Community Engagement During COVID-19

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Great Lakes PTTC
November 4, 2021

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The Great Lakes ATTC, MHTTC, and PTTC are funded by the Substance Abuse and Mental Health Services Administration (SAMHSA under the following cooperative agreements:

Great Lakes ATTC: 1H79TI080207-03
Great Lakes MHTTC: IH79SM-081733-01
Great Lakes PTTC: 1H79SP081002-01

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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.

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

Photo: iStock

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

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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

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.

Current Priority—Still Relevant—Continues Forward (with modified approach)

These are items that are relevant and possible and will go forward, though perhaps not as planned. Make a few notes on likely modifications.

Pause & Resume when crisis "over" (assuming a 6-18 month delay—high uncertainty)

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.

Emerging Priority or Existing but Newly Prioritized (because of current conditions)

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.

Unknown Status/Approach (need more data, too much in flux to know)

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.

Honor and Let Go (not going to happen)

Conditions make these items impossible.

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

Phone Trees or Phone "Orchards"

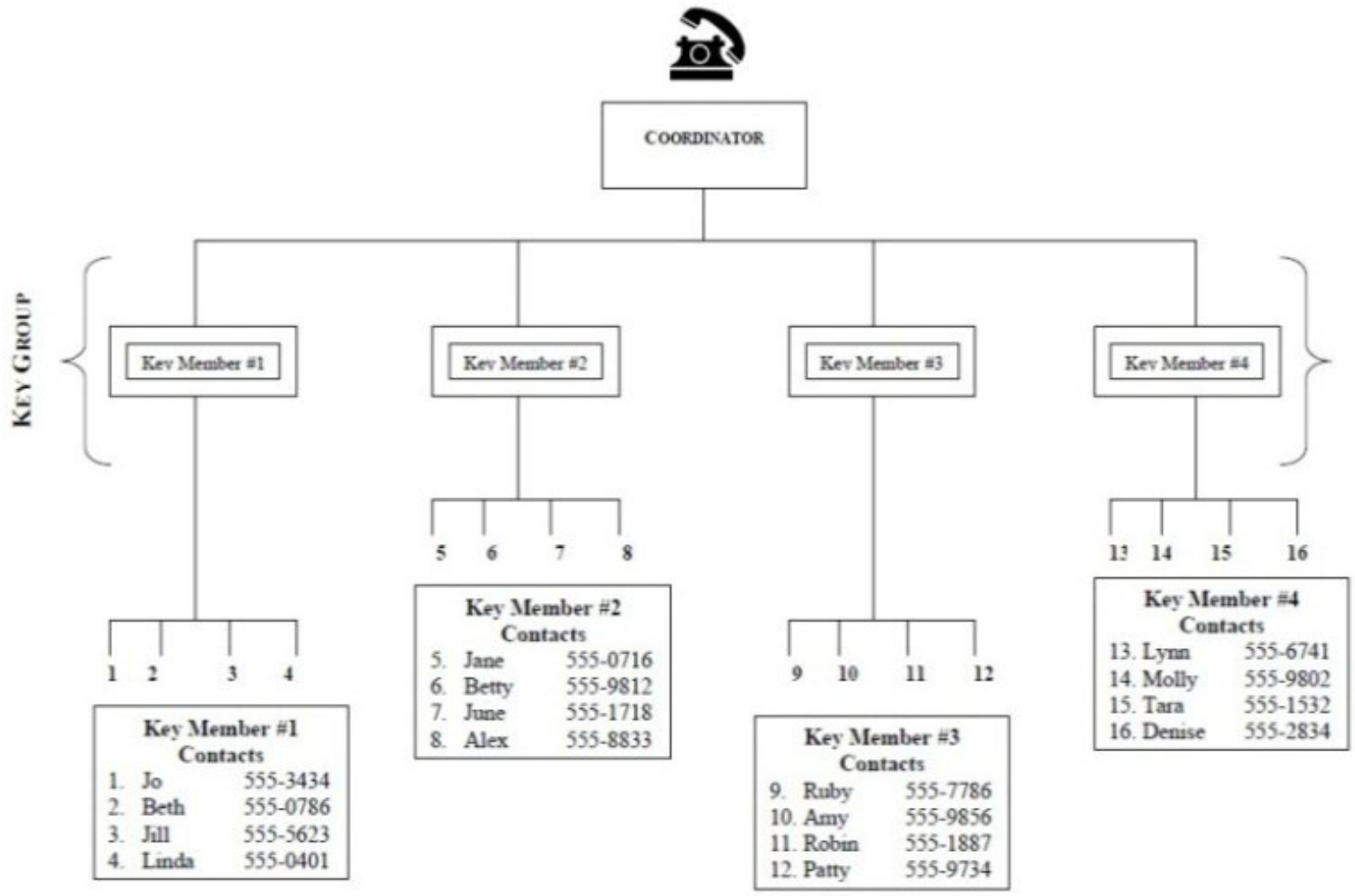
Contact community members through key callers who contact people under their "branch"

