

# Community Engagement During COVID-19

Kris Gabrielsen  
Erin Ficker - Facilitator

Great Lakes PTTC  
November 4, 2021

# Brought To You By:



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Great Lakes ATTC: 1H79TI080207-03

Great Lakes MHTTC: 1H79SM-081733-01

Great Lakes PTTC: 1H79SP081002-01

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At the time of this presentation, **Miriam E. Delphin-Rittmon, Ph.D.** serves as SAMHSA Assistant Secretary for Mental Health and Substance Use. The opinions expressed herein are the views of the speakers and do not reflect the official position of the Department of Health and Human Services (DHHS), SAMHSA. No official support or endorsement of DHHS, SAMHSA, for the opinions described in this document is intended or should be inferred.

August 2021

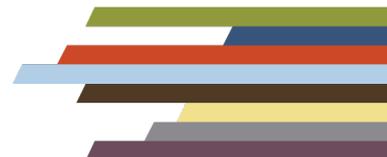
The use of affirming language inspires hope.

**LANGUAGE MATTERS.**

**Words have power.**

**PEOPLE FIRST.**

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



# Thank You for Joining Us!

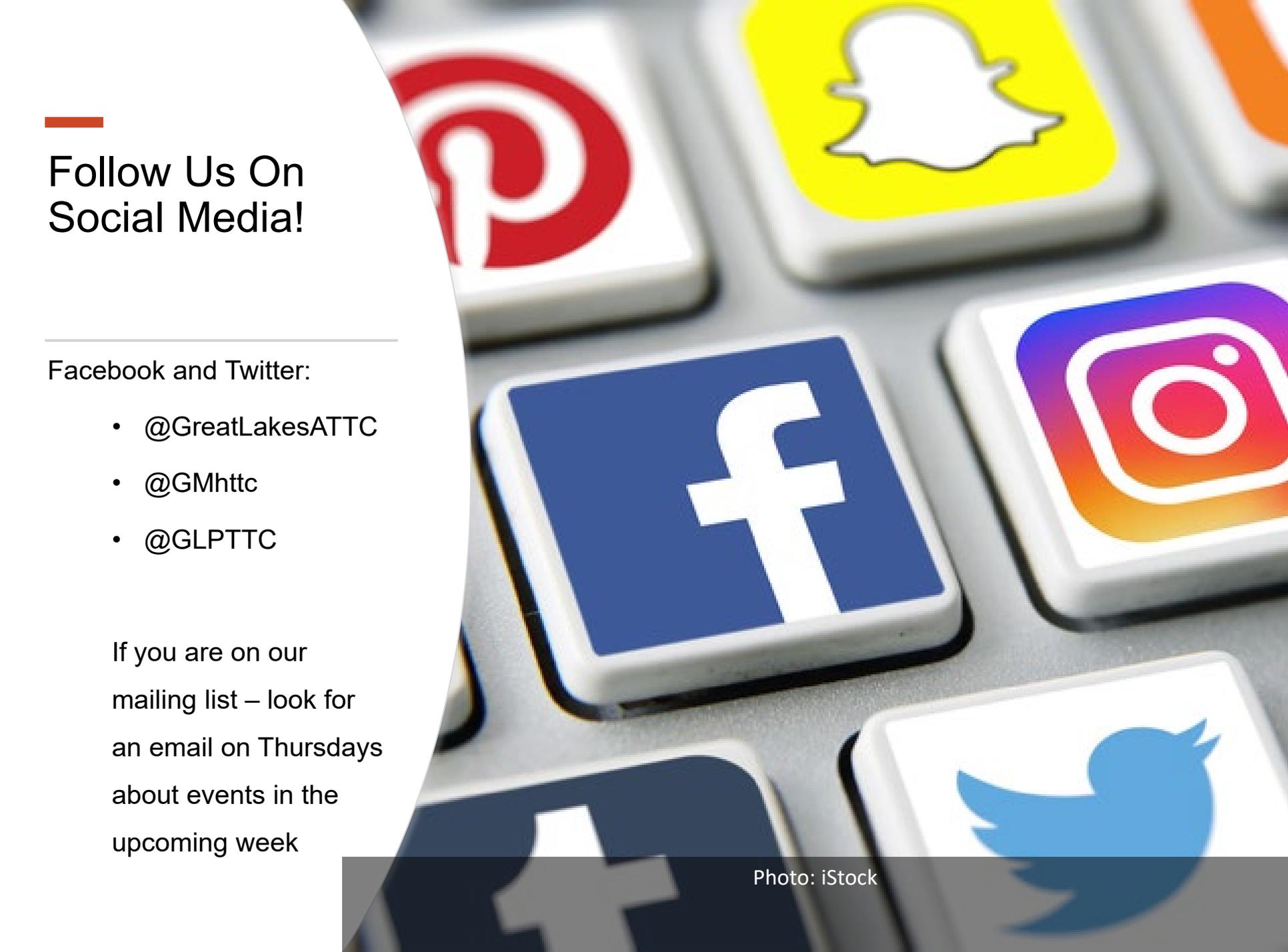
## A few housekeeping items:

- 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 with white ghost), Instagram (purple and pink gradient), Facebook (blue with white 'f'), and Twitter (blue bird). The keys are arranged in a grid pattern, and the background is a light gray surface.

