

Strategies to Reach Underserved Populations

The International IPS Learning Community

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Community Engagement:

- The art of creating partnerships by exchanging information and expertise to empower and strengthen all participants internally and externally.
- The process of working collaboratively with groups of people affiliated by geographic proximity, special interest or similar situations to address issues affecting their well-being.

Principles of Community Engagement:

- Clear Statement of the purpose
- Respect the community or population you wish to engage
- Become Knowledgeable about the community or population
- Go to the community, establish relationships, and build trust
- Approach with humility, recognizing the expertise and resources they bring

Become Knowledgeable about:

- The economic conditions
- Political and power structures
- Norms and values
- Demographic trends
- History and experience with outside groups
- The community's perceptions of those initiating engagement activities

Community Engagement Model (9 steps)

- 1. Reflect and strategize
- 2. Identify and engage stakeholders
- 3. Define your purpose, and develop clear information
- 4. Collect and analyze helpful data

Community Engagement Model (9 steps)

- 5. Prioritize the community issues
- 6. Document and communicate the plan of action
- 7. Implement strategies
- 8. Evaluate progress
- 9. Communication findings and results

Culturally Responsive Organizations

- Develop an infrastructure to guide the work
 - Develop clear expectations
- Value the work
- Develop principles and guidelines, mission focused statements
- Look for ways to diversify (recruit, retain, trainees, volunteers, board members)

Culturally Responsive Organizations

- Establish relationships with community-based organizations
- Identify key leaders, stakeholders, and culture brokers
- Participate and support culturally specific training
 - Create brave spaces
- Develop performance expectations and measures

Culturally Responsive Organizations

- Develop plan of action
 - Smart Goals
- Collect feedback from staff
- Embed cultural responsiveness in the organizational culture
- Develop mechanisms to measure progress/celebrate successes

Cultural Brokers:

- Trusted member of the community
- Unusually close understanding of the community served.
- Liaison/link/intermediary between you and the community
- Facilitate access to community and assures cultural sensitivity

Our Inclusive Health Research Model

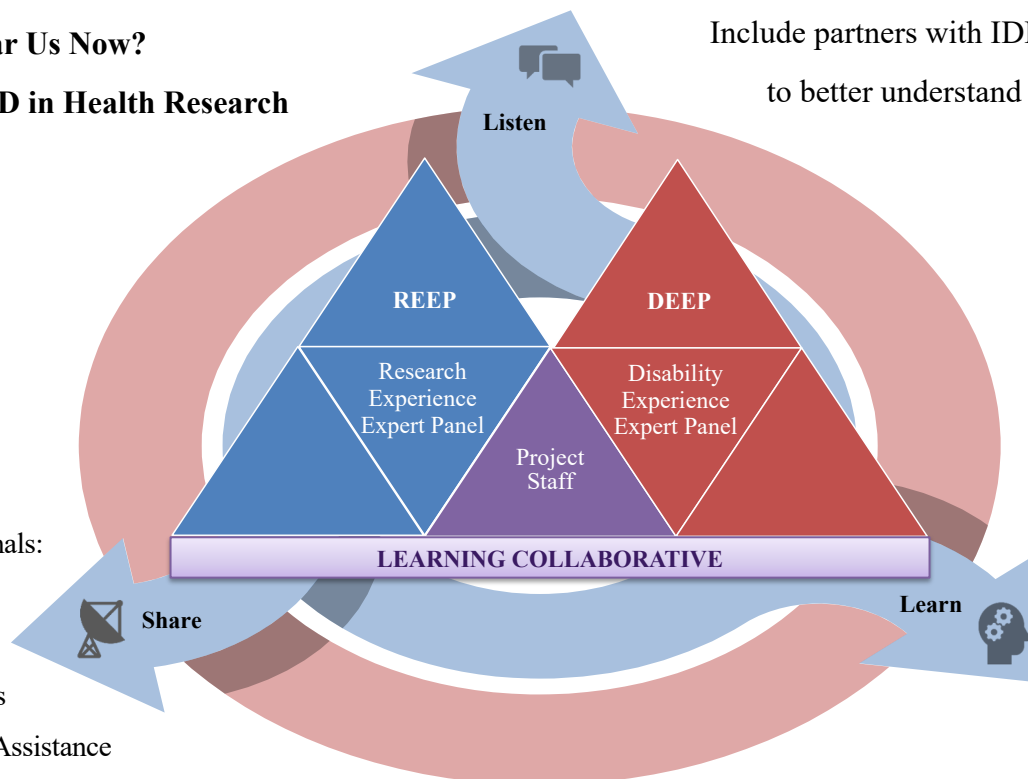
Can You Hear Us Now?

Engaging Adults with ID in Health Research

Include partners with IDD and dual diagnosis in health research to better understand and improve health and healthcare

Serve as a resource center for individuals with ID, their families, and professionals:

- Publications
- Presentations
- Clear Language Products
- Training and Technical Assistance



Develop new knowledge and tools:

- *Study 1:* Self-Report Health Tool
- *Study 2:* Rate of Dual Diagnosis
- *Study 3:* Mental Health Treatment
- *Study 4:* Long-Term Outcomes

HEAR US!

Community Engagement Spectrum

Increasing Level of Stakeholder Engagement

<u>Engagement Goals</u>	Inform	Consult	Involve	Collaborate	Empower
1. Understand system challenges		Surveys or interviews about lived experience	Community mapping		Invite to join governing bodies
2. Co-create solutions		Interviews about strategies for change/Focus groups	Crowdsourcing ideas	Recruit community members to lead working groups	Enlist to co-direct strategies as WG co-chairs
3. Verify the direction		Public meetings to solicit reactions to draft common agenda	Citizens panel-consult on an ongoing basis		Community indicator projects
4. Expand reach	Social media/websites/infographics			Make grants to develop and implement change strategies	Add SC members to represent missing perspectives
5. Build community capacity to lead change	Provocative media campaign; Community training	Workshops to work through issues	Enlist as spokespersons; enlist as trainers (train the trainer)		Invest in leadership development

Source: [Community Engagement Toolkit](#) Paul Schmitz, 2017

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