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,

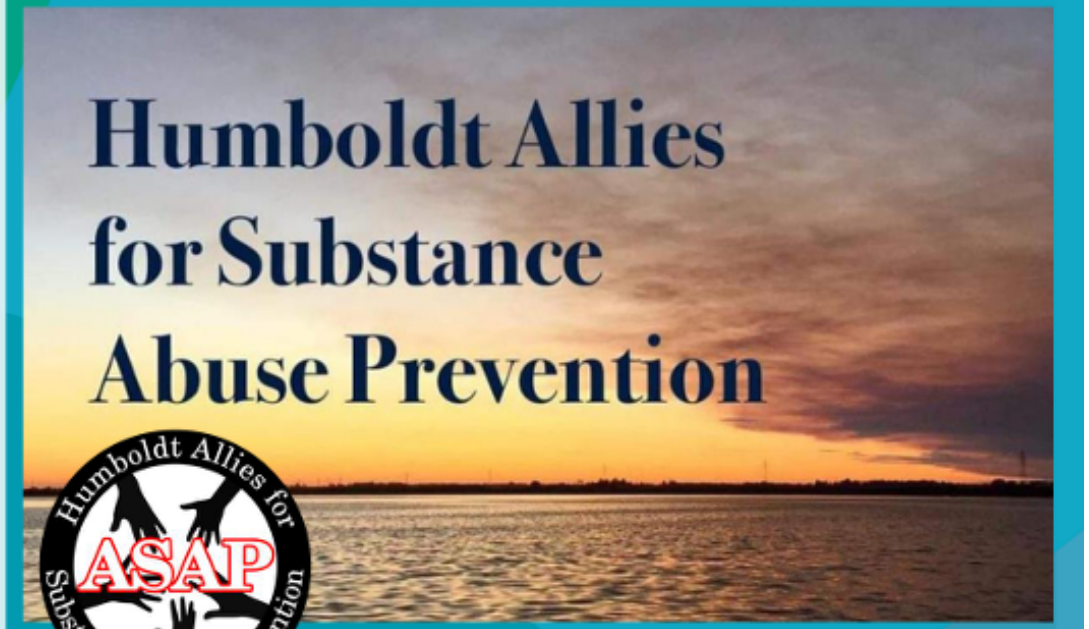
We are excited to share that **we recently met with our youth partners to talk about their experiences with alcohol and other drug use during COVID-19**. Nine young people from Teen Court, the Humboldt County Transition-Age Youth Collaboration (HCTAYC) and United Indian Health Services (UIHS) participated.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



