

PRINCIPLES OF COMMUNITY ENGAGEMENT

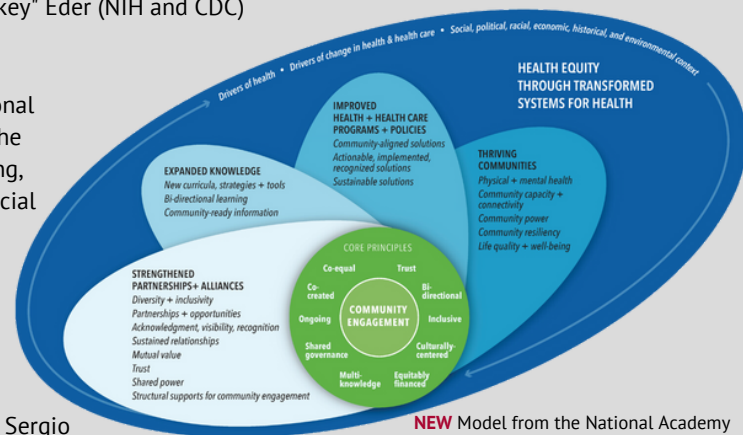
3RD EDITION, FINAL DRAFT - 1

1 Chapter 1: Community Engagement: Definitions and Organizing Concepts

Authors: Linda B. Cottler, Donna Jo McCloskey, Mary Anne McDonald, Irvin Pedro Cohen, Christopher Holliday, Christine Prue, Sergio Aguilar-Gaxiola, Milton "Mickey" Eder (NIH and CDC)

NEW DEFINITION OF ENGAGEMENT:

Community engagement is an ongoing, evolving process of multidirectional communication with and for people to solve the problems and address the concerns that matter to them. The process should be durable, long-lasting, and equitable to all who participate. The ultimate goal is to influence social action, programs, and practices for the betterment of the community.



NEW Model from the National Academy of Medicine that centers the voice of the community.

2 Chapter 2: Principles of Community Engagement

Donna Jo McCloskey, Elizabeth Cohn, Gustavo Loera, Michael T. Hatcher, Sergio Aguilar-Gaxiola

1. Be clear about the purposes or goals of the engagement effort and the populations and/or communities you want to engage.
2. Become knowledgeable about the community's culture, economic conditions, social networks, political and power structures, norms and values, demographic trends, history, and experiences with efforts by outside groups. Be aware of each other's perceptions of past engagement activities.
3. Build and maintain relationships and trust by working with individuals and/or community leaders.
4. Remember and accept that collective self-determination is the responsibility and right of all people in a community. No external entity should assume it can bestow on a community the power to act in its own self-interest.
5. Establish a partnership with the community to create change and improve health.
6. Recognize and respect the diversity within the community.
7. Identify and mobilize community assets and strengths through developing the community's capacity and resources to make decisions and take action.
8. Recognize that individuals and institutions must be prepared to release control and be sufficiently flexible to meet changing needs.
9. Foster community collaboration and strengthen long-term commitment among the partners.

NEW 10. Demonstrating trustworthiness is fundamental to sustaining successful community engagement and to advancing diversity, equity, and inclusion.

3 Chapter 3: Successful Examples in the Field

Elizabeth Cohn, Donna Jo McCloskey, Tabia Henry Akintobi, Gustavo Loera, Sergio Aguilar-Gaxiola

4 Chapter 4: Building and Strengthening Organizational Capabilities for Community Engagement

Chyke A. Doubeni, Paula L. Bush, Zeno Franco, Syed Ahmed, Suganya Karuppana, Mary Gorfine, Elizabeth Cohn, Jack Westfall, Michael T. Hatcher

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5 Chapter 5: Opportunities for Facilitating Community-Engaged Research