## Follow Us On Social Media!

Facebook and Twitter:

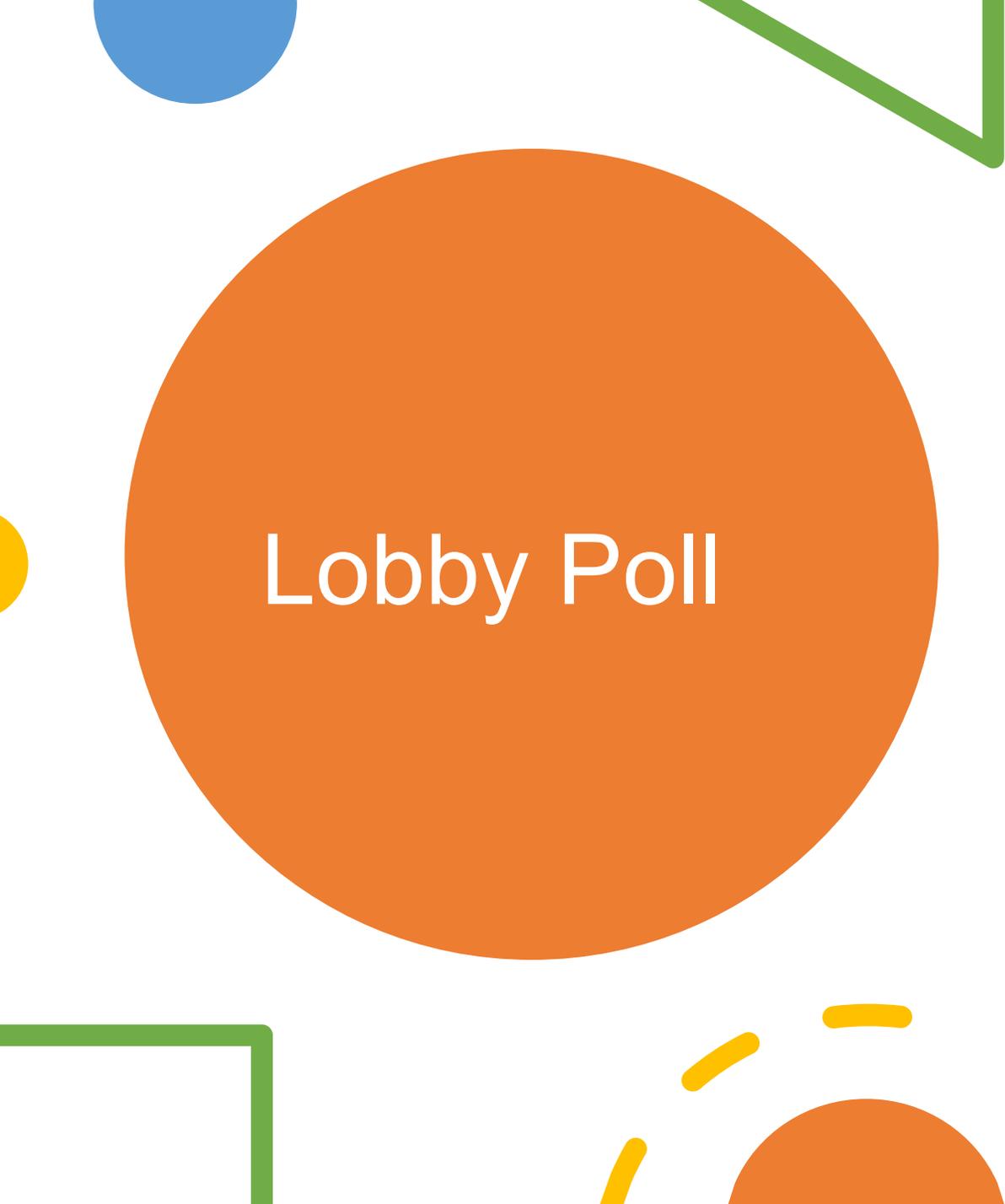
- @GreatLakesATTC
- @GMhttc
- @GLPTTC

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

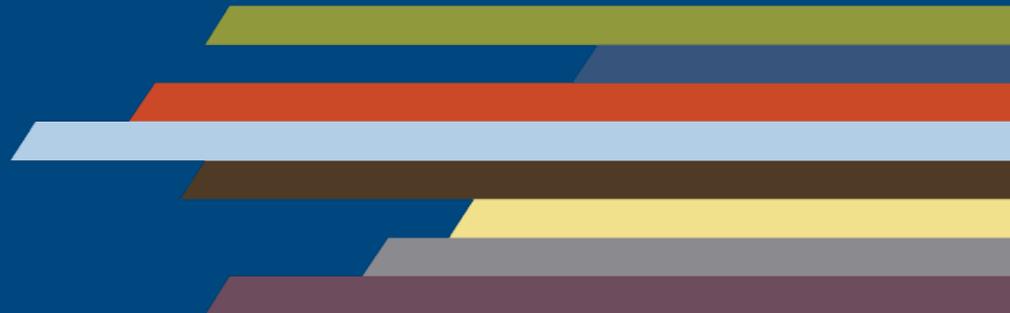
# Our Path for Today

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- 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.

