

Community Engagement During COVID-19

Kris Gabrielsen
Erin Ficker - Facilitator

Great Lakes PTTC
November 4, 2021

Brought To You By:



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August 2021

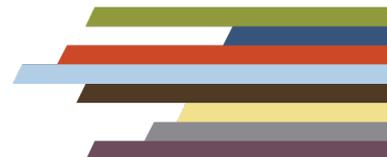
The use of affirming language inspires hope.

LANGUAGE MATTERS.

Words have power.

PEOPLE FIRST.

The PTTC Network uses affirming language to promote the application of evidence-based and culturally informed practices.



Thank You for Joining Us!

A few housekeeping items:

- If you are having technical issues, please individually message Stephanie Behlman or Kristina Spannbauer in the **chat section at the bottom of your screen** and they will be happy to assist you.
- Please put your questions in the Q&A section at the bottom of the screen.

Thank You for Joining Us!

A few more housekeeping items:

- You will be directed to a short survey at the end of the webinar, we would really appreciate it if you could complete it, that is how we report back to SAMHSA. It takes about 3 minutes.
- Certificates of attendance will be sent out to all who attended both sessions. They will be sent via email after the second session.
- You will be able to access the recording and slides for these webinars on our website.

A close-up photograph of several social media icons on white keyboard keys. The icons include Pinterest (red), Snapchat (yellow), Instagram (purple/pink), Facebook (blue), and Twitter (blue). The keys are arranged in a grid pattern, and the background is a light gray surface.

Follow Us On Social Media!

Facebook and Twitter:

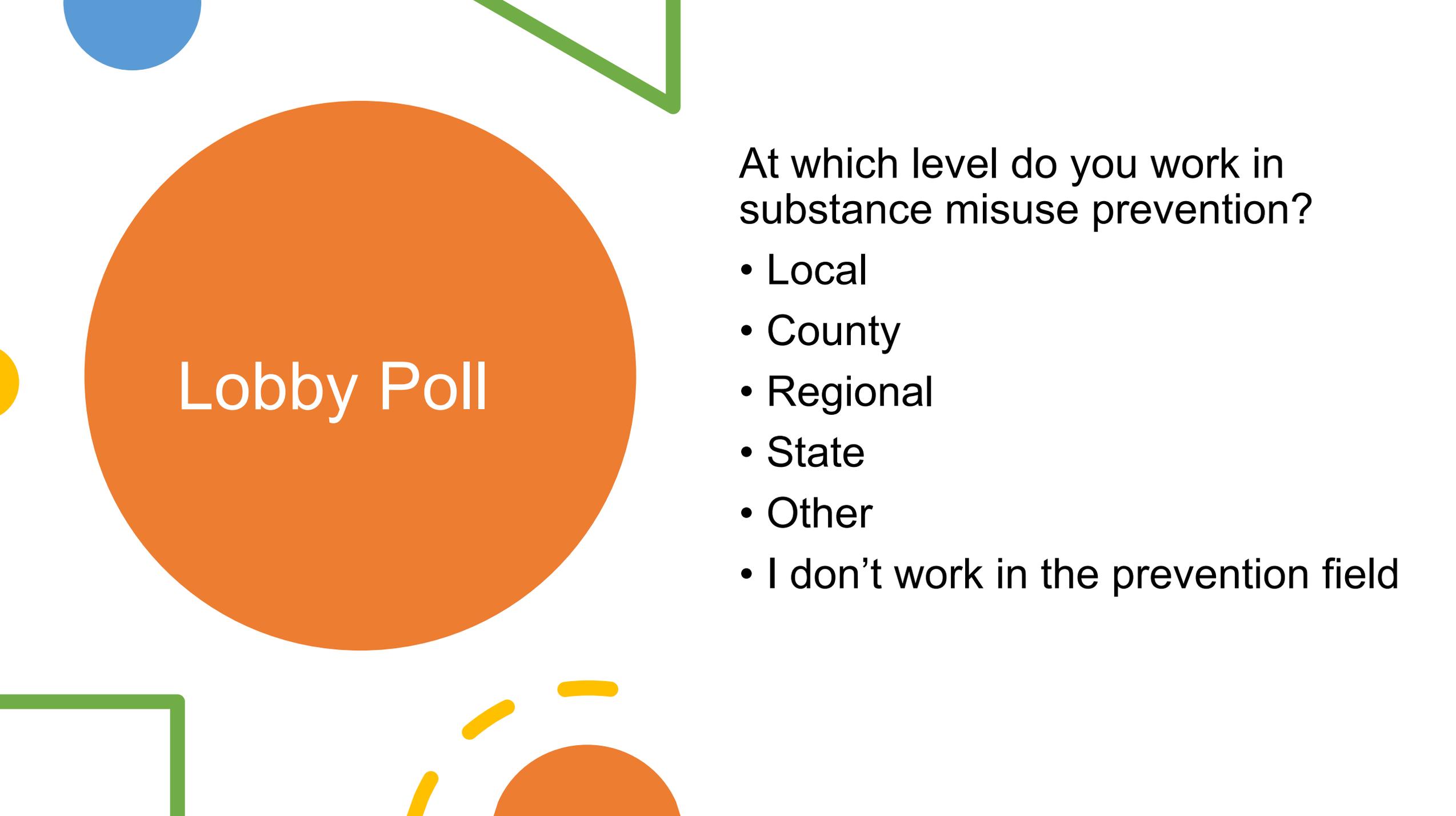
- @GreatLakesATTC
- @GMhttc
- @GLPTTC

If you are on our mailing list – look for an email on Thursdays about events in the upcoming week

Presenter:

Kris Gabrielsen





Lobby Poll

At which level do you work in substance misuse prevention?

- Local
- County
- Regional
- State
- Other
- I don't work in the prevention field

Community Engagement During COVID-19

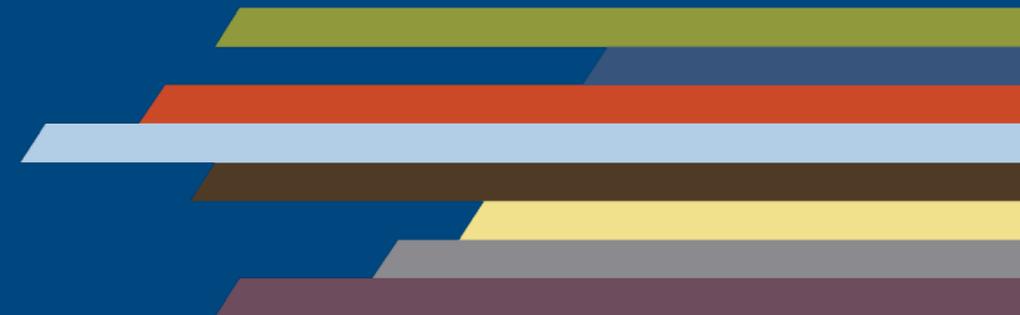
Kris Gabrielsen and Erin Ficker
Great Lakes PTTC
November 4, 2021

Our Path for Today

- Define community engagement
- Spectrum of community engagement
- Timing your community engagement
- Nondigital strategies for community engagement during Covid-19
- Digital strategies for community engagement during Covid-19



Defining Community Engagement



What Is Community Engagement?



