

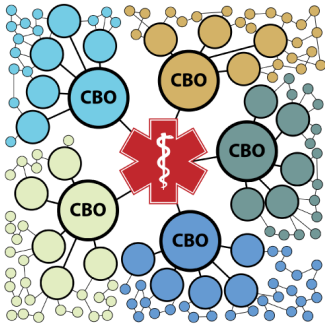
# The Win-Win of Community Engagement

## Health Organization Win



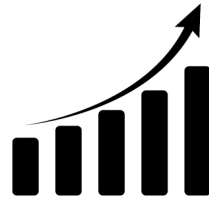
## Community Win

A Culturally-Relevant Communications Channel that Builds Trust in Order to Positively Impact Health Outcomes

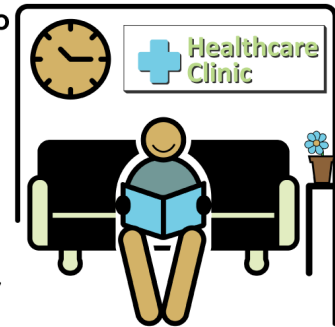


Put information into the community...  
Take information out of the community

### An Operational Win



Increasing Access to Quality, Respectful Healthcare Treatment While Increasing Connectedness to Community-Based Services



Engagement is automatically PROTECTIVE because it fosters access to services and connectedness (social fabric) in the community!

An Ethical and Responsible Approach to Counter Health Disparities by Promoting Resiliency



Having trusted community partners enables grassroots advocacy to address underlying health disparities and promote resiliency

### A Socially Responsible Win

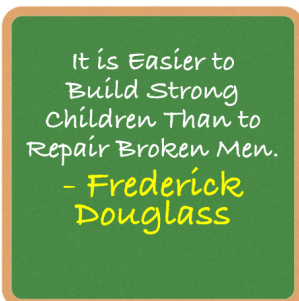


Facilitate Community Dialogue to Counter Urban Trauma and Tap into Innate Resiliency



Addresses the community's daily realities and chronic stressors while linking to trauma-informed services

The Most Effective Method to Promote Primary Prevention in Communities with the Highest Health Disparities

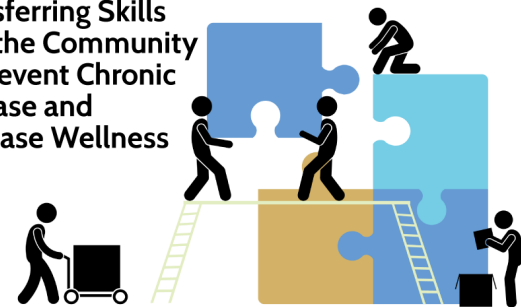


The most cost-effective way for public health to put needed "upstream" primary prevention skills into the community

### A Capacity Building Win



Build Capacity by Transferring Skills into the Community to Prevent Chronic Disease and Increase Wellness



Putting primary prevention and protective factor skills back into the community