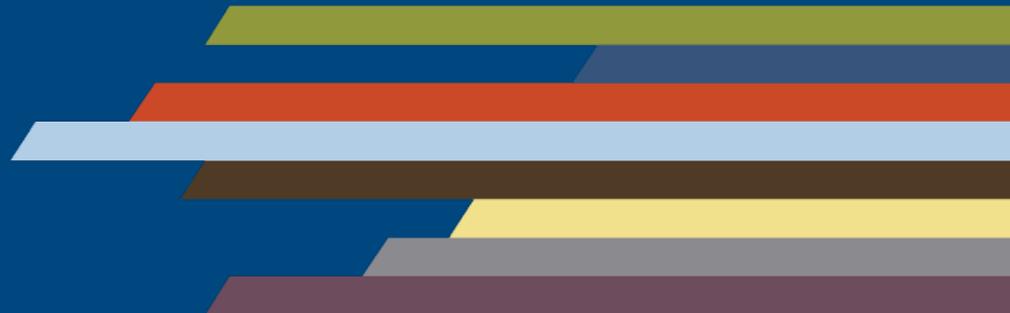
# Benefits of Community Engagement

- 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

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

Increasing impact on the decision



# Examples of Participation Strategies

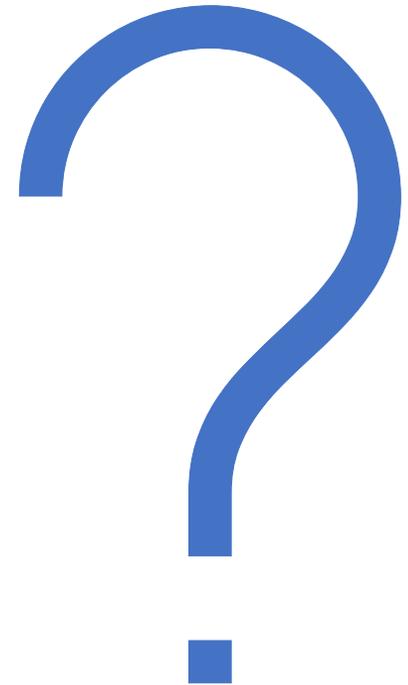
<b>Inform</b>	Fact sheets, websites, open houses, live stream meetings, emails, newsletters
<b>Consult</b>	Public comment, focus groups, surveys, public meetings, social media discussion, polls
<b>Involve</b>	Workshops, polls, social media discussions
<b>Collaborate</b>	Citizen advisory committees, online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



# Timing Your Community Engagement

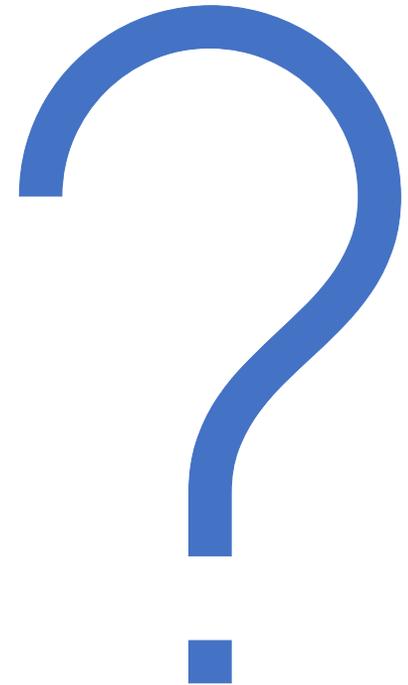
# Questions to Consider

- 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

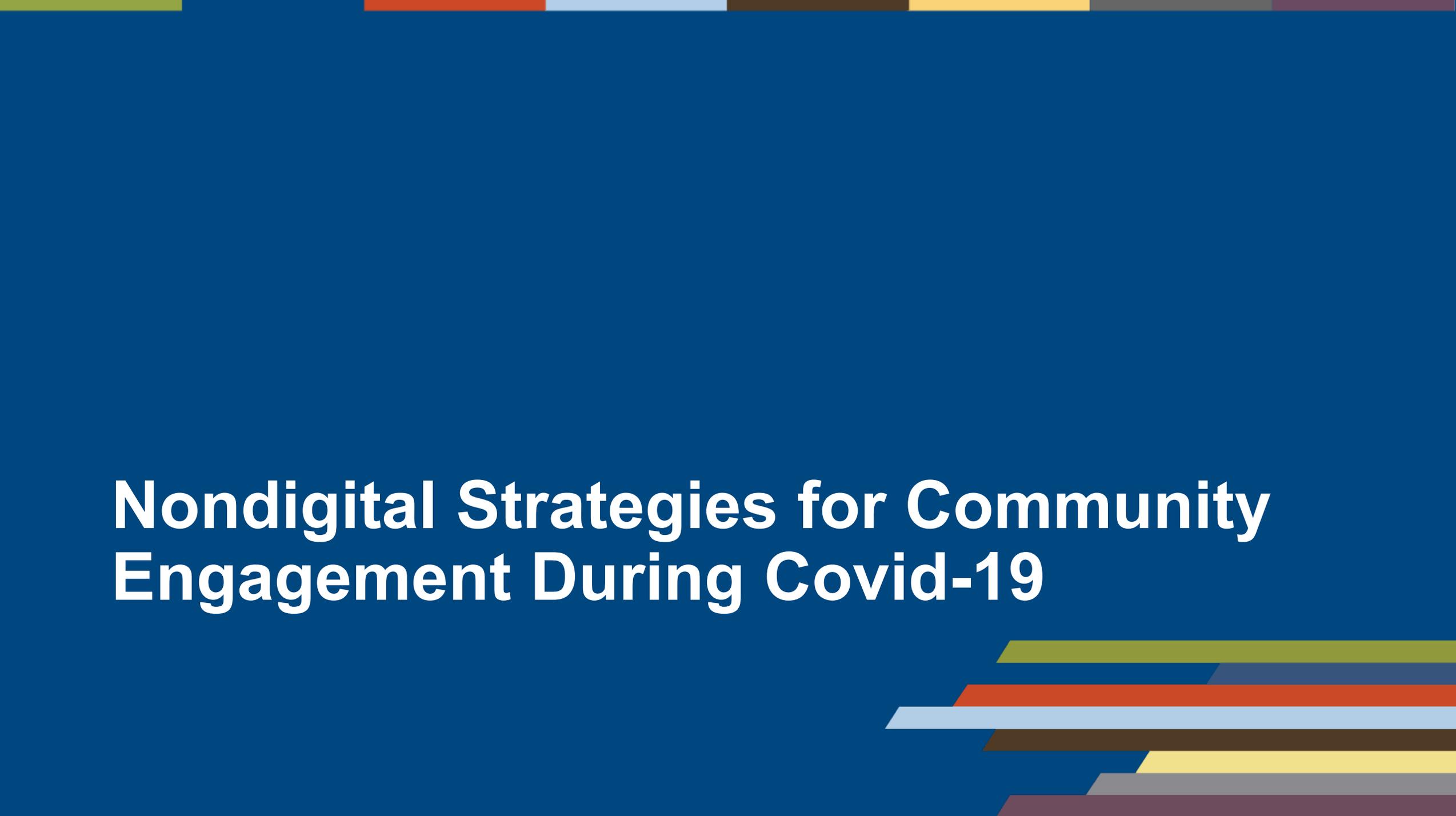
**Guiding Question/Line of Sight\*:** What will it take to . . . ?