Definition of Community Engagement

The process of working collaboratively with and through groups of people

affiliated by geographic proximity, special interest, or similar situations

to address issues affecting the well-being of those involved.

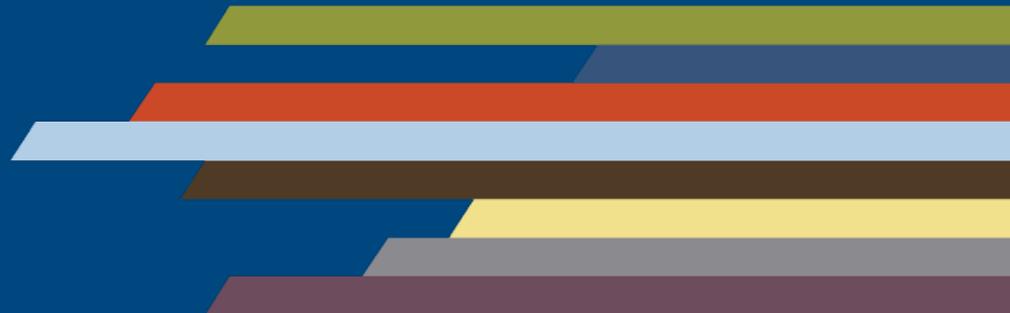
Benefits of Community Engagement

- Empower citizens
- Address relevant needs
- Contribute to change
- Strengthen social inclusion
- Arrive at higher quality solutions
- Inform policy decisions

Perhaps
Most
Importantly...

Community engagement
promotes ***sustainable***
solutions to complex
social issues

Spectrum of Community Engagement



Spectrum of Public Participation

Inform	Provide balanced and objective information to increase understanding
Consult	Obtain community members' feedback
Involve	Work directly with community members throughout process
Collaborate	Partner with community in decision making
Empower	Place final decisions in hands of community

Increasing impact on the decision



Examples of Participation Strategies

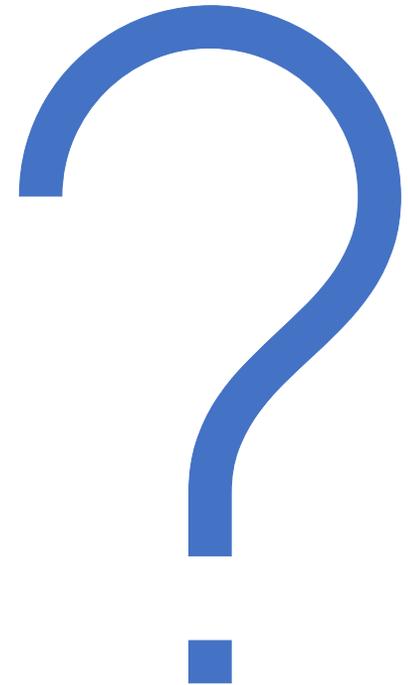
Inform	Fact sheets, websites, open houses, live stream meetings, emails, newsletters
Consult	Public comment, focus groups, surveys, public meetings, social media discussion, polls
Involve	Workshops, polls, social media discussions
Collaborate	Citizen advisory committees, online forums, document co-creation, video meetings
Empower	Citizen juries, ballots, delegated decisions, discussion forums



Timing Your Community Engagement

Questions to Consider

- What do we hope to achieve? And will we act on the input?
- Do we need engagement now? Will postponing have an impact?
- Will anyone respond to our questions now?
- Can we engage a representative sample? Or will we miss some people if we engage now?



Questions to Consider, continued

- How will our request be received?
- Can we ensure we will not overburden community members with requests for input?
- Can we be doing other things to advance our goals effectively without community engagement?



Annotated Strategy Triage Tool

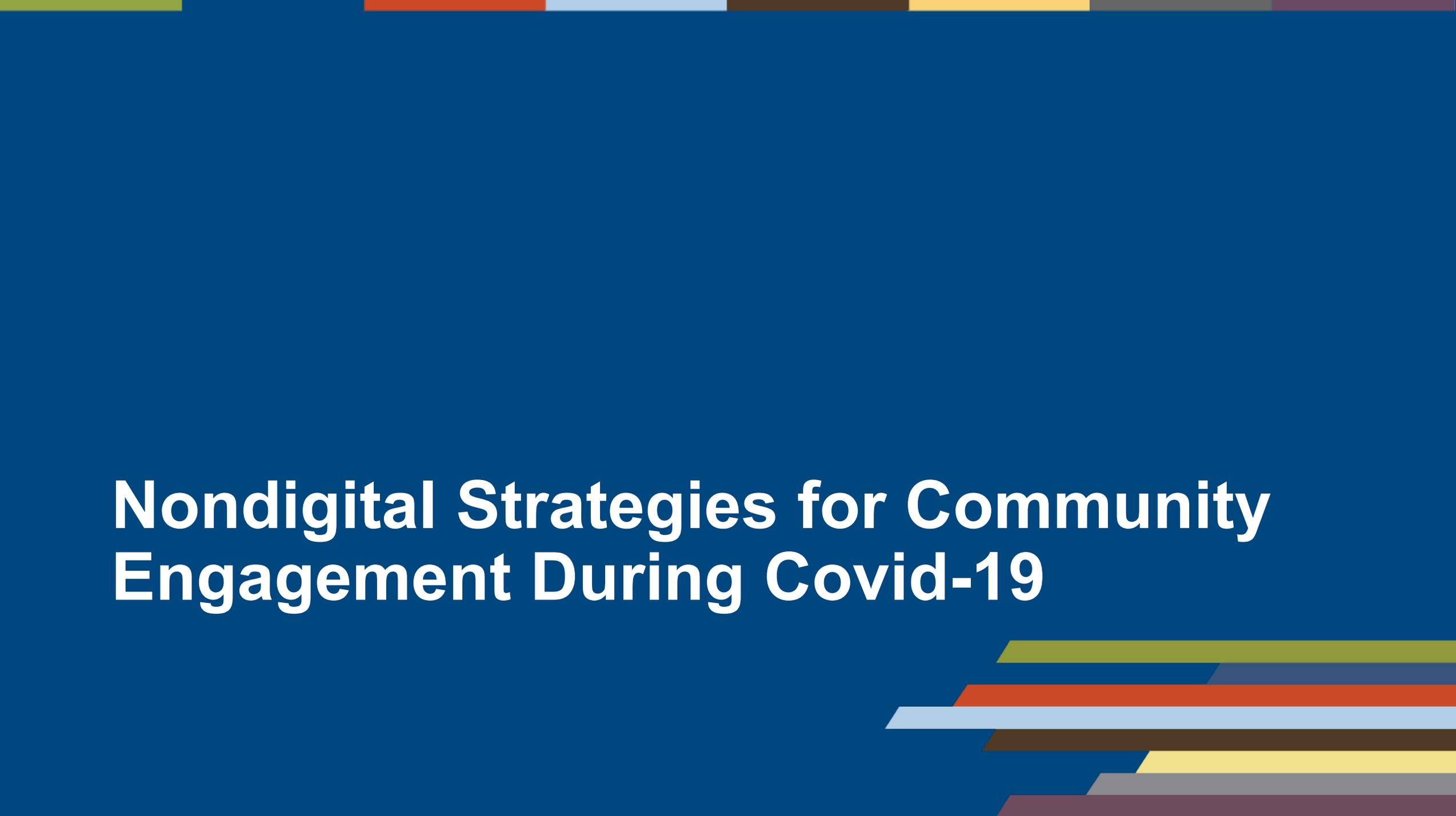
Guiding Question/Line of Sight*: What will it take to . . . ?