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

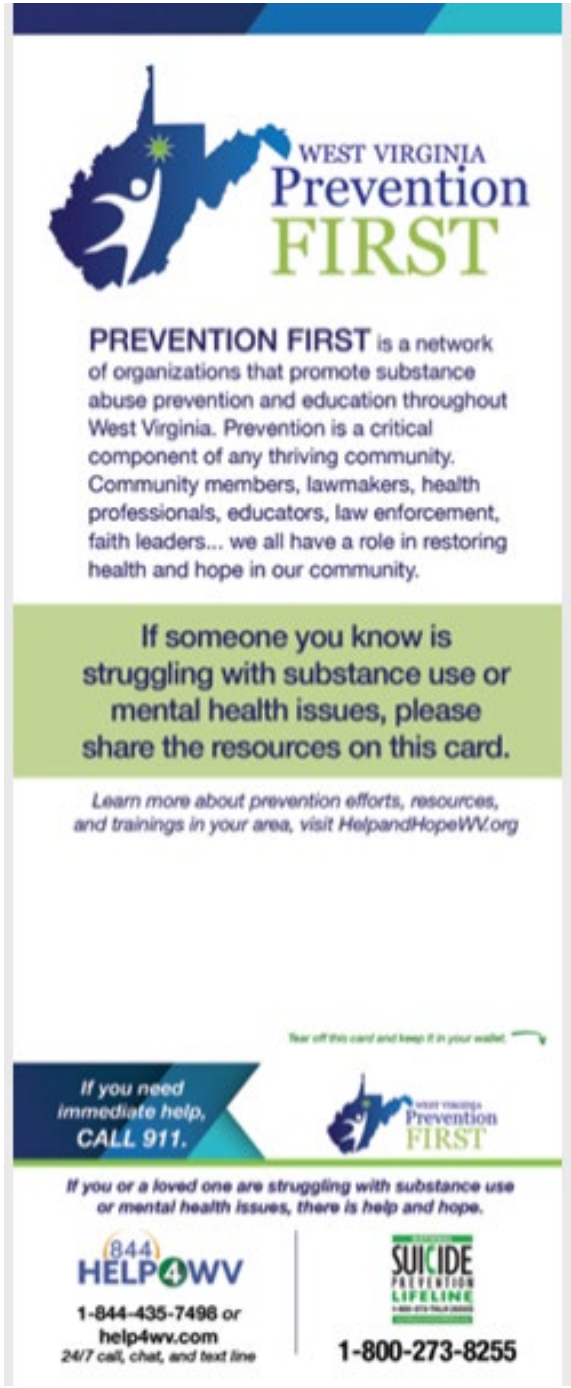
- Mutual-aid services
- Books and technology pick-ups from schools
- Food distribution centers
- Non-profit organizations working with vulnerable populations
- Meals on Wheels
- Grocery stores and pharmacies
- Places where people are waiting in long lines

Door Hangers

- Useful in small geographic areas
- Effective for information dissemination

Door Hanger Example

https://helpandhopewv.org/media.html



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

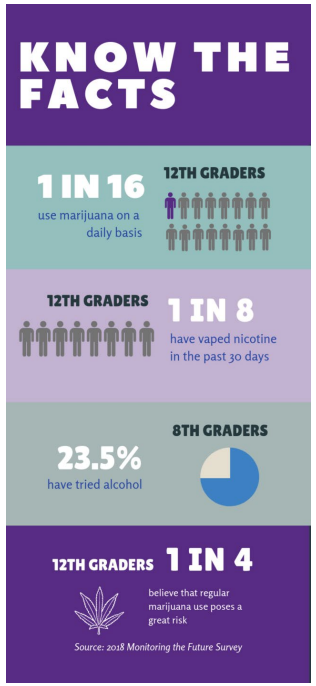
Use	Use powerful, clear, instructive verbs
Create	Create urgency (“before they are gone!”)
Choose	Choose clear over clever (“sign up today”)
Send	Send audience exactly where they need to go
Keep	Keep it conversational, not sales pitch-y
Give	Give your audience a specific step to take or task to do (sign up for a class, visit a website, download a pdf, enter a drawing)