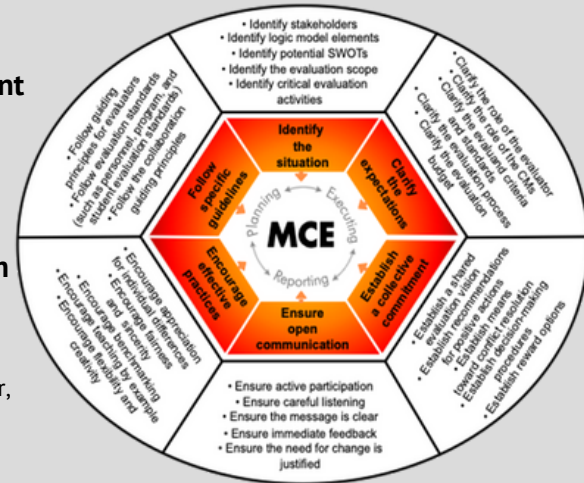
Laurene Tumiel-Berhalter, Olga Brazhnik, Sergio Aguilar-Gaxiola, Arleen Brown, Lori Carter-Edwards, Ahmed Elmi, Laura Sugarwala, Carla Williams, Consuelo Wilkins

6 Chapter 6: Understanding Social Networks in Community Engagement

Mina Silverberg, Ann M. Dozier, Liam O'Fallon, Dixie Duncan, Tiarney Ritchwood, James Dearing, Jehan Benton-Clark, Sergio Aguilar-Gaxiola

7 Chapter 7: Advancing Equity through Community-Partnered Program Evaluation

Tabia Henry Akintobi, SJ Dodd, Lauren Estby, Latrice Rollins, Thomas C. Cotton III, Shantrice L. Jones, Kimberly N. Harris, Natalie E. Cook, Kendra Piper, Katherine Gower, Ann M. Dozier, Milton "Mickey" Eder

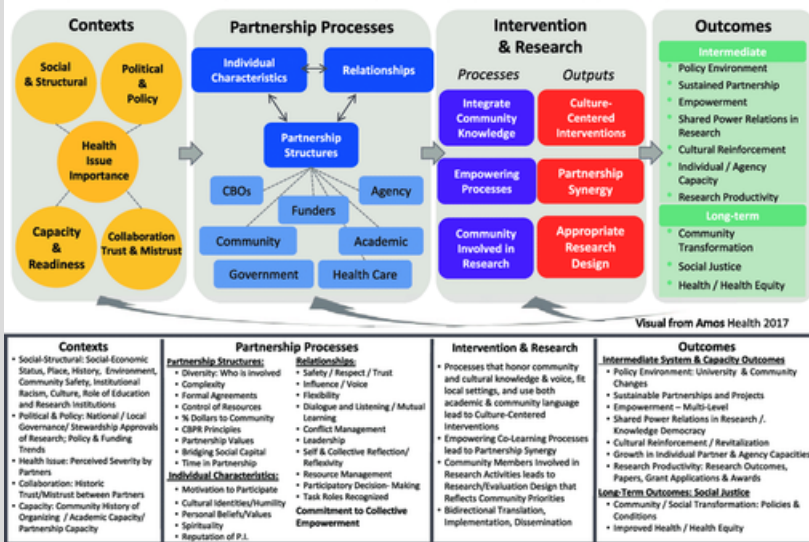


NEW MODEL

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CBPR Conceptual Model

Adapted from Wallerstein et al, 2008 & Wallerstein et al, 2018: <https://cpr.unm.edu/research-projects/cbpr-project/cbpr-model.html>



8 Chapter 8: Community Engagement Measures and Assessment of Practices with Potential for Success

Nina Wallerstein, Melanie Ward, Blake Boursaw, Milton "Mickey" Eder, Sarah Kastelic, John Oetzel

9 NEW Chapter 9: Community Engagement to Promote Health Equity through Implementation Science

Rachel C. Shelton, Prajakta Adsul, Ana A. Baumann, Shoba Ramanadhan

10 NEW Chapter 10: Sustaining the Engagement: Examples of Environmental Justice Projects

Laurel Berman, Perry H Charley, Lydia Vanessa Frazier, Ken Meter, Jamie Rayman, Neilroy Singer