The guiding question defines the line of sight: Where are you heading? What are you trying to achieve? The question should be open-ended and future focused. It should not make assumptions about who is responsible or what the solution is.

<p>Current Priority—Still Relevant—Continues Forward (with modified approach)</p> <p>These are items that are relevant and possible and will go forward, though perhaps not as planned. Make a few notes on likely modifications.</p>	<p>Pause & Resume when crisis “over” (assuming a 6-18 month delay—high uncertainty)</p> <p>These items will be paused. They are either not feasible now, or they need to be paused to make room for emergent priorities. You don’t really know for how long. Six to nine months is a ballpark and may be too long or too short.</p>
<p>Emerging Priority or Existing but Newly Prioritized (because of current conditions)</p> <p>These items are new or newly prioritized items that are on the table (or front burner) because of current conditions. You are being asked to do them or you realize they are necessary and/or urgent.</p>	<p>Unknown Status/Approach (need more data, too much in flux to know)</p> <p>These are items that are either unclear or too much in flux to decide. You need to have more data, talk to others, or let the dust settle a little bit before deciding.</p>
<p>Honor and Let Go (not going to happen)</p> <p>Conditions make these items impossible.</p>	

Questions?





Nondigital Strategies for Community Engagement During Covid-19

People Often Excluded from Digital Forms of Engagement

Elderly

Those reentering life after incarceration

Immigrants

People who are houseless

People with physical and mental disabilities

People Often Excluded from Digital Forms of Engagement, continued

People with low income

People working several jobs or working nontraditional hours

People who are English language learners

Those in rural/frontier areas

Those impacted by the pandemic challenges (e.g., childcare, schooling, housing instability, food insecurities)



Let's Explore Some Nondigital Options

Use Existing Community Networks and Connections

Leverages community champions to help build trust

Increases the likelihood of gathering more honest, in-depth responses

Enables you to distribute information and/or surveys through connections

Examples of Community Networks and Connections

- Use head of chamber of commerce to connect with area businesses
- Ask faith communities to share with their congregants
- Connect with women's groups
- Connect with existing youth groups

Install Message Boards

Post information on physical
neighborhood message boards

Useful in low income and elderly
communities



Message Board Example

FRONT YARD
TODD'S YARD, 4535 N 14th Ave.
New Message Board Celebration!
MAY 26th 6:30-9:30 pm
Friday

ANDVIEW THE CITY OF ANDOVER

Date	Event	Time
May 26th	Front Yard Party	6:30 pm
May 27th	Front Yard Party	6:30 pm
May 28th	Front Yard Party	6:30 pm
May 29th	Front Yard Party	6:30 pm
May 30th	Front Yard Party	6:30 pm
May 31st	Front Yard Party	6:30 pm

Phone Trees or Phone “Orchards”

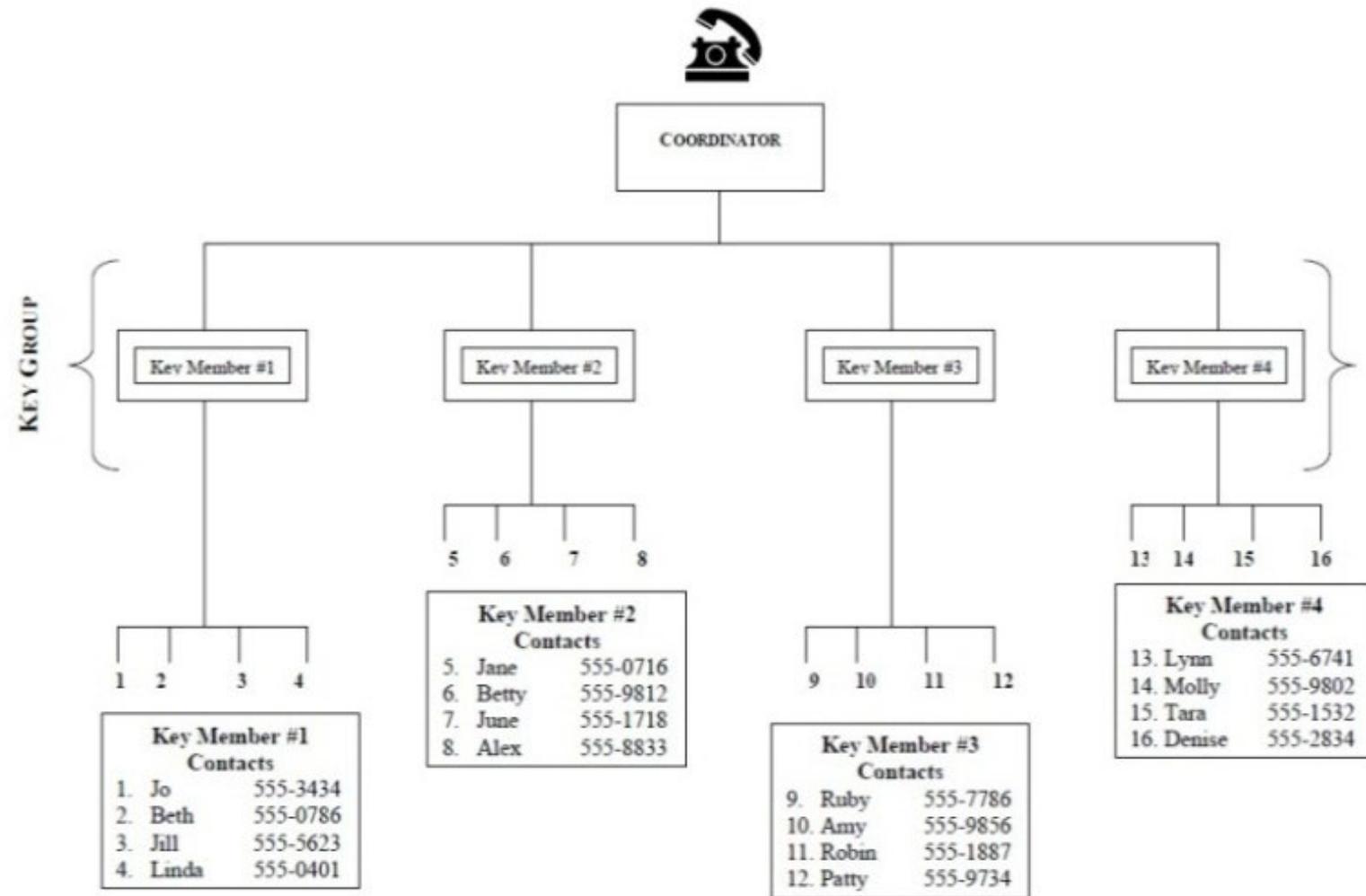
Contact community members through key callers who contact people under their “branch”