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><b>Current Priority—Still Relevant—Continues Forward</b> (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><b>Pause &amp; Resume when crisis “over”</b> (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><b>Emerging Priority or Existing but Newly Prioritized</b> (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><b>Unknown Status/Approach</b> (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><b>Honor and Let Go</b> (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

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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

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People with low income

---

People working several jobs or working nontraditional hours

---

People who are English language learners

---

Those in rural/frontier areas

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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”

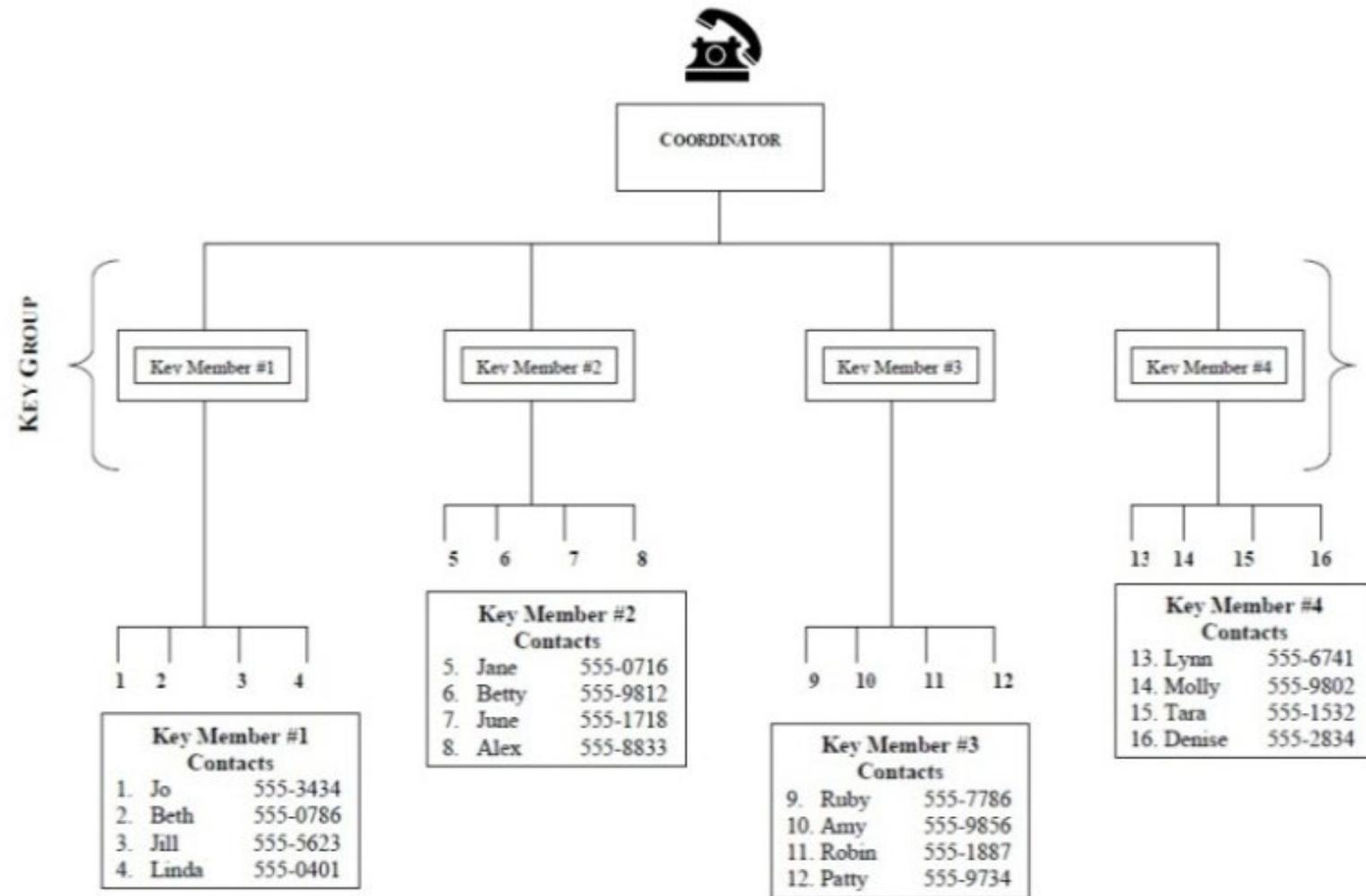
Contact community members through key callers who contact people under their “branch”

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.