2. Include Link to More Information

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

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



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

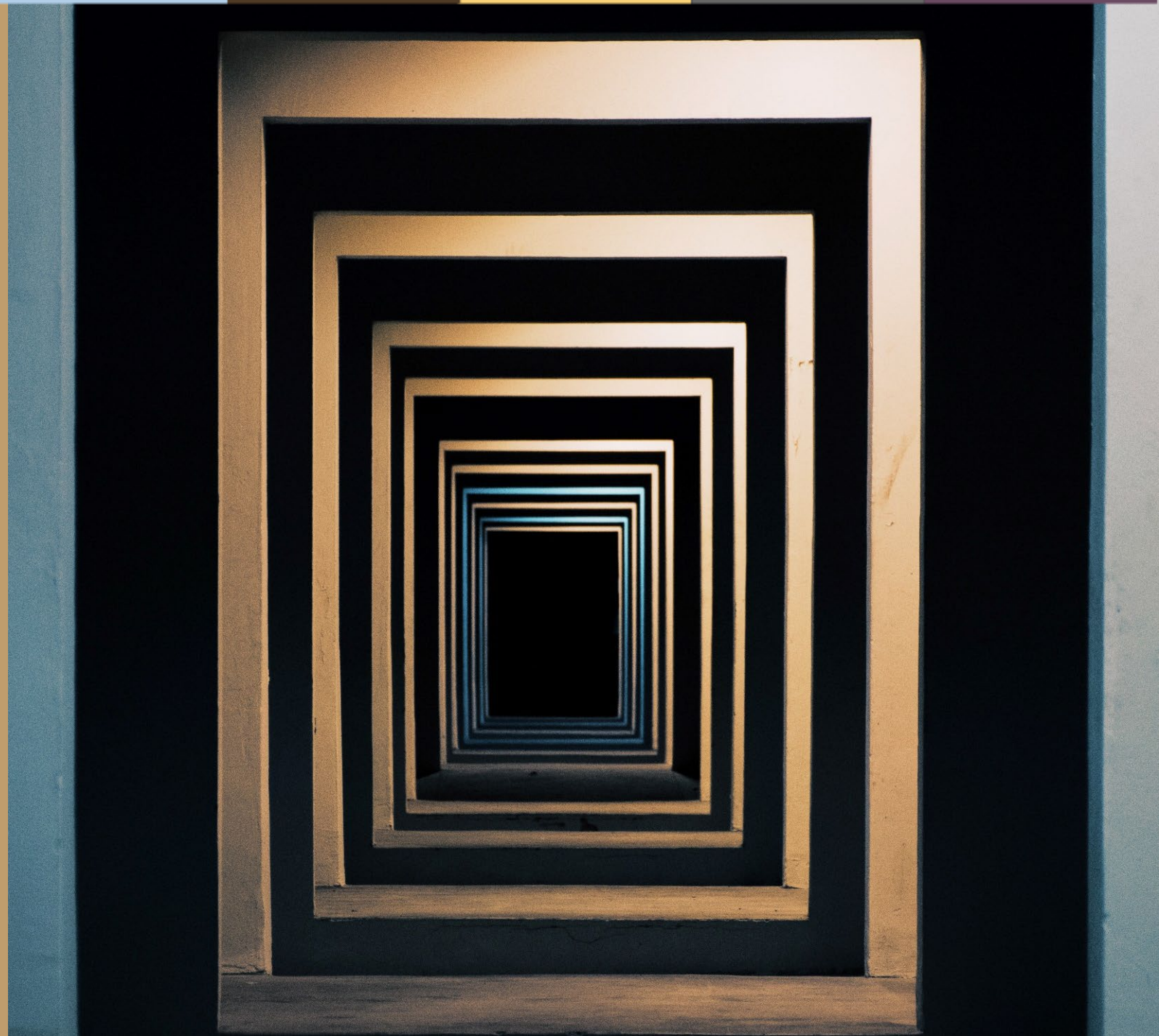
#Hashtag – Jimmy Fallon and Justin Timberlake