Useful for spreading a brief message quickly and efficiently to many people

Effective to engage the elderly, people without internet access, people without computer skills

How to Build a Phone Tree:
<https://ww3.aauw.org/resource/how-to-build-a-phone-tree/>

Phone Tree Layout Example



Mailings to Homes

Effective method to share information

Conduct surveys *(be sure to include pre-paid return envelope)*

Cost savings tip: Include information on mailed utility bills

October 2020

Dear Colleagues,

We are excited to share that **we recently met with our youth partners to talk about their experiences with alcohol and other drug use during COVID-19.** Nine young people from Teen Court, the Humboldt County Transition-Age Youth Collaboration (HCTAYC) and United Indian Health Services (UIHS) participated. They provided candid and eloquent insight.

At the roundtable discussion, **our youth partners identified that knowing more about opioid use, overdose, and Narcan was very important to them.** Humboldt ASAP was able to connect Teen Court with a staff member from Healthy Communities who can give them a Narcan training.

We want to thank everyone who participated in the youth partner roundtable for making it such a positive and productive event.

Our next steps are to keep developing strong relationships with our youth partners in the community. **Please consider joining us at our next meeting on December 9, 2020 from 3:30-5:00 via Zoom.** All are welcome!

We have created a document with highlights from the roundtable to share with our community partners. Please contact 707-441-5569 or klaughter@co.humboldt.ca.us

Humboldt Allies for Substance Abuse Prevention



What We're Hearing:

"ASAP should keep spreading information about alcohol & other drugs by going into the schools."

Mailing Example

Partner with Gatherings Still Happening

Use these brief moments to share information, ask questions, and brainstorm about how policies or programs could be improved



Gatherings Examples

- Mutual-aid services
- Books and technology pick-ups from schools
- Food distribution centers
- Non-profit organizations working with vulnerable populations
- Meals on Wheels
- Grocery stores and pharmacies
- Places where people are waiting in long lines

Door Hangers

- Useful in small geographic areas
- Effective for information dissemination



Door Hanger Example

<https://helpandhopewv.org/media.html>



WEST VIRGINIA Prevention FIRST

PREVENTION FIRST is a network of organizations that promote substance abuse prevention and education throughout West Virginia. Prevention is a critical component of any thriving community. Community members, lawmakers, health professionals, educators, law enforcement, faith leaders... we all have a role in restoring health and hope in our community.

If someone you know is struggling with substance use or mental health issues, please share the resources on this card.

Learn more about prevention efforts, resources, and trainings in your area, visit HelpandHopeWV.org

Tear off this card and keep it in your wallet.

If you need immediate help, CALL 911.

If you or a loved one are struggling with substance use or mental health issues, there is help and hope.



1-844-435-7498 or help4wv.com
24/7 call, chat, and text line



1-800-273-8255



WEST VIRGINIA Prevention FIRST

GET HELP. For emergencies call 911.

- 

For 24/7 Help With a Substance Use or Mental Health Issue
1-844-435-7498; www.help4wv.com
- 

Substance Use and Mental Health Treatment Locator
<https://www.findtreatment.gov>
1-800-662-4HELP (4357); 1-800-487-4899 (TTY)
- 

Alcohol Treatment Navigator:
<https://alcoholtreatment.naaatn.org/>
- 

Find a Narcotics Anonymous Meeting Near You
<https://www.na.org/meetingsearch/>
- 

Find an Alcoholics Anonymous Meeting Near You
<http://www.aa.org/>
- 

National Suicide Prevention Lifeline
1-800-273-8255
- 

Prevent Suicide WV - Get Help
<https://preventsuicidewv.com/help/?cat=help>
- 

West Virginia Poison Center
1-800-222-1222
<http://wvpoisoncenter.org>
- 

For 24/7 Help With a Gambling Problem
<https://www.1800gambler.net/>
- 

Find Your Local Health Department:
<http://dhhs.wv.gov/localhealth/Pages/Map.aspx>
- 

Help304 West Virginia's Emotional Strengthening
For social, emotional, and supportive counseling via call, text, and chat.
<http://help304.com/>
- 

Help & Hope WV
[HelpandHopeWV.org](http://helpandhopewv.org)
- 

StigmaFree WV
StigmaFreeWV.org

Tear off this card and keep it in your wallet.

GET CONNECTED!
and learn about resources available.



HelpandHopeWV.org



StigmaFreeWV.org

Funded with Federal Strategic Prevention Framework for Prescription Drug Abuse subelement through the West Virginia Department of Health and Human Resources' Bureau for Behavioral Health.