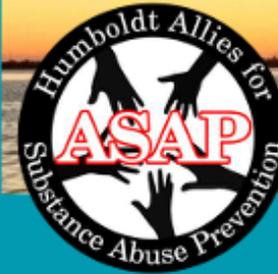
At the roundtable discussion, **our youth partners identified that knowing more about opioid use, overdose, and Narcan was very important to them.** Humboldt ASAP was able to connect Teen Court with a staff member from Healthy Communities who can give them a Narcan training.

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 [klaughter@co.humboldt.ca.us](mailto: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

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- 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](http://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.*



**1-844-435-7496** 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**  
1-844-435-7496; [www.help4wv.com](http://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](http://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 reduction 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*

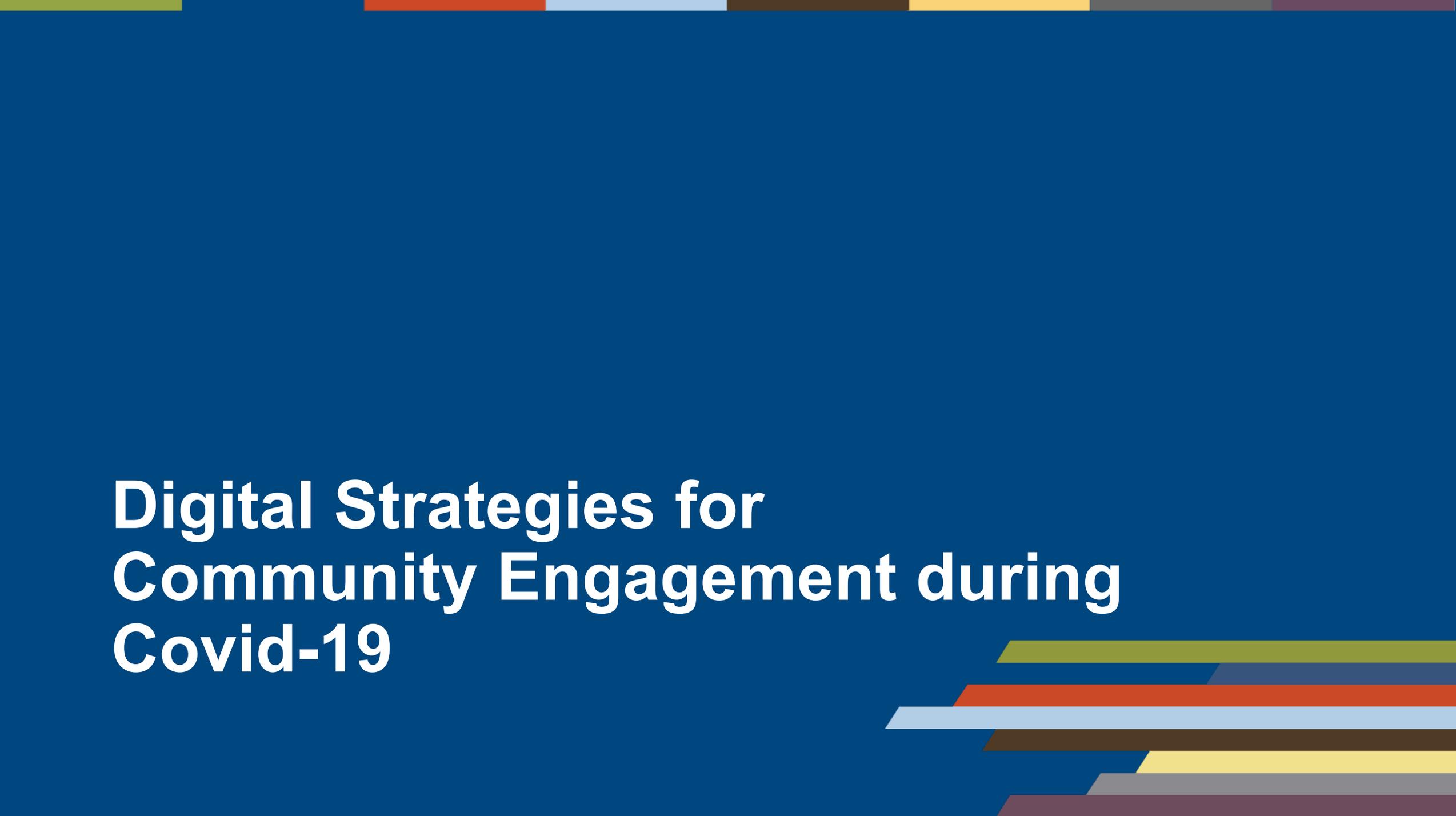
Which of these nondigital strategies for community engagement are you ***now considering trying?***  
(*Select all that apply.*)

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

# Questions?

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# Digital Strategies for Community Engagement during Covid-19



# Equity Considerations for Digital Strategies

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# 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

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# 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



