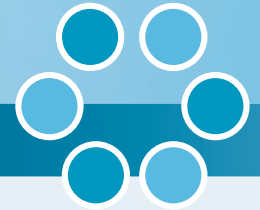


## Ways & Means of ENGAGING THE COMMUNITY

**Involving community members in matters of public concern** takes various forms reflecting different aims. As the chart below also shows, these diverse modes of engaging others tend to see community members in a different light and result in varied levels of interaction with them.



OBJECTIVE	<b>Inform</b> <i>communicate information to others</i>	<b>Gather</b> <i>collect information or opinions from others</i>	<b>Discuss</b> <i>exchange ideas or debate positions</i>	<b>Dialogue</b> <i>engage with others to build understanding</i>	<b>Act</b> <i>work together to implement ideas</i>
This might look like:	<ul style="list-style-type: none"> <li>a health awareness (social marketing) campaign</li> <li>a public meeting with an expert panel</li> </ul>	<ul style="list-style-type: none"> <li>a needs assessment</li> <li>a survey</li> <li>a focus group</li> </ul>	<ul style="list-style-type: none"> <li>a local forum</li> <li>a town hall meeting where options are compared</li> </ul>	<ul style="list-style-type: none"> <li>a kitchen table discussion</li> <li>a talking circle</li> <li>a walking tour</li> </ul>	<ul style="list-style-type: none"> <li>a joint-planning group</li> <li>a neighbourhood work party</li> <li>a community park project</li> </ul>
What's happening?	<ul style="list-style-type: none"> <li>Predefined message to communicate</li> <li>One-way communication</li> <li>Others viewed as recipients of knowledge</li> </ul>	<ul style="list-style-type: none"> <li>Predefined framing of the issue</li> <li>One-way collection of data</li> <li>Others viewed as a source of information</li> </ul>	<ul style="list-style-type: none"> <li>Desire to reach a decision among competing views</li> <li>Two-way exchange to test ideas</li> <li>Others viewed as competitors</li> </ul>	<ul style="list-style-type: none"> <li>Open questions and active listening</li> <li>Two-way exchange to explore ideas</li> <li>Others viewed as peers</li> </ul>	<ul style="list-style-type: none"> <li>Collaborative effort</li> <li>Collective impact</li> <li>Others viewed as partners</li> </ul>
Level of engagement	<b>MINIMAL</b>	<b>MODEST</b>	<b>MEDIATING</b>	<b>MEANINGFUL</b>	<b>MOBILIZED</b>