Traditional Media

Local radio stations

Public access TV

Newspapers



Radio PSA Example

SAMHSA's *"Talk. They Hear You."* Campaign

- "Reminiscing" (30 second spot)
- <https://www.samhsa.gov/talk-they-hear-you>

In Summary, Nondigital Strategies of Engagement During Covid-19

- Phone trees
- Mailings
- Community networks and connections
- Gatherings still happening
- Message boards
- Door hangers
- Traditional media



Poll:
Nondigital
Engagement
- *Previous*

Which of these nondigital strategies for community engagement have you used frequently during the last 1.5 year?
(*Select all that apply.*)

- Phone trees
 - Mailings
 - Community networks and connections
 - Gatherings still happening
 - Message boards
 - Door hangers
 - Traditional media
- 



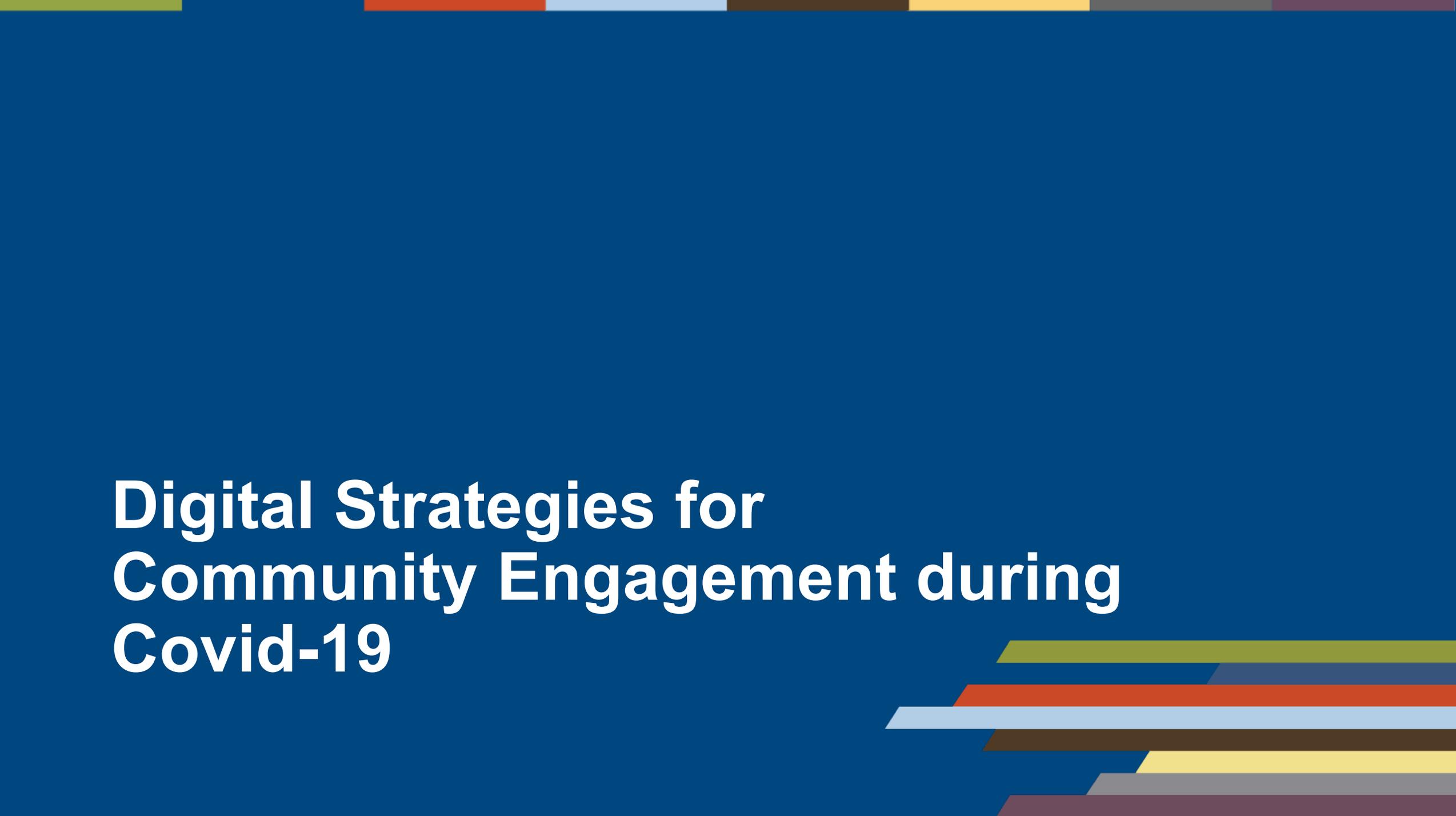
Poll:
Nondigital
Engagement
- *Future*

Which of these nondigital strategies for community engagement are you ***now considering trying?***
(*Select all that apply.*)

- Phone trees
 - Mailings
 - Community networks and connections
 - Gatherings still happening
 - Message boards
 - Door hangers
 - Traditional media
- 

Questions?





Digital Strategies for Community Engagement during Covid-19



Equity Considerations for Digital Strategies

Strategies to Enhance Equity



- Record online meetings for people to watch it on their own time
- Translate online meetings into relevant languages
- Provide American Sign Language (ASL) and subtitles/closed captioning options for people who are deaf/hard of hearing
- Find solutions to increase computer and internet access

Let's Explore Some Digital Options

Social Media

Facebook

Instagram

Snapchat

LinkedIn

Twitter

YouTube

TikTok

You Can Use Social Media To...



Educate your community



Raise awareness



Attract new partners



Shift community norms



Publicize your program/coalition



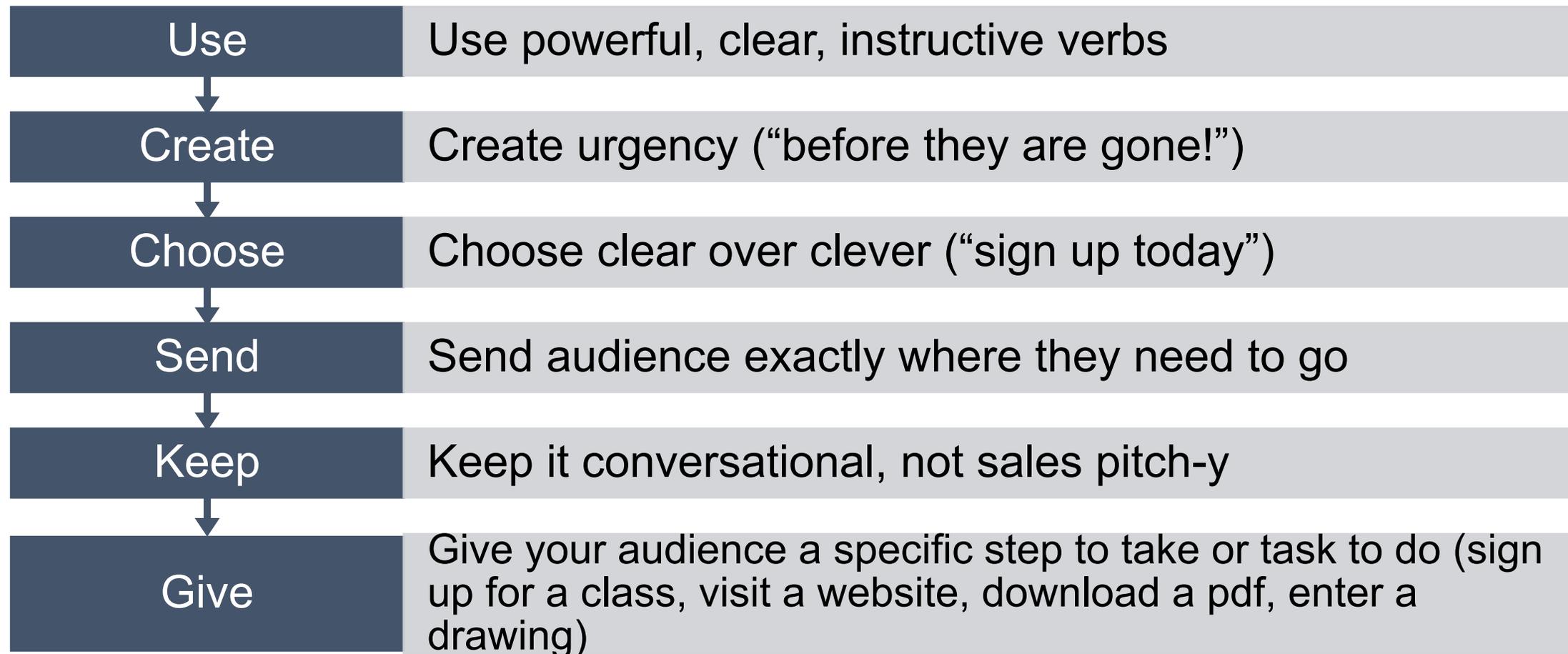
Generate attention and discussion on an issue

