

CANVAS: Reflecting on Community Engagement

This planning tool will help you work through some of the main considerations you need when planning to engage community. Use this as a space to reflect, generate ideas, and refine your thinking.

Side 1: Leading up to Engagement

Your names

WHY DO WE WANT TO ENGAGE?

What are our main reasons for wanting to engage with community? (e.g., someone in the community has asked us to, we believe it is the right thing to do, we have been allocated budget for it, etc.)

WHO DO WE WANT TO ENGAGE?

What are the characteristics of the people we want to engage? What would 'qualify' them to be someone we want to engage with? Would anything disqualify them?

What are the **immediate** benefits for these people to participate and engage with us, if any?

WHAT DO WE HOPE TO LEARN?

What are the main questions we hope to answer?

HOW WILL WE MAKE SURE THAT THE ENGAGEMENT IS APPROPRIATE TO THE COMMUNITY?

How will we learn what is appropriate to the community and how will we incorporate that information into the design of the engagement?

HOW WILL WE REACH OUT TO THE PEOPLE WE WANT TO ENGAGE WITH?






What ideas do we have for how we can spread the word and get people excited to engage with us? How will we reach people we do not have existing connections with?

WHO ELSE MIGHT WE COLLABORATE WITH?

Are there any other departments, agencies, organizations, or community groups that we could be working with to engage this population?

Side 2: Designing the Engagement

WHAT TYPE OF ENGAGEMENT ARE WE PLANNING?
(circle one)

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
					
GOAL	To provide stakeholders with balanced and objective information to assist them in understanding the problem, alternatives and solutions.	To obtain stakeholder feedback on analysis, alternatives and/or decisions.	To work directly with stakeholders throughout the process to ensure that their concerns and aspirations are consistently understood.	To partner with stakeholders in each aspect of the decision from development to solution.	Shared leadership of community-led projects with final decision-making at the community level.
STYLE	"Here's what's happening."	"Here are some options, what do you think?"	"Here's a problem, what ideas do you have?"	"Let's work together to solve this problem."	"You care about this issue and are leading an initiative, how can we support you?"

WHAT MAIN PRINCIPLES MUST WE FOLLOW IN OUR ENGAGEMENT?

BUILDING CAPACITY

How will we build capacities with those we engage?

HOW WILL WE MAKE ENGAGEMENT ACCESSIBLE?

Do we need to provide things like childcare, transportation, language supports, barrier-free facilities, gender-neutral washrooms, etc.?

HOW MIGHT WE CLOSE THE LOOP?

How might we follow up with participants to share their information back with them and demonstrate a meaningful impact that resulted from their participation?

NEXT STEPS

What are our immediate next steps? What needs to be done first to make this engagement a reality?