



# MOBILIZING AND ENGAGING COMMUNITY MEMBERS

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# SESSION OBJECTIVES

- 01** Understand the unique challenges connected to mobilizing and engaging community members
- 02** Describe innovative strategies for mobilizing and engaging community members
- 03** Ensure the utilization of inclusive approaches when mobilizing and engaging community members





- 1** 10 minute individual reflection
- 2** 15 minute pair sharing
- 4** 20 minute small group (4 people)
- ALL** 15 minute whole group





# INDIVIDUAL REFLECTION

10 minutes



# TOASTMASTERS INTERNATIONAL

1. What are the biggest challenges you've encountered when mobilizing and engaging community members? How did you address them, and what did you learn from those experiences?
2. Imagine you have unlimited resources and support. How would you go about mobilizing and engaging community members to address a pressing local issue?
3. Reflect on a successful community engagement initiative you were involved in. What were the key factors that contributed to its success, and how can those principles be applied in different contexts?



# START



# PAIR SHARING

15 minutes



# TOASTMASTERS INTERNATIONAL

1. What are the biggest challenges you've encountered when mobilizing and engaging community members? How did you address them, and what did you learn from those experiences?
2. Imagine you have unlimited resources and support. How would you go about mobilizing and engaging community members to address a pressing local issue?
3. Reflect on a successful community engagement initiative you were involved in. What were the key factors that contributed to its success, and how can those principles be applied in different contexts?



**START**



# SMALL GROUP DISCUSSION

20 minutes



# TOASTMASTERS INTERNATIONAL

1. How can technology or social media be leveraged to mobilize and engage community members in a meaningful way?
2. What strategies can be employed to ensure inclusivity and diversