

Transactional to Transformational: Strategies for Authentic Community Engagement and Co-Creation

Public Health Alliance Regional Equity Learning Collaborative
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Public Health Alliance[™]
OF SOUTHERN CALIFORNIA

Virtual Training Logistics

Try to Minimize Distractions

- Please mute your mic and try to reduce background noise
- Remember to mute yourself when you are not speaking

Engage and Participate

- The space is what we make it! We encourage keeping your camera on
- Ask questions and share comments/feedback in the **chat**
- Utilize the **Raise Hand** feature if you would like to be unmuted during the discussion portion of the agenda
- Utilize the feedback reactions

Additional Questions

- Contact Ana at abonilla@phi.org



Let Us Know If You Need to Step Away!

Beyond Land Acknowledgment: Becoming Better Settlers

- **What does it mean to go beyond land acknowledgment?**
 - Land acknowledgment without a call to action and next steps can feel and be seen as hollow or performative
- **Creating an action plan**
 - ❖ Resource Assessment
 - Time, Money, Land
 - Organization: Resource Scan
 - ❖ Do Your Research
 - Voluntary Land Tax
 - Land Return
 - Showing Up
 - Other Steps?

“It is important to understand the longstanding history that has brought you to reside on the land, and to seek to understand your place within that history. Land acknowledgements do not exist in a past tense, or historical context: **colonialism is a current ongoing process, and we need to build our mindfulness of our present participation.**”

Session 2: Refresher

Building Capacity to Advance Racial Equity

What did we learn?

- Racism *not* race → Levels of Racism
 - Personal, Interpersonal, Institutional, Structural
- Role of government in creating and maintaining inequities
- Real examples and applications on how LHJs are building their capacity to address racial equity



Session 3: What to Expect?

Building Capacity for Authentic Community Engagement

What can you expect from today's session?

- Shared language and concepts:
 - Authentic community engagement, co-creation, and power-building
- Reflect and assess current organizational community engagement practices
- Identify how to move community engagement from transactional to transformational



What to Expect from Today

Agenda

1. Community Engagement, Co-Creation and Power Building: Laying the Groundwork
2. Group Breakouts: Assessing and Reflecting on Your Personal/Organizational Community Engagement Practices
3. Break (5-10 mins)
4. Guest Speaker: Strategies for Authentic Community Engagement and Co-Creation
5. Break (10 mins)
6. Equity Change Team Breakouts: Identifying Opportunities to Build Capacity for Authentic community Engagement and Co-Creation

Q&A with Rinku Sen: Steps government workers and organizations can take to adopt a lens of racial equity



What does authentic community engagement look like or mean to you?



- Please provide your response in the Padlet link dropped in the chat.
- Two minutes for brief responses
- Will select 2-3 people to share what they wrote.

What is Community Engagement?



“Community engagement is a process through which community members are empowered to own the change they want to see and involves communication, problem-solving, governance, and decision-making skills and strategies.”

- PolicyLink and The Kirwan Institute, 2012

Who is the 'community?'