Social Media Best Practices

Include in your social media posts:

- A call to action
- A link to more information
- A video or image
- Hashtags

1. Include a Call to Action



2. Include Link to More Information

Provide link to the relevant web page with more in-depth information



EDC @EDCtweets · Aug 4

The [#pandemic](#) disrupted lives everywhere—but some groups of people experienced more disruptions than others. See what our researchers found out about [#gender equity](#) & [#COVID](#): go.edc.org/wxxr [@Jasmina_Josic](#) [@mollys77](#)



3. Include a Video or Image

- Social media is a crowded space -- images grab attention
- A post with a photo is 10 times more likely to get engagement
- If you pair a relevant image with your material, people can remember 65% of the information after three days



SAMHSA  @samhsagov · Aug 6

As your kids are get behind the wheel 🚗 with friends this end of summer, make sure they know the risks of impaired driving.

It's never too late to start talking about alcohol and other drugs. Learn more from [#TalkTheyHearYou](https://www.facebook.com/TalkTheyHearYou)  [fal.cn/3hnhH](https://www.facebook.com/fal.cn/3hnhH)



#TalkTheyHearYou

BEFORE THEY GET BEHIND THE WHEEL...
Make sure they understand the risks of drunk and drugged driving.

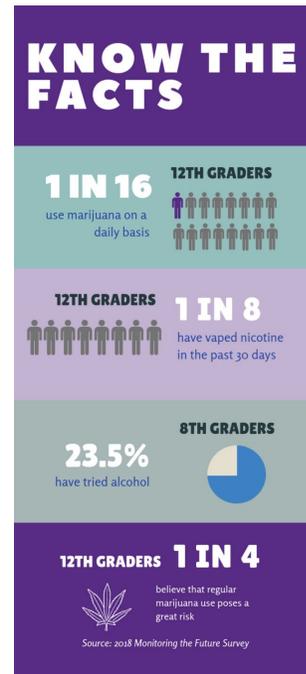
www.underageddrinking.samhsa.gov

SAMHSA
Substance Abuse and Mental Health
Services Administration



Do's and Don't for Images

- **Do:**
 - Share images of interest to your focus audience
 - Get written permission before posting pictures of people
 - Use a variety of images
 - Strive for fun
- **Don't:**
 - Use selfies
 - Use copyrighted photos



4. Include Relevant Hashtags or Handles

- A hashtag is a word or phrase preceded by the pound symbol (#)
- It serves as an indication (for users and algorithms) that a piece of content relates to a specific topic or belongs to a category
- Hashtags help make content discoverable in on-platform searches and, effectively, reach more people



Hash Tagging Do's and Don'ts

Don't:

- #DONTPUTAMILLIONWORDSINONEHASHTAG
- #PLEASE #DON'T #HASHTAG #EVERY #SINGLE #WORD #IN #YOUR #TWEETS
- #SPACING PROBS
- Hashtag Hijacking – #FAILS

Do:

- Keep it #SIMPLE
- #SPELLCHEK
- Hashtag Hijacking – #WINS



#Hashtag – Jimmy Fallon and Justin Timberlake

<https://youtu.be/57dzaMaouXA>

Tips on Increasing Engagement



Offer discounts, specials, freebies, etc.



Post at least once a day



Make people feel part of something



Get interactive; respond to comments!



Make it relevant to your followers' lives - include helpful tips, resources, quizzes

