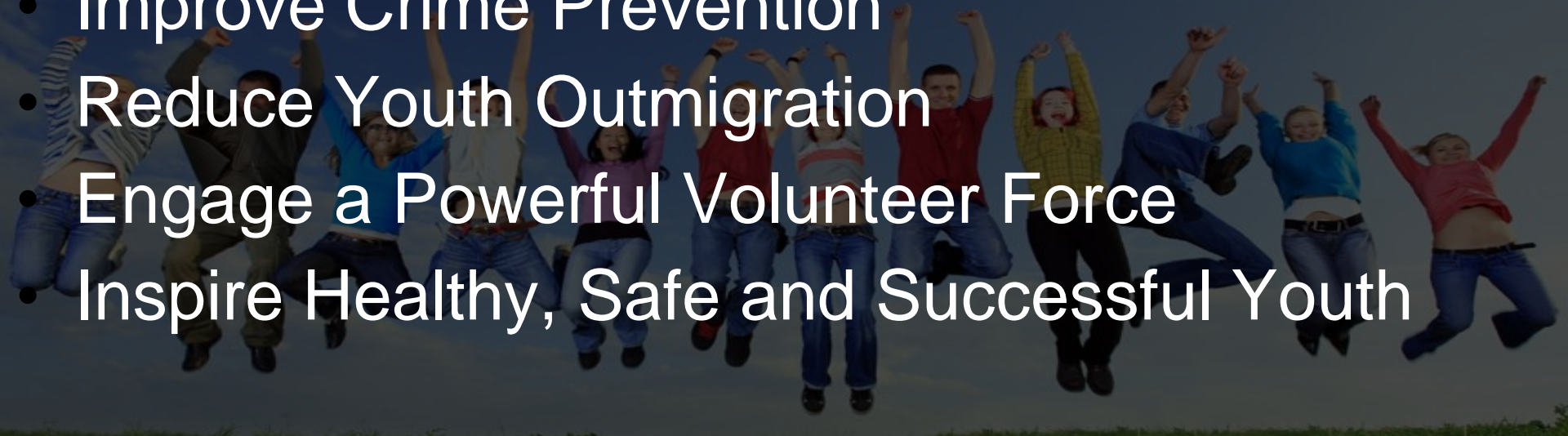
Why Youth Engagement?

- Youth have not given up on democracy



Benefits

- Energize and Enliven Municipalities
- Improve Crime Prevention
- Reduce Youth Outmigration
- Engage a Powerful Volunteer Force
- Inspire Healthy, Safe and Successful Youth



Now What?