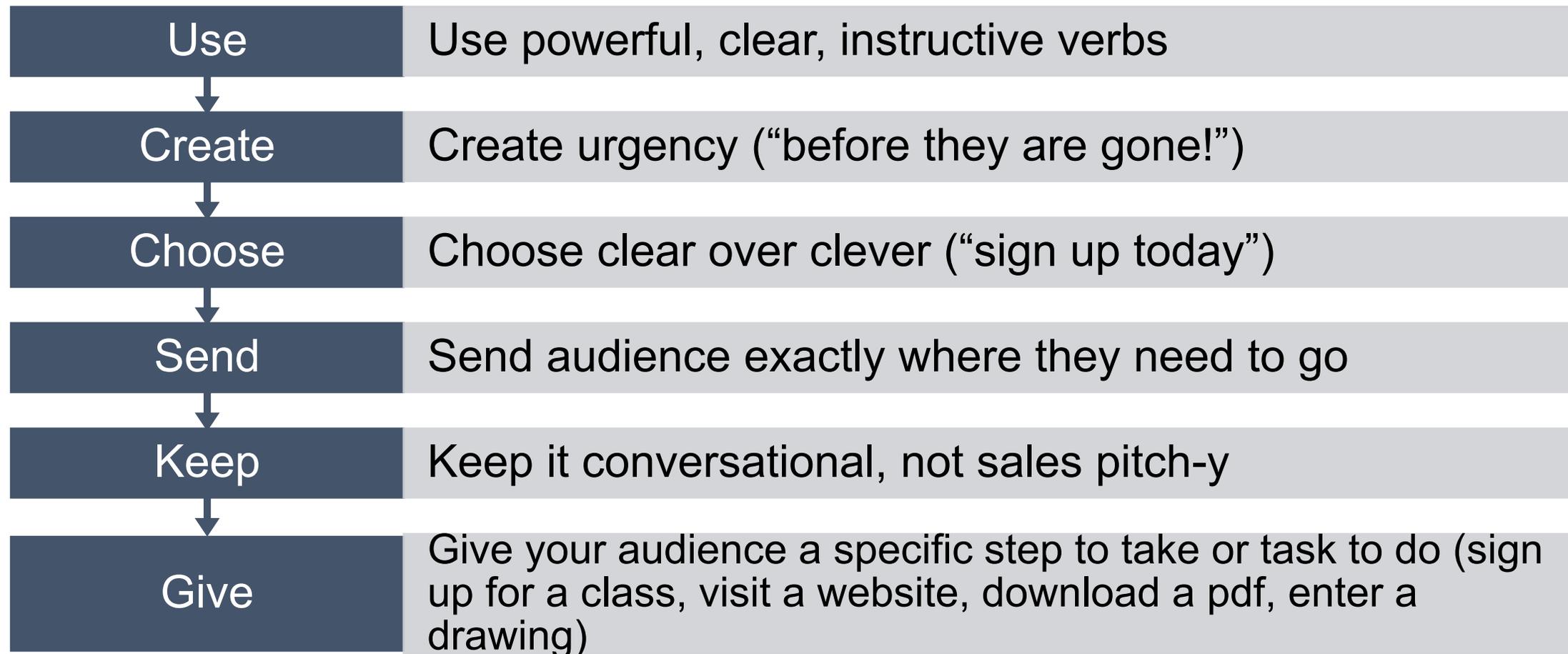
Generate attention and discussion on an issue

# 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](https://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.

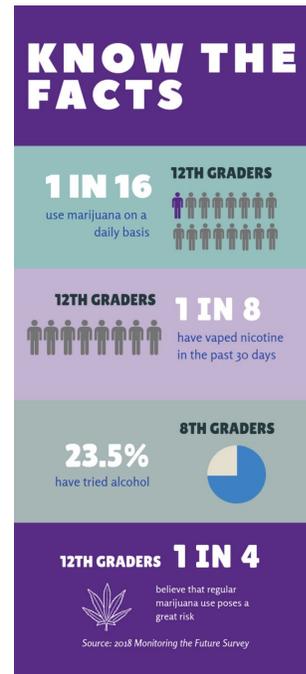
[www.underageddrinking.samhsa.gov](http://www.underageddrinking.samhsa.gov)