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:

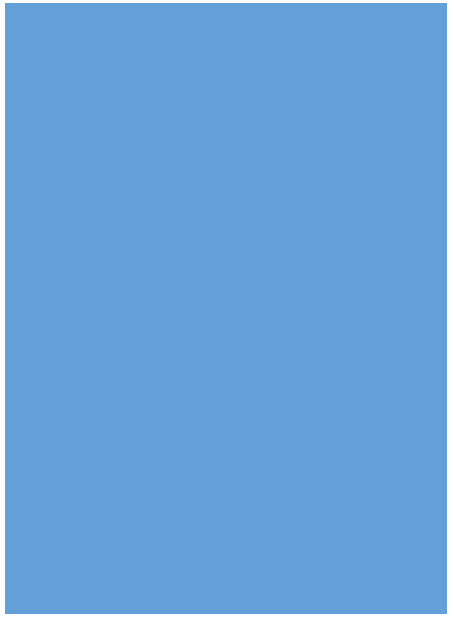
- Conduct assessments
- Assess community readiness
- Assess effectiveness of strategies

Examples of Online Surveys Tools

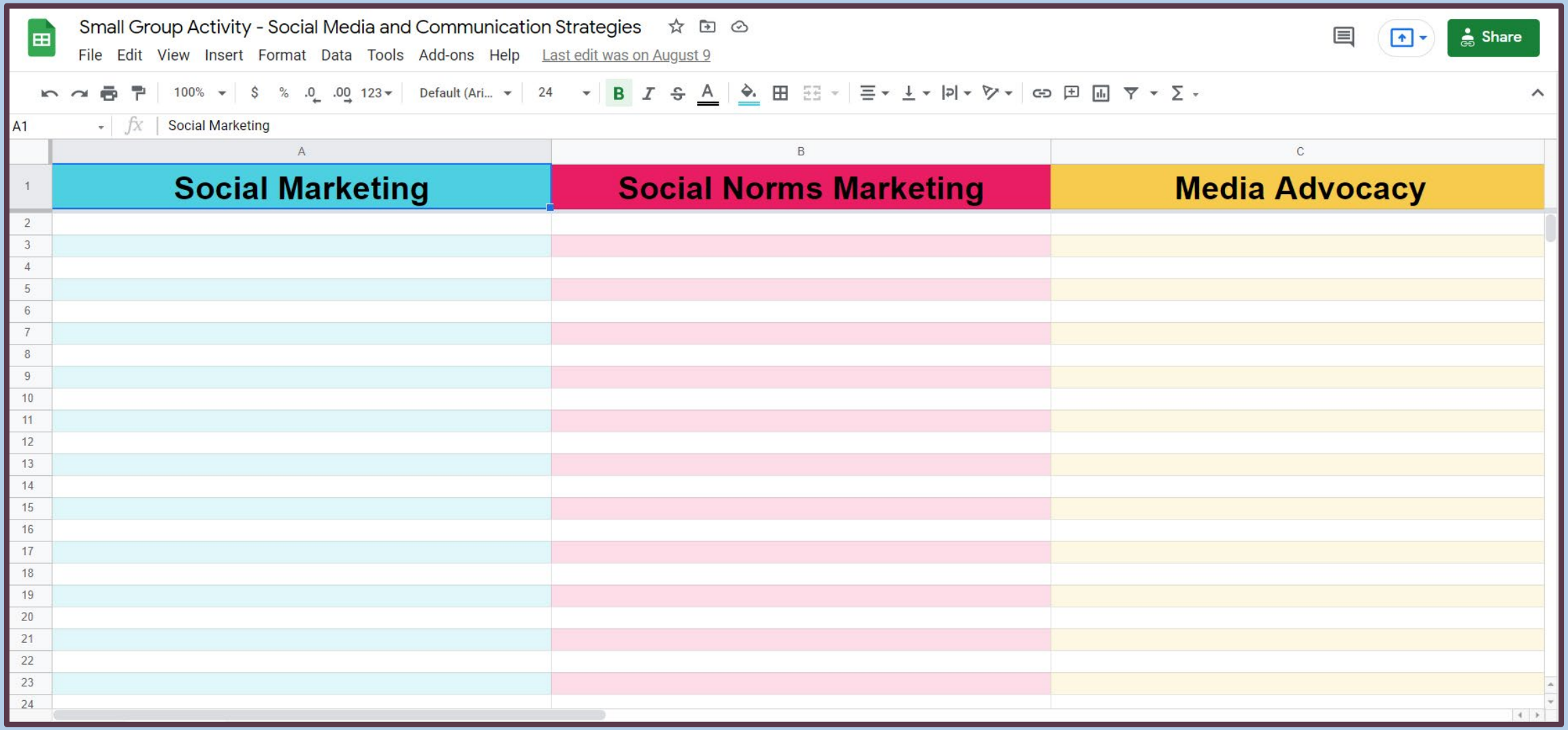
- Survey Monkey
- Google forms
- Alchemer (Survey Gizmo)