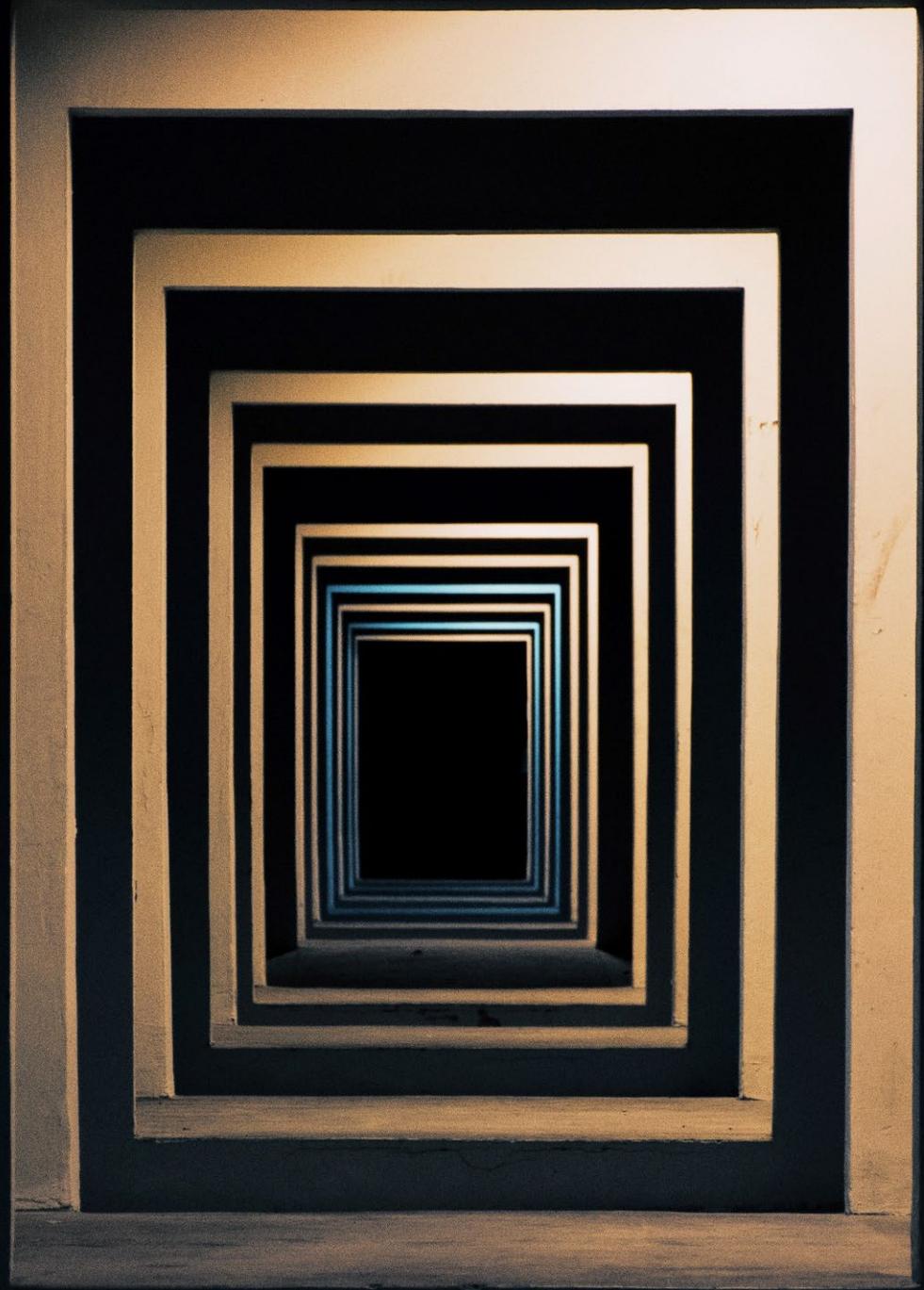


Use words, not data
(e.g., "Did you know that most teens don't drink?")



Make your accounts easily found and accessible!

Without
engagement, your
messages go into
a void



Virtual Meeting Platforms

Zoom

Cisco Webex

Google Meet

Skype

Microsoft
Teams

Slack

Facetime

GoToMeeting

Examples of Virtual Events

Virtual town halls

Coalition meetings

Focus groups

Youth groups

Education programs
(e.g., Life Skills, parenting education)

Telemedicine
(e.g., brief interventions)

“Lunch and Learn”

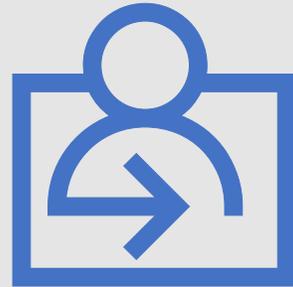
Increasing Engagement in Online Meetings

Include a call-in option

Incorporate participant engagement opportunities

- Raise hands
- Polls
- Chat
- Audio comments
- Emoji reactions
- Breakout rooms

Online Survey Tools



Use to complete data collection for strategic planning, such as:

- Conduct assessments
- Assess community readiness
- Assess effectiveness of strategies

Examples of Online Surveys Tools

Survey Monkey

Google forms

Alchemer
(Survey Gizmo)

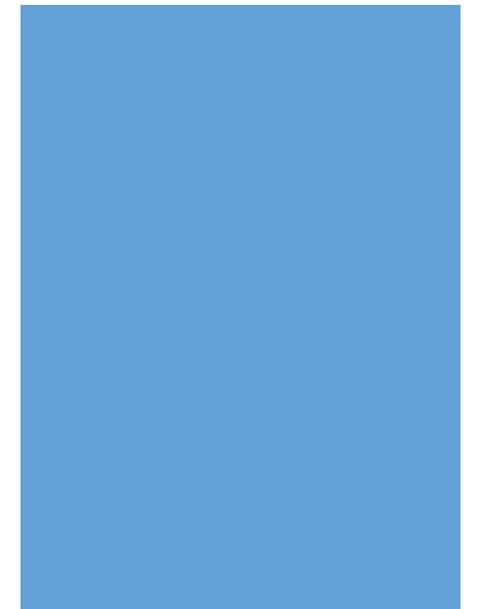
Online Brainstorming Tools

Google
Docs

JamBoard

IdeaBoardz

Coggle
(mind maps)

