

THINK: Planning for EDI in Context

Community & Stakeholder Engagement

Community Engagement: EDI

Encouraging community understanding of local and provincial EDI results and involvement in local efforts and actions to support optimal early child development. Community Engagement may include but is not limited to: **Events** to bring together stakeholders in the community; **Workshops and Forums**—community forums/workshops addressing trends and issues; **Community Development**—opportunities for community development/relationship building; and more

Initial Considerations

- Be familiar with:
 - * Local Community Report (EDI data)
 - * [About EDI 2016](#)
 - * [2016 EDI Community Guide](#) (Note: pages 7-15 has worksheets for use!)
 - * Other community data
- Consider strategies for gathering information on and understanding the factors influencing community EDI results
- Consider regional or multi-coalition strategies for EDI discussions with some audiences
- Develop a plan for sharing community and provincial results: Each EDI community engagement activity should have a clear purpose and message. Knowing what these are allows coalitions to better plan and prepare for engagement.
- Reflect on how [ECCA Priorities](#) and the ECCA [Outcomes Framework](#) align with responding to your data.

Sharing the Results

- | | | |
|---|---|-----------------|
| □ Presentations to various audiences & stakeholders | □ 1-1 conversations | □ Key messages |
| □ Use supporting documents & PPT from ECCA or create your own | □ Small Group | □ Infographics |
| □ Data-a-thons (a deeper understanding of the data) | □ Large Group | □ Displays |
| □ Appreciative Inquiry; | □ Gather around a meal (eg. Breakfast Meeting; Lunch n’Learns | □ Conversations |
| □ Other; Out-of-the-box ideas | □ Leverage other community events | □ Social media |
| | | □ Media |
| | | □ Articles |

Check out more Community Engagement Challenges & Solutions on the [“Our Shared Wisdom”](#) wikis

The Challenges and Solutions conversation guide is based on:

- ⇒ Coalitions conversations with members who participated in the EDI Webinars (January 2018)
- ⇒ Special thanks to Stettler and Hanna Coalitions & Region 5 (East Central Alberta) for adopting their Sept 2016 guide.
- ⇒ “But why, So what” (p. 251) from: Herchmer, B. (2013). *A Planning Toolkit for Community Leaders—Tools: 10 Steps for Community Development*. Edmonton, AB: Grassroots Enterprises.

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Who?

Audience

- ❑ Business; Chamber of Commerce
- ❑ Coalition members
- ❑ Community (General & specific organizations)
- ❑ Community Development workers (Health, FCSS, other)
- ❑ Community Social Workers
- ❑ Education: School Boards; Principals; Teachers (Kindergarten; Preschool)
- ❑ Media
- ❑ Parents
- ❑ Partners/Stakeholders
- ❑ Professional ECE (Childcare, day homes, Owners, etc.)
- ❑ Town & City Councils
- ❑ Politicians at all levels
- ❑ _____

Hard to reach/less typical

- ❑ Families “at risk” or isolated
- ❑ Fathers/Grandfathers
- ❑ Indigenous; FNMI (First Nations Metis Inuit)
- ❑ Mental Health
- ❑ Newcomers (migrants, immigrants, refugee, etc.)
- ❑ Other cultures and languages
- ❑ Youth (jr &sr high/young adults)
- ❑ _____

More ideas!

Tips from other Coalitions

- ❑ Using the results to engage volunteers
- ❑ Attending interagency meetings
- ❑ Go to where the stakeholders are
- ❑ Facebook
- ❑ Articles in newspaper
- ❑ Food!
- ❑ Have fun & learn together (eg. brain games)
- ❑ Breakfast morning meeting
- ❑ Family events
- ❑ Create banners with key messages of domains and contact information (Vistaprint)

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Challenges

The following are **anticipated challenges** coalitions have shared.

- ❑ Understanding the data ourselves
- ❑ Interpreting the data so its understandable for the identified audience (eg. Town council vs Professional ECE workers)
- ❑ Audiences (many and varied)
- ❑ Time limitations (eg. For preparations & planning, presentations, conversations, member time restrictions)
- ❑ Coalition structure; meeting schedule; previously planned active coalition plans
- ❑ Getting additional information & data (eg. School collection rates; city-wide)
- ❑ Risks/fears of sharing data
- ❑ Unknown next steps
- ❑ Bit overwhelming

Potential Solutions & Benefits

The following are **anticipated solutions** coalitions have shared.

- ❑ Increase Coalition member confidence
- ❑ Share the load
- ❑ Build excitement of sharing key messages and new data; re-engage community again; new things happening
- ❑ Know your audience (eg. PD day vs Lions Club)
- ❑ Have fun! Get creative (eg. Brain cookies, brain pins, squeeze balls, book marks with key messages for early literacy)
- ❑ Gather additional data to provide context and clarity around these results (eg. Stats Canada, SES, our community story)
- ❑ Listen! Hear members and stakeholders ideas
- ❑ Re-inspire shared vision & mission; Renewal or creation of shared goals and actions
- ❑ Slow down; even have a start fresh if needed
- ❑ Create short term, intermediate & long term plans that align with the [Outcomes Framework](#) (2017) & **SMART Goals** (p. 10-13 of the EDI [Community Guide](#))
- ❑ Discovering new ideas & innovation
- ❑ Be clear of the “ask” from stakeholders
- ❑ Discuss strategies of how to market/ share accurately without ringing alarms

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Purpose: An activity to reflect on challenges and potential solutions.

Challenges Identify the challenges you face in your coalition context.

Challenge _____

Challenge _____

Challenge _____

Reflective Questions:

What is happening here?

What goal is this challenge impacting? Is it hindering our goal?

Why is it happening? “So what” if it is happening?

Potential Solutions & Benefits Find the best solutions for addressing the challenge.

Idea: _____

Idea: _____

Idea: _____

Reflective Questions:

What are potential approaches to resolving the issue?

How can we use it to our advantage or positive situation?

What new **SMART goals** can we create to achieve the new solution?

(p. 10-13 of the EDI [Community Guide](#))