Online Brainstorming Tools

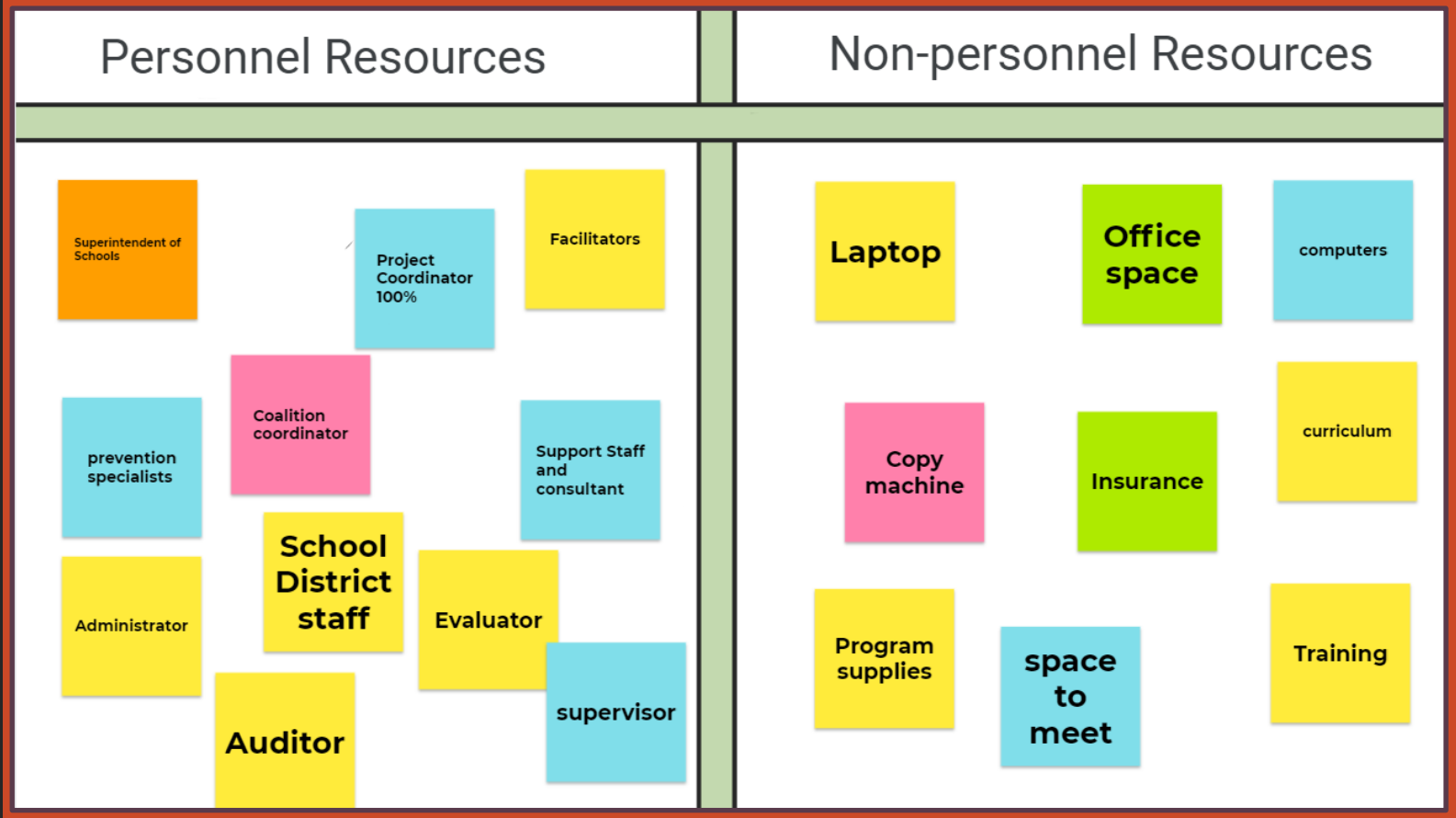
- Google Docs
- JamBoard
- IdeaBoardz
- Coggle (mind maps)