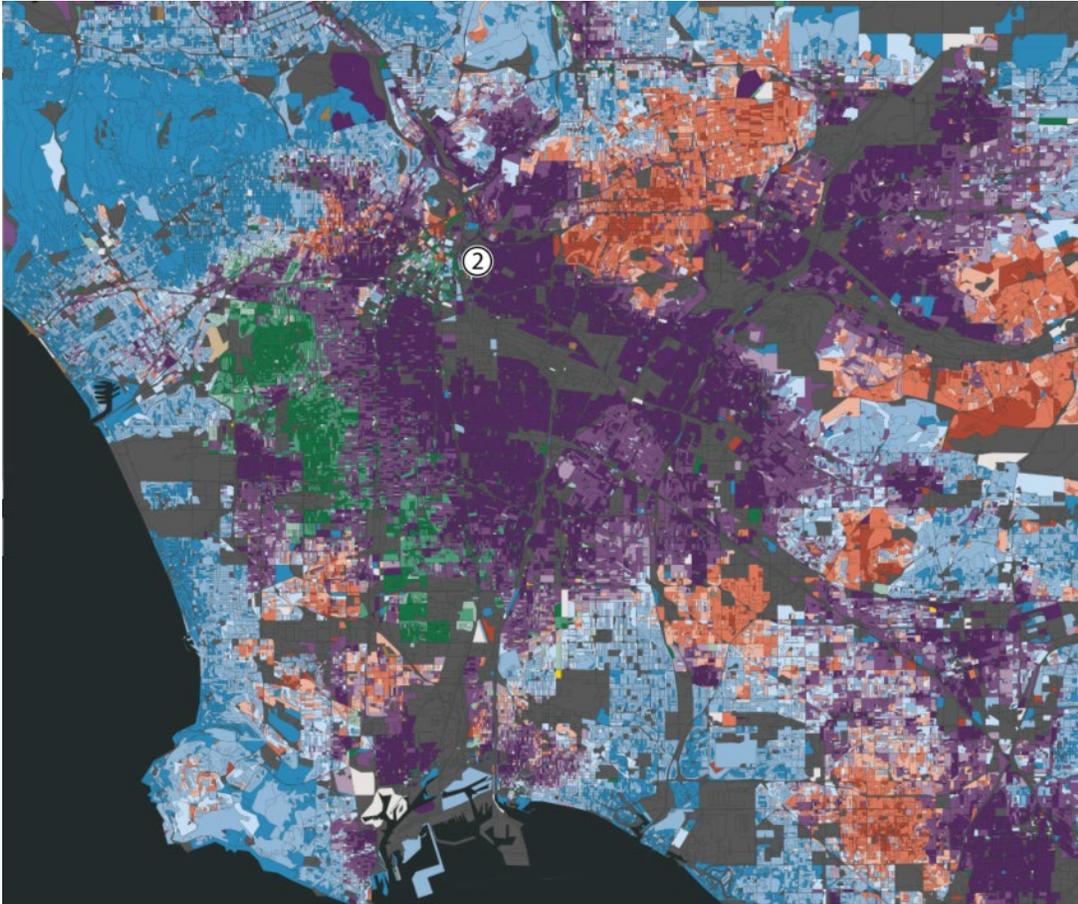
Role of Government in Creating Inequities



- Segregation
- Redlining
- Urban Renewal

The already large racial wealth gap grew even wider in the United States after the Great Recession. (Getty/Gary Waters)