**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

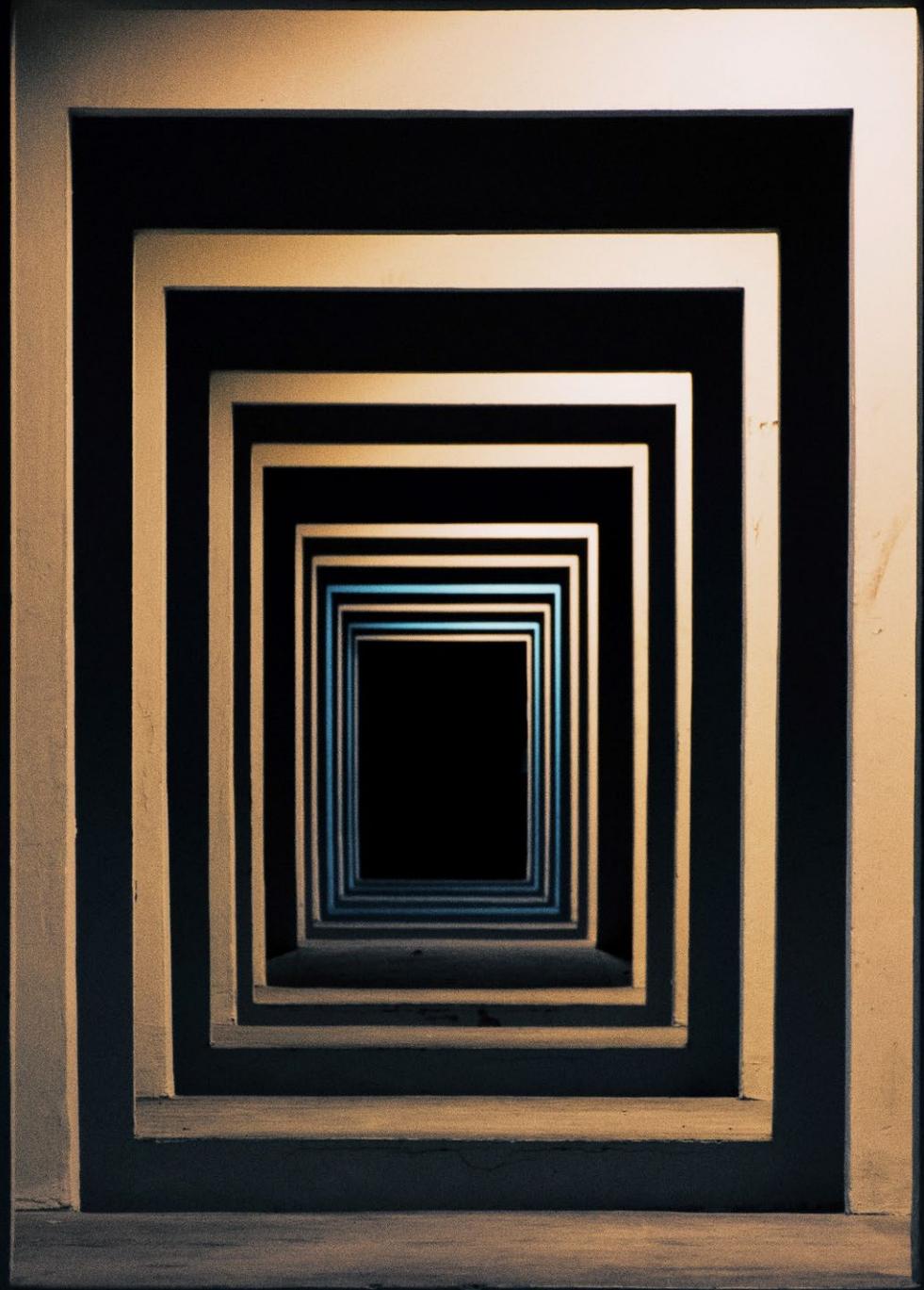


Use words, not data  
(e.g., "Did you know that most teens don't drink?")



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

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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”

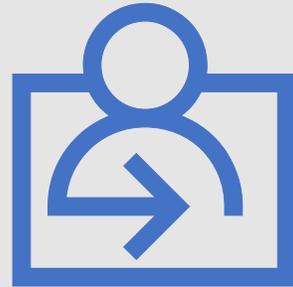
# Increasing Engagement in Online Meetings

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)

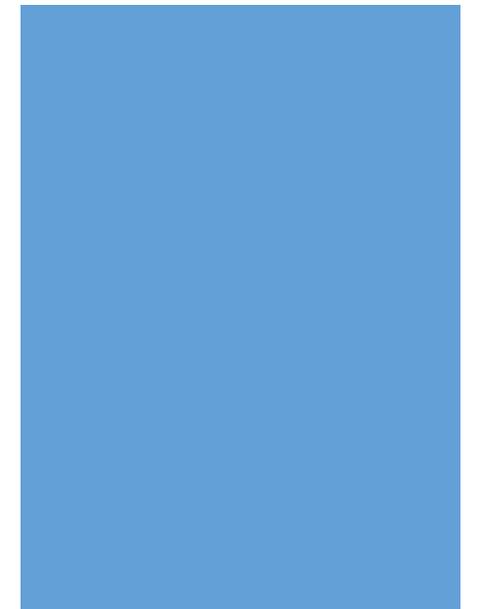
# Online Brainstorming Tools

Google  
Docs

JamBoard

IdeaBoardz

Coggle  
(mind maps)