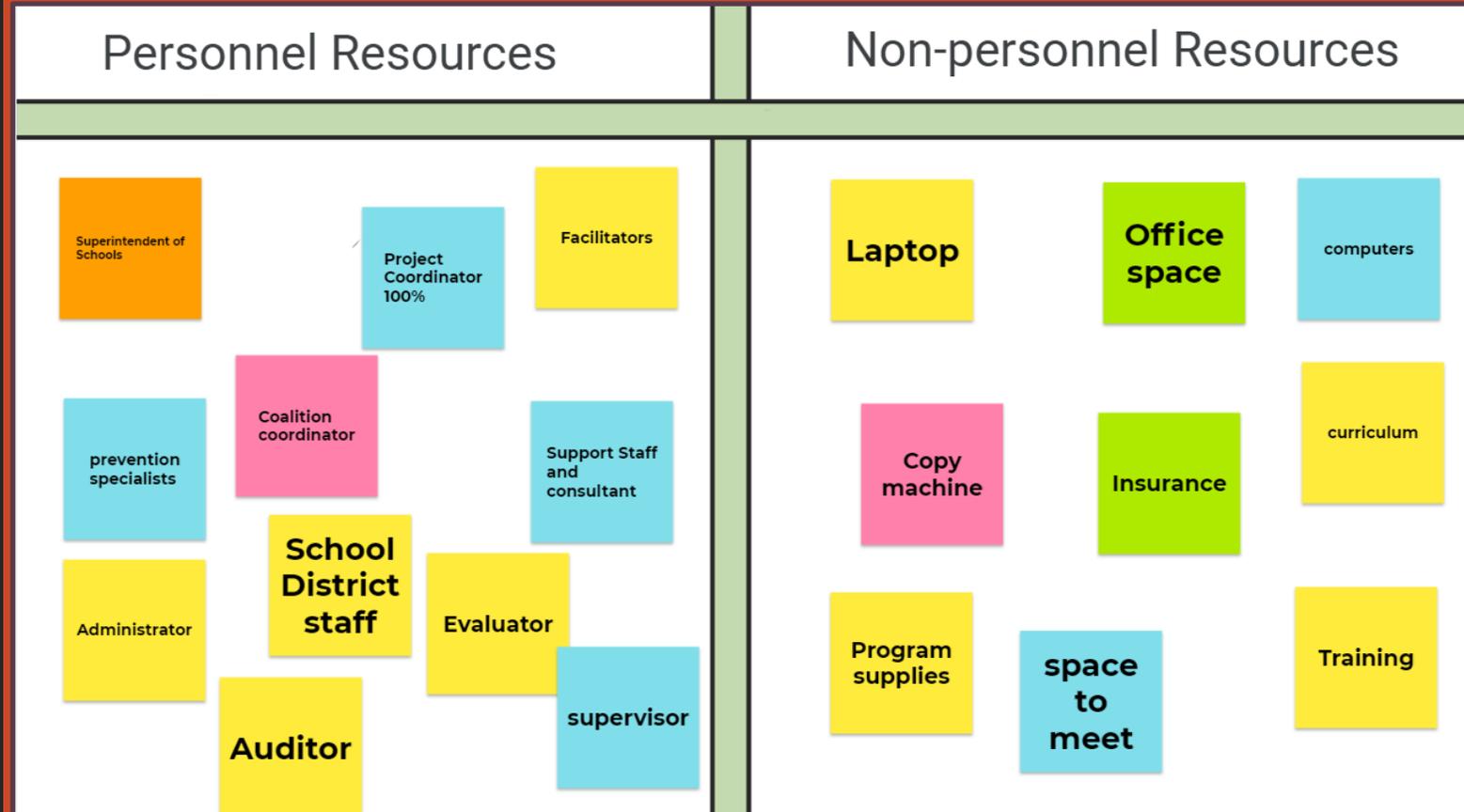


Google Spreadsheet Example

The image shows a Google Spreadsheet interface. The title bar reads "Small Group Activity - Social Media and Communication Strategies". The menu bar includes "File", "Edit", "View", "Insert", "Format", "Data", "Tools", "Add-ons", and "Help". The status bar indicates "Last edit was on August 9". The toolbar shows various editing and formatting tools. The spreadsheet itself has three columns: "Social Marketing" (light blue header), "Social Norms Marketing" (pink header), and "Media Advocacy" (yellow header). The rows are numbered 1 through 24. The first row contains the headers, and the subsequent rows are empty.

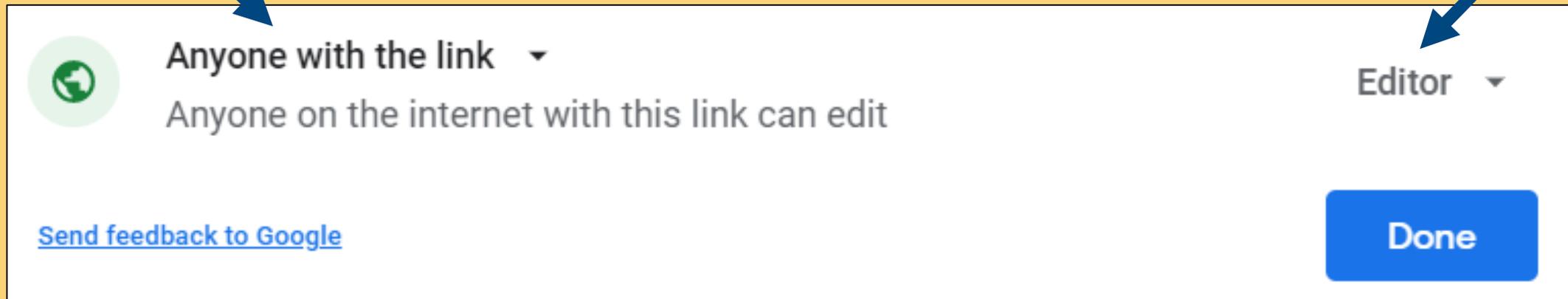
	A	B	C
1	Social Marketing	Social Norms Marketing	Media Advocacy
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11			
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JamBoard Example



Important

Be sure to select “Anyone with the link”
and then change to “Editor”



A screenshot of a sharing settings dialog box. The dialog is white with a thin black border. On the left, there is a circular icon with a globe. To its right, the text reads "Anyone with the link" followed by a downward-pointing triangle. Below this, it says "Anyone on the internet with this link can edit". In the bottom left corner, there is a blue link that says "Send feedback to Google". In the bottom right corner, there is a blue button with the word "Done" in white. Two blue arrows point to the "Anyone with the link" text and the "Editor" text, respectively.

Anyone with the link ▼
Anyone on the internet with this link can edit

[Send feedback to Google](#)

Editor ▼

Done

In Summary...

Digital Strategies of Engagement During Covid-19

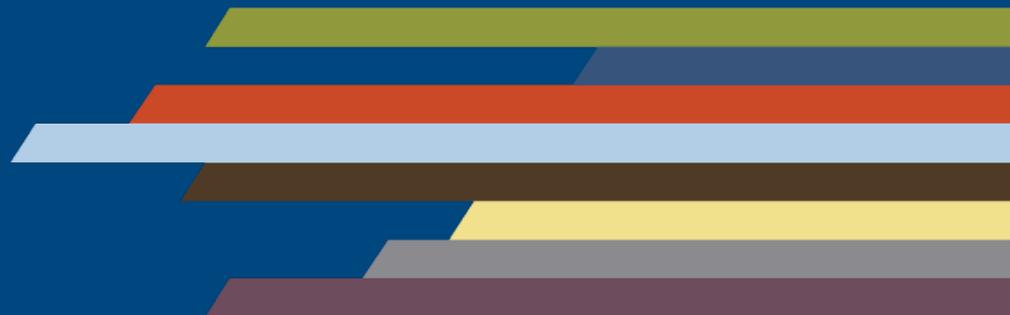
- Social media
- Virtual meeting platforms
- Online brainstorming tools
- Online survey tools



Questions
Answers

Q&A

A Few Last Thoughts...





Center Marginalized Voices

- Recognize the privileges of people in the organizing group
 - Understand level of trust with the organizing group
 - Understand level of comfort engaging online
 - Clearly define and communicate roles and engagement approach
 - Take the time to invest in relationship-building
 - Consider impact of data privacy
- 

The Community Engagement Song



***Learning
Community
Session:***
Community
Engagement
During the
Time of
Covid-19

An interactive session with breakout room activities for you to apply learnings from the webinar

November 9 from 10-12 Central Time

To register,
([https://uwmadison.zoom.us/meeting/register/tJwpcu2qqj8vH9VHe93qaYSvRVzyjKk47gqQ](https://uwmadison.zoom.us/j/84451222222))

Commitment to Action

What is one engagement strategy mentioned during today's session that you plan to try out? (Post in chat.)

Nondigital:

Phone trees

Mailings

Community networks

Gatherings still happening

Message boards

Door hangers

Traditional media

Digital:

Social media

Virtual meeting platforms

Online brainstorming tools

Online survey tools

Our Path Today

- Defining community engagement
- Spectrum of community engagement
- Timing your community engagement
- Nondigital strategies for community engagement during Covid-19
- Digital strategies for community engagement during Covid-19



Post-Webinar Feedback

Please click on the link in the chat
to complete a very brief online
feedback form!

Thank you!



**WE WANT
YOUR FEEDBACK**



Thank you!