Segregation

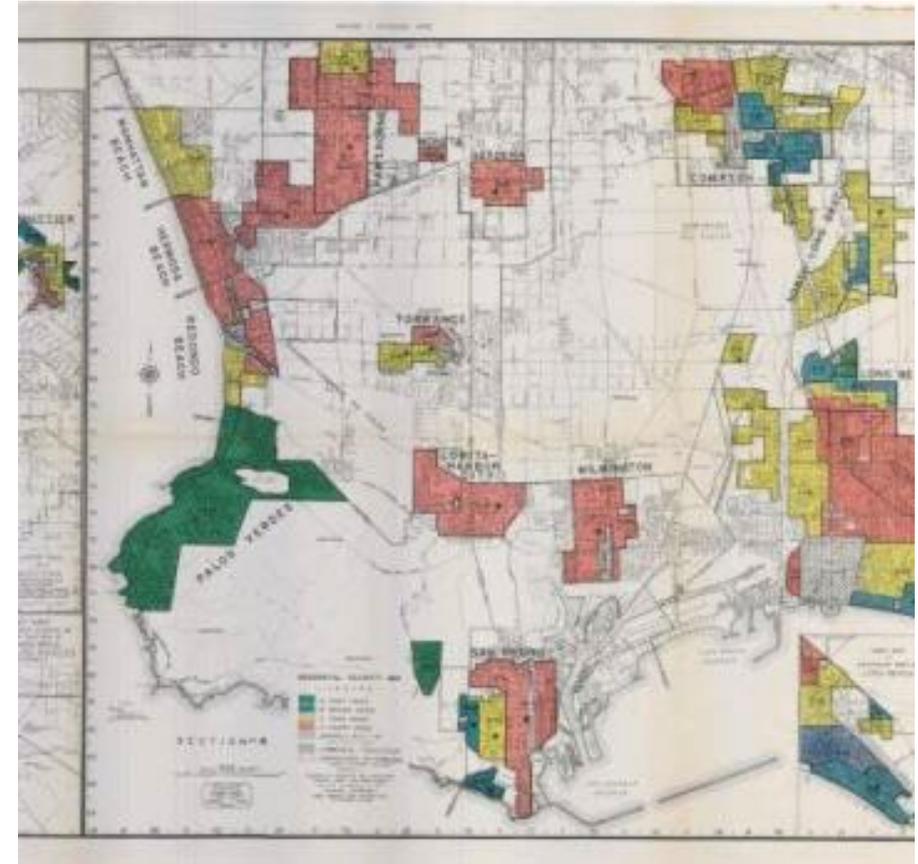


- Plans, policies and practices of racial exclusion and disinvestment
 - Local zoning ordinances
 - Restrictive covenants
- Contributed to the decline of neighborhoods where people of color could live.

Redlining

In 1933, the federal government began a program explicitly designed to increase –and segregate – America’s housing stock

- The federal government created maps of every metropolitan area in the country, color-coded;
- Anywhere where African-Americans lived or was nearby was colored red to indicate to appraisers these neighborhoods were too risky to insure mortgages
- Deed Restrictions further codified segregation, especially in the suburbs



Urban Renewal

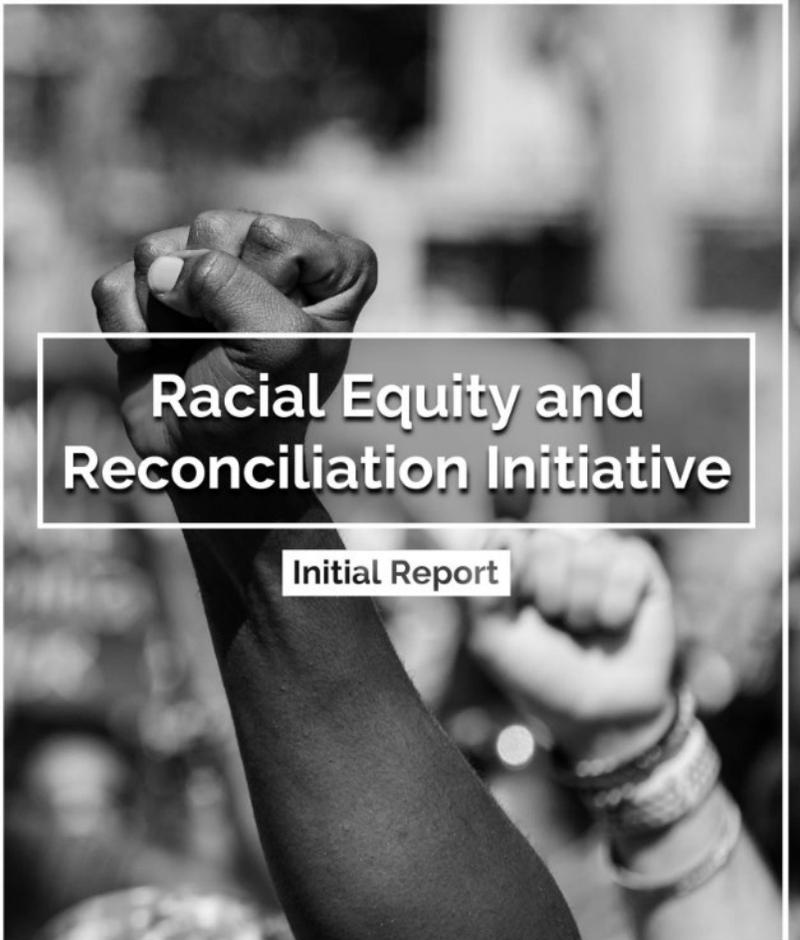
- 1960's & 1970's federal government response to blighted neighborhoods
- Public Health penned guidelines used to declare blighted areas
- Approximately 1 million people displaced, 2,500 projects, 993 cities → 75% displaced were people of color



