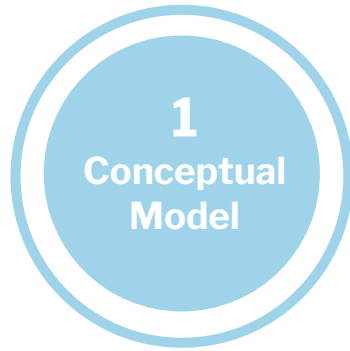


Assessing Community Engagement:

A Guide for Using the Resources



What resources are available to you?



Presents the dynamic relationship between engagement & meaningful outcomes



Demonstrates how groups have engaged their communities & the outcomes observed



Presents Instruments & questions used in different communities & contexts to assess engagement

Who are these resources for?

- Federal, state & local agencies, territories & tribal communities
- Community-based groups & community members
- Patients & patient advocacy organizations
- Funders, philanthropists & other investors
- Academic & research institutions
- Care systems, health centers & hospitals
- Systems that impact health outcomes (e.g., housing, transportation, education)
- Payers, plans & industry

The language of working together

Community engagement can take place in diverse contexts & bring people together through varied structures, including, but not limited to

- Community, resident, patient, or citizen partnerships
- Multisector, interorganizational, or interdisciplinary partnerships
- Intraorganizational teams
- Coalitions
- Collaboratives

For the purposes of this effort & Guide, the term “community engagement” is used recognizing that

- Different audience configurations, contexts & structures are possible
- The aim of measuring & advancing engagement is to change relationships, processes & outcomes

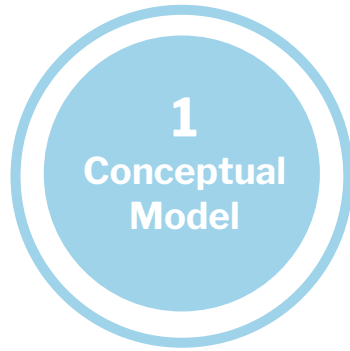


Spectrum of community engagement

Community engagement reflects

- A non-linear, continuous, iterative & multi-directional process
- Where levels of engagement (i.e., outreach, consultation, involvement, collaboration, shared leadership) take place
- With guidance from the community on how they would like to be engaged

Overview: How to use the resources



Spark a conversation & create shared understanding of language

Adapt the Conceptual Model to meet community engagement needs



Listen to stories & reflect on those that resonate

Identify gaps & opportunities in your community engagement

Create & share your own impact stories to guide & inspire others



Encourage the use of community-inclusive & rigorous measurement

Seek out questions that help you understand how your community engagement is working & how you want to improve it

Bridge community & scientific evidence



1 Conceptual Model

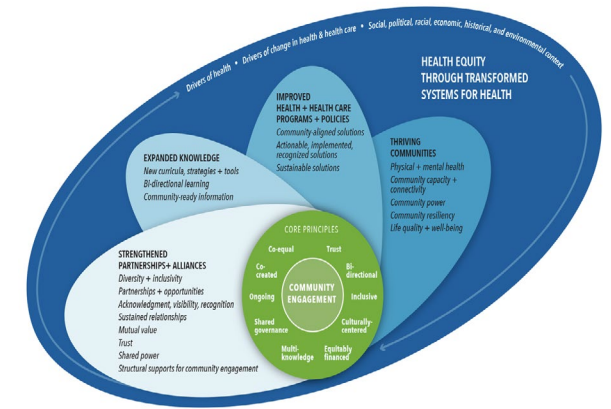
Ways to use the Conceptual Model

Spark a conversation & create shared language on community engagement as it relates to

- The vision for engagement
- Core principles from the Conceptual Model that matter most to the engagement
- Engagement practices that align with those principles
- The goals & the outcomes that underpin the engagement

Adapt the Conceptual Model to meet community engagement needs

- Identify the domains & indicators of the model that are most important to assess the impact of your engagement



Ways to use the Impact Stories

Review & reflect on stories that resonate with community context & priorities

Identify gaps & opportunities in your engagement

- Learn about what others have done around engagement processes, practices & outcomes
- Identify any lessons learned & the influences they have on your efforts
- Consider new engagement practices & outcomes

Create & share your own impact stories to guide & inspire others

- Listen to the stories in your community & among partners
- Determine how & to whom to tell your engagement stories & the potential impact (e.g., applying for funding, getting buy-in, guiding other local engagement efforts)



Ways to use the Assessment Instruments

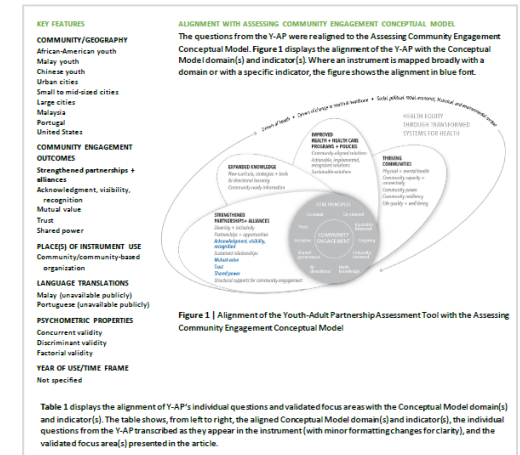
Encourage community-inclusive & rigorous measurement

Seek out questions around how your community engagement is working & how you want to improve it

- Review the summary of the Instrument(s) that appeal to your community context & engagement
- Determine which instruments align with domains & indicators of interest
- Review & compare the questions to use quantitatively & qualitatively to assess engagement

Bridge community & scientific evidence

- Use exact questions from the Instruments to compare with national data
- Modify existing questions or combine questions from multiple Instruments to match your community context & interests
- Create new questions to meet community & engagement needs



How to build a plan for assessing community engagement

Use the resources to build an assessment plan with partners & make sure to include

- Who should respond to the questions
- How many questions to ask & how long it takes to complete them
- How often to assess engagement practices & outcomes (e.g., once per year)
- How to collect responses to the questions (e.g., in person, email)
- How to analyze the findings (e.g., collecting & stratifying responses by audience, demographics, or how long partners have been involved)
- How qualitative questions should be used to understand quantitative results
- How the findings will be shared & discussed & with whom
- How the findings will be used to see how your engagement is working & how it can be improved

Use the resources to support the continuous process of assessing engagement

- Reevaluate the Conceptual Model, Impact Stories & Assessment Instruments in assessing engagement
- Strengthen engagement practices, processes, methods & structures
- Continue the shared journey toward more meaningful engagement

External tools to support community engagement

In addition to the three resources developed to support assessing engagement, external tools have been compiled to support audiences in



Determining processes, approaches, and methods for engaging communities



Telling the story of community engagement & its outcomes



Developing community engagement assessment plans

Click [here](#) to download these external tools.

We would love to hear from you!

Please share how you are using the Assessing Community Engagement resources by completing this survey:

<https://survey.alchemer.com/s3/7299528/Assessing-Community-Engagement-Resource-Survey>

