

ENGAGE: Community Map





INSTRUCTIONS

1. Draw an outline of the community your coalition is mobilizing.
 2. Name this community and note which of the three types of communities it is.
 3. Establish the denominator for assessment data by providing a figure for the total number of members.
 4. Draw the “communities within this community” that will be important in the work.
 5. Name and provide a denominator for each of these communities.
-

ENGAGE: Community Data Needed



ENGAGE: Needs Assessment Questions - Brainstorming / Crosswalk

CATEGORY	QUESTIONS
CONSEQUENCES 	
BEHAVIOR 	
ROOT CAUSES 	
LOCAL CONDITIONS 	





ENGAGE: What Kind of Needs Assessment Data Should Coalitions Collect?

QUESTIONS	What local conditions are creating a higher risk for problem behaviors?	Why are problem behaviors happening?	What is the nature and extent of the problem behavior in our community?	What are the health and social consequences our community is experiencing because of the problem behavior?
		What is placing our citizens at greater risk?	How frequently are behaviors occurring? Who engages in these behaviors?	

CATEGORY	Local Conditions	Root Cause	Behavior	Consequences
EXAMPLES	<ul style="list-style-type: none"> • % of retail stores failing to comply with ID checks / sales to minors. • Density of liquor outlets in the community. • Number of adults convicted of providing alcohol to minors. 	<ul style="list-style-type: none"> • Availability of alcohol. <ul style="list-style-type: none"> ✓ % of young people reporting alcohol is easy or very easy to get. 	<ul style="list-style-type: none"> • Number of students who have used alcohol in the past 30 days. • Age of first use of alcohol. • Number of students who had five or more drinks the last time they used. 	<ul style="list-style-type: none"> • Number of emergency room visits for injuries related to alcohol use. • DUI rates. • % of youth reporting sexual activity while under the influence of alcohol. • Rates of liver disease.



ENGAGE: Resource / Asset Questions - Brainstorming / Crosswalk

CATEGORY	QUESTIONS
CONSEQUENCES 	
BEHAVIOR 	
ROOT CAUSES 	
LOCAL CONDITIONS 	

ENGAGE: What Kind of Resource / Asset Data Should Coalitions Collect?

QUESTIONS	<p>What local conditions are building and supporting desired behaviors?</p> <p>What locally is creating positive or protective factors?</p>	<p>What helps prevent problem behaviors?</p> <p>What can help people stop engaging in problem behaviors?</p>	<p>What alternatives to problem behaviors have people in our community actively engaged?</p> <p>How frequently are they being used?</p> <p>Who uses these resources and opportunities?</p>	<p>What if the problem got better or was stopped completely?</p> <p>What positive outcomes is the community currently generating?</p>
------------------	---	--	--	---

CATEGORY	Local Conditions	Root Cause	Behavior	Consequences
EXAMPLES	<ul style="list-style-type: none"> • % of non-profits with youth leadership positions required in their by-laws. • Number of schools with safe, after-school activities for students. • Number of neighborhoods with pocket parks or safe places for recreation. 	<ul style="list-style-type: none"> • Connectedness to community and family. <ul style="list-style-type: none"> ✓ % of young people reporting that if given the choice they would not want to move to a different neighborhood or town. 	<ul style="list-style-type: none"> • Percentage of young people engaged in community service. • Number of young people engaged in structured activities. 	<ul style="list-style-type: none"> • Number of students graduating. • % of graduates finding good jobs. • % of graduates going on to secondary education.



ENGAGE: Community Assessment Summary

I. Community Description:

- A. Define your community (provide population and “denominator”)
- B. Are there other relevant “communities within your community?”
- C. Describe the population’s demographics.
- D. Describe the population’s geographic community.
- E. Describe the historical origins of the issue.
- F. Describe the population’s history with organizing on the issue.

II. Community Needs:

Question 1 / Data and answer

Question 2 / Data and answer

Question 3 / Data and answer

III. Community Resources

Question 1 / Data and answer

Question 2 / Data and answer

Question 3 / Data and answer

IV. Community History

ENGAGE: Community Assessment – Strategy

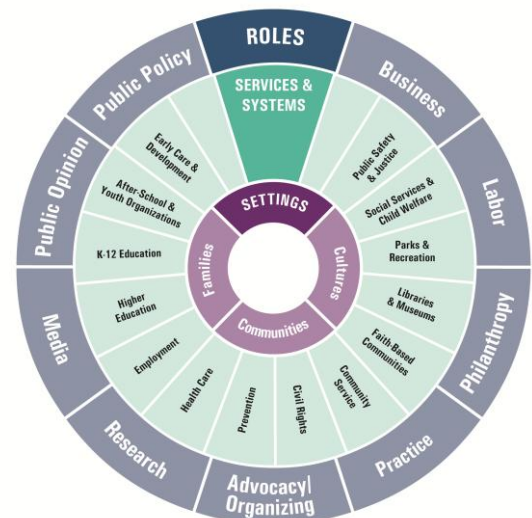
Engagement of a broad set of stakeholders that have the capacity and commitment to guide change is one of the hallmarks of effective collective impact work. An intentional engagement strategy that considers “who,” “when” and “how” for different stakeholder groups is essential. Direct inclusion of young people, families and community members is one of the most instrumental ways to make a big picture planning process not only cross-system but “person-centered.” The stakeholder wheel can be used for thinking through engagement not only at the community-wide level but for “communities within.”

Instructions: In your discussions with partners and teams, mark this wheel by hand. Use the flip side of this sheet for more detailed mapping.

- Keeping in mind the specific community (and the “community within your community”) you are seeking to engage identify who specifically needs to be the focus of outreach?
- Who is best positioned to reach out to these community members? (For example would the most respectful approach come from a church leader, a peer CEO, or from a young person?)

WHOLE COMMUNITY “WHO”		WHO SHOULD ASK?
Top Level Leaders		
Mid-Level Managers		
Front Line Workers		
Community Members		
Parents and Youth		

COMMUNITY WITHIN “WHO”		WHO SHOULD ASK?
Top Level Leaders		
Mid-Level Managers		
Front Line Workers		
Community Members		
Parents and Youth		



“HOW”		“WHEN”		
		RECENT PAST	PLANNED	POSSIBLE
Town Hall Meeting				
Listening Session				
Focus Group				
Key Informant Interviews				
Surveys				

Stakeholders Summary Worksheet

Engaged Stakeholder Instructions:

Use the following chart to count who you engage with and at what level they are operating.

- **Column A:** List the Big Tent Partners you are working with by organizational name. Also, highlight and put a star (*) next to the stakeholders on your core team (if you have one).
- **Column B:** List the different services and systems, roles and settings that those specific stakeholders work in. Refer to and select from the Stakeholders Wheel on the flip side of this sheet. Add any categories that you think are missing from the wheel.
- **Column C:** Indicate the number of each type of participant under the applicable sub-headings.
- **Column D:** Rate each stakeholder on each engagement category and on overall engagement, from 1 (low) to 5 (high).

Target Stakeholder Instructions:

List who you want to engage that is not already at the table. If you do not have specific names or organizations, fill in Columns B and C only. Add extra rows as needed.

[illegible]