Google Spreadsheet Example

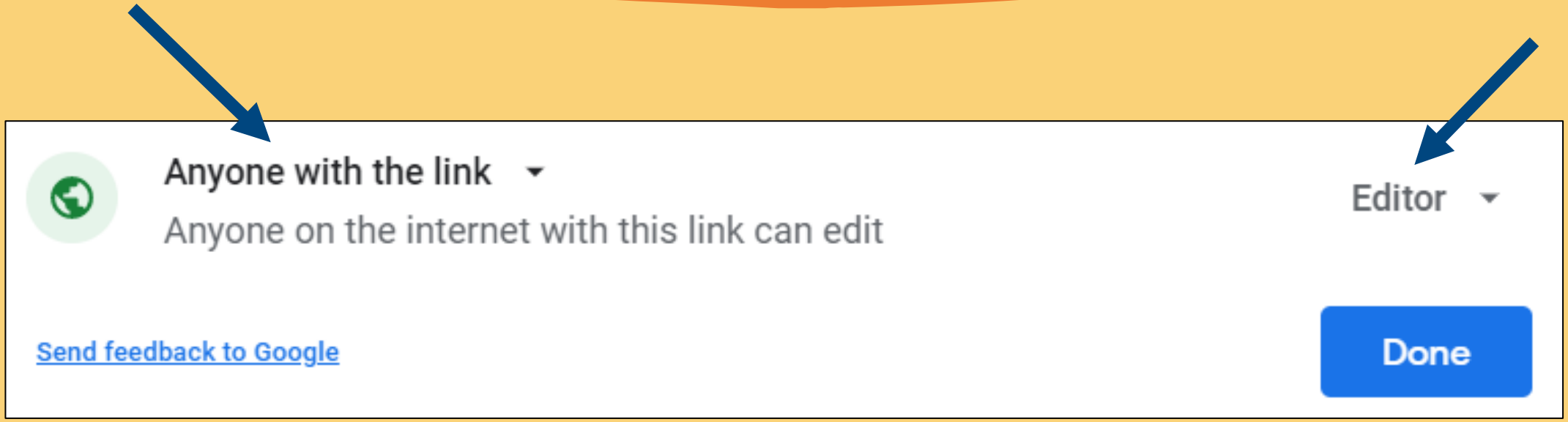


JamBoard Example



Important

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



In Summary…
Digital Strategies of Engagement During Covid-19