Rebuild Trust, Rebuild Together



Long Beach Framework for Reconciliation



Racial Equity and
Reconciliation Initiative

Initial Report

CITY OF
LONGBEACH

Four Key Steps to Ending Systemic Racism

- Acknowledge
- Listen
- Convene
- Catalyze



Power

- What is power?
- Who holds power?
- How can we build power?

Power Defined



1. The ability to name or define.
2. The ability to decide.
3. The ability to set the rule, standard, or policy.
4. The ability to change the rule, standard, or policy to serve your needs, wants or desires.
5. The ability to influence decision makers to make choices in favor of your cause, issue or concern.

Types of Power

- **Personal Power (Internalized)**
 - Self determination, personal life and interpersonal relationships
- **Social Power (Interpersonal)**
 - Communal self-determination, grassroots collective organizations, social groups
- **Institutional Power**
 - Create and shape rules, policies and actions of an institution, decision maker or great influence over an institution
- **Structural Power**
 - Create and shape rules, policies and actions over multiple, intersecting institutions or an industry, systems.

Power-Building

“...set of strategies used by **communities most impacted by structural inequity** to develop, sustain, and grow an organized base of people who act together through democratic structures to **set agendas, shift public discourse, influence** who makes decisions and cultivate ongoing **relationships** of mutual accountability with decision-makers that **change systems and advance health equity.**”

Source: [Leading Locally: A Community Power Building Approach to Structural Change](#)



Examples of Power-Building

Partnerships

Project Focus

Alameda County Public Health Department & Congregations Organizing for Renewal (FIA East Bay)



Building tenant power and expanding housing access for low-income tenants in Union City, CA

Contra Costa County Health Services & Ensuring Opportunity



Increasing housing access amidst rising displacement of low-income residents

Riverside County Department of Public Health & Starting Over, Inc. / Riverside All of Us or None



Building power of people who are formerly incarcerated, removing barriers to housing access

Santa Barbara County Public Health Department & Central Coast Alliance United for a Sustainable Economy



Building farmworker power and access to field sanitation

Solano Public Health Department & Club Stride, Inc.



Building community power through youth civic engagement in Vallejo, CA



Transforming Community Engagement

Transactional Approaches

Issue based efforts that help individuals negotiate existing structures. These solutions “transact” with institutions to get short term gains for communities but leaving the existing structure in place.



Transformational Approaches

Initiatives crossing multiple institutions that shift efforts toward proactive solutions. These solutions alter the way institutions operate, thereby shifting cultural values and political will to create equity.

Equitable Community Engagement

“...a combination of processes that support the participation of people of color, immigrant and refugee communities, and low-income people in neighborhood groups’ outreach and public engagement processes. [It’s] about building strong and sustainable relationships [...] trusting relationships, increasing accessibility to facilities and services, and providing a range of opportunities to become involved [...] that reflect on organizational attitudes and values about developing equitable engagement.”