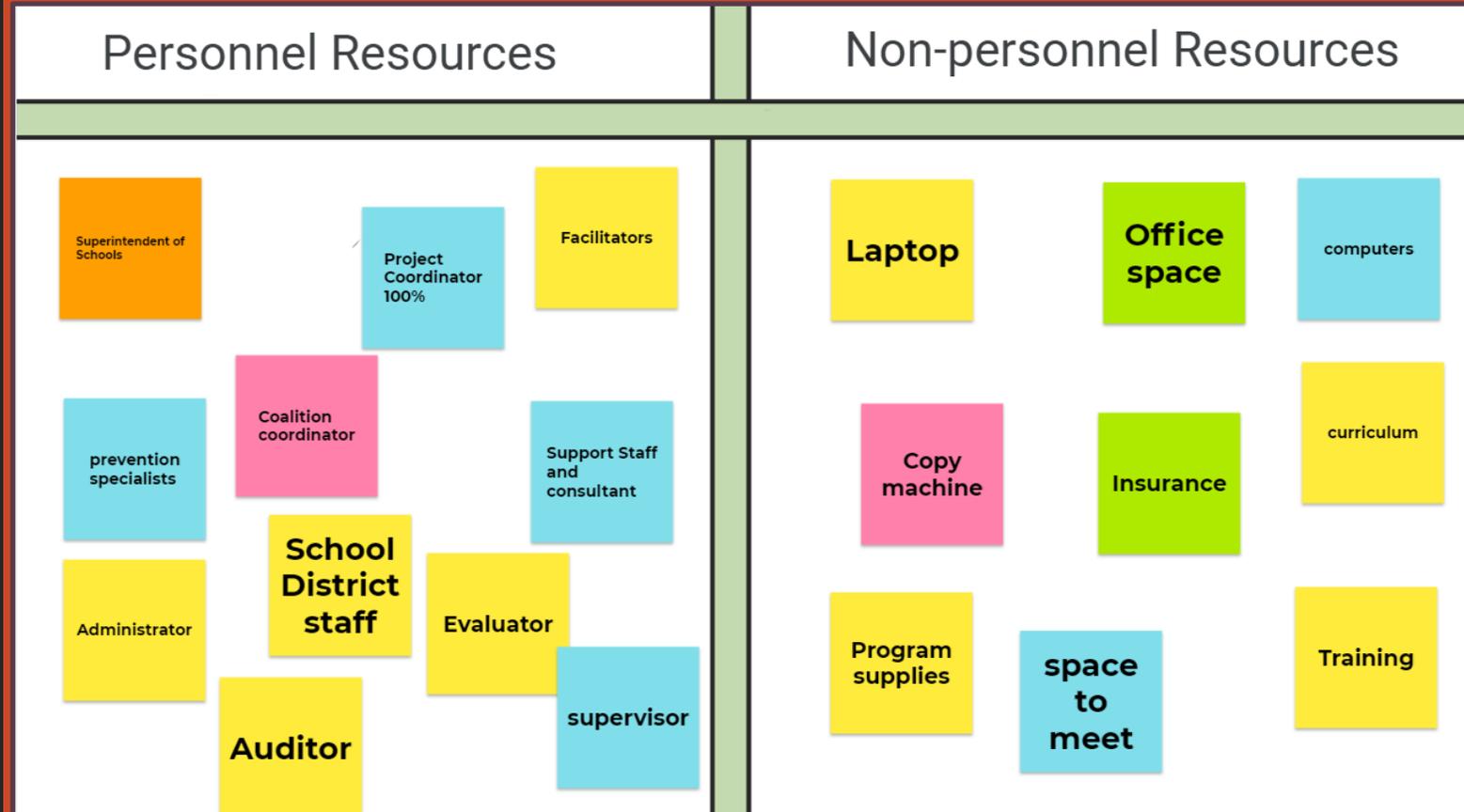


# Google Spreadsheet Example

The screenshot 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 has three columns: A (Social Marketing), B (Social Norms Marketing), and C (Media Advocacy). The first row (row 1) is the header row, with cells A1, B1, and C1 containing the column titles. The subsequent rows (rows 2-24) are empty, with alternating light blue, pink, and yellow background colors for each column.

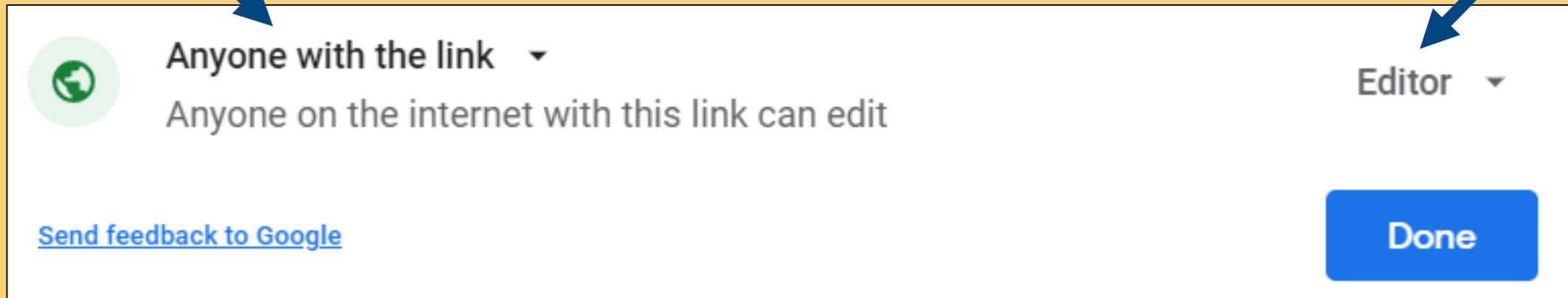
	A	B	C
1	<b>Social Marketing</b>	<b>Social Norms Marketing</b>	<b>Media Advocacy</b>
2			
3			
4			
5			
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23			
24			

# JamBoard Example



# Important

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



A screenshot of a sharing settings dialog box. On the left, there is a globe icon next to the text "Anyone with the link" and a dropdown arrow. Below this, it says "Anyone on the internet with this link can edit". At the bottom left is a blue link that says "Send feedback to Google". On the right side, there is the text "Editor" with a dropdown arrow. At the bottom right is a blue button that says "Done". Two blue arrows point from the text above to the "Anyone with the link" and "Editor" options 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...**

The slide features a solid blue background. At the top, there is a horizontal bar composed of several colored segments: olive green, orange, light blue, brown, yellow, grey, and purple. In the bottom right corner, there is a stack of horizontal bars in the same color sequence as the top bar, but they are staggered and appear to be layered on top of each other.



# 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

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***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/j/84481222222>)

# 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

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- 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**