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

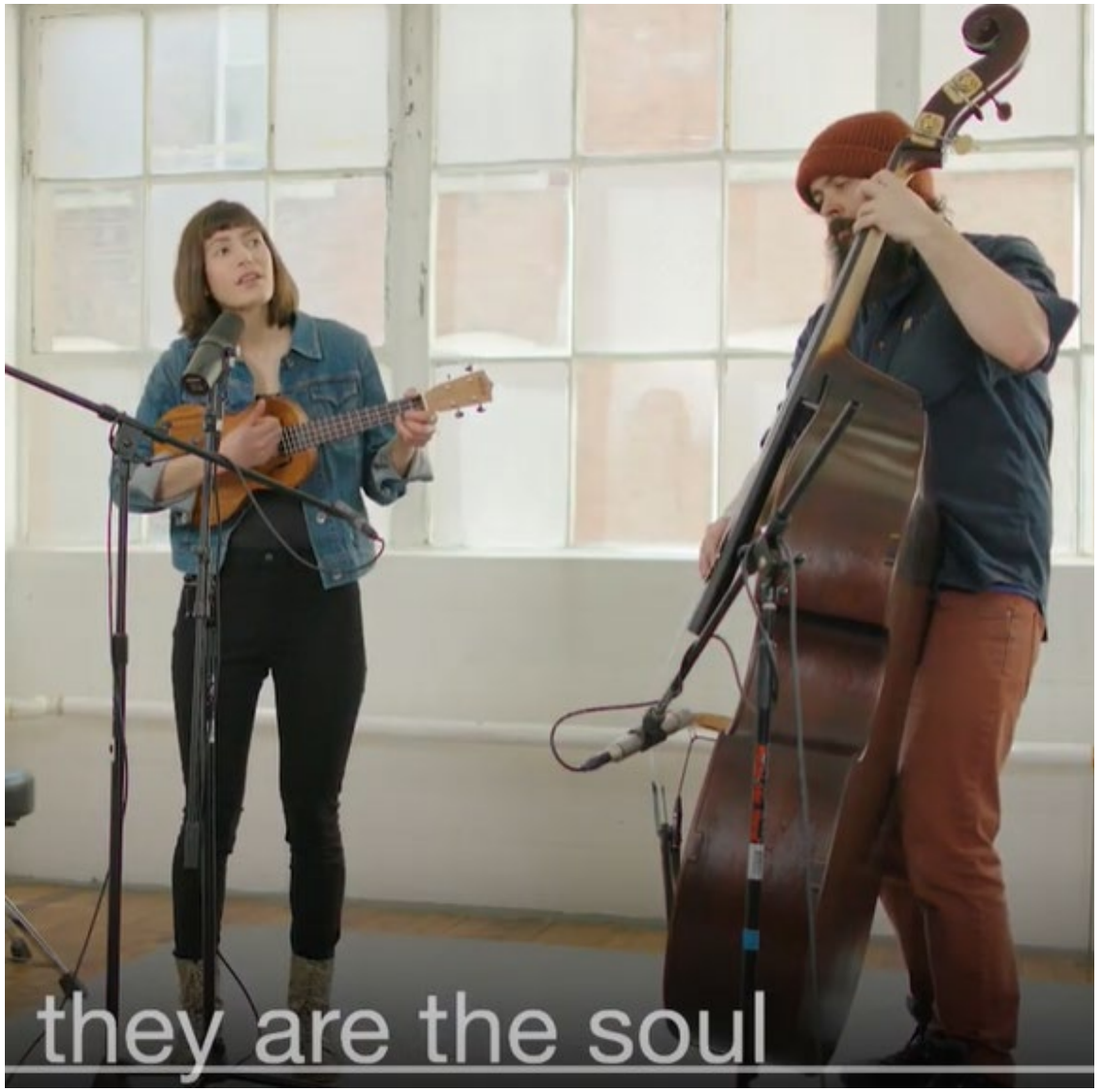
Q&A

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)

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!

Thank you!