- Seattle Department of Neighborhoods, Strategies for Equitable Engagement



THE SPECTRUM OF COMMUNITY ENGAGEMENT TO OWNERSHIP

1

INFORM

Provide the community with relevant information

2

CONSULT

Gather input from the community

3

INVOLVE

Ensure community needs and assets are integrated into process and inform planning

4

COLLABORATE

Ensure community capacity to play a leadership role in implementation of decisions

5

DEFER TO

Foster democratic participation and equity by bridging the divide between community and governance, through community-driven decision-making



Build a Common Language



Acknowledge and Reckon
with History



Examine and Build Power



Identify ways to Move
Transactional to
Transformational Approaches



Assess Departmental
Community Engagements
Efforts



Chart a Plan to Move Forward

In Review: Laying the Groundwork for Authentic Community Engagement and Partnerships

What Does Community Engagement Look Like in My Work?

- ❖ What does community engagement look like in your work/organization?
 - What types of community engagement activities are you creating/participating in?
 - Where does your departmental work fall along the spectrum?



Image Source: unsplash.com

Break



Strategies for Authentic Community Engagement and Co-Creation



Trini Polk

Director

**Office of Racial Equity & Community
Engagement**

Boston Public Health Commission

Break



Poll

Based on what we have discussed so far in today's session, can you see some areas of improvement for your own work and/or department?



= I can definitely see some areas for improvement and I'm ready to discuss!



= I'm sure there are plenty of areas, but I'd love some help from my team to explore further

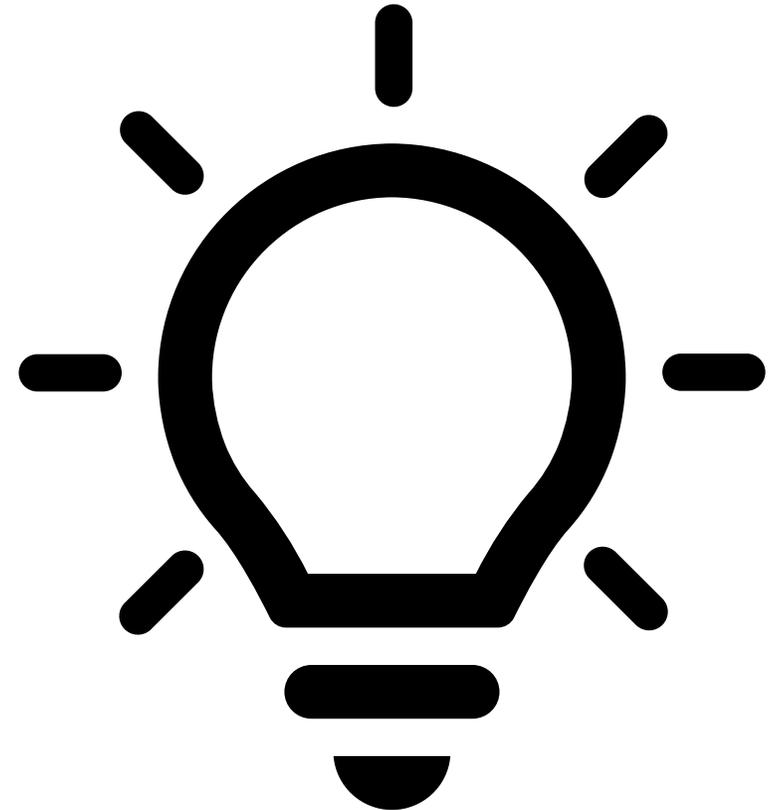


= Things are going great-I see limited to no areas of improvement.

Change Team Breakouts: Diving Deeper

Change Team Breakouts (30 mins):

- Where are we now?
- What approaches can we use to effectively engage community members?
- What barriers to community engagement should we consider?
- How can we engage and balance both community technical expertise in our efforts?
- What are our next steps?



Closing & Next Steps

- Next Steps:
 - Identify 1-2 places to enhance departmental capacity
 - Session 3 Office Hours:
Wednesday, May 25th: 1pm-2:30pm
 - New Coordinator starting soon!
- Regional Equity Learning Collaborative:
Session 4
 - July 14, 2022 – Equitable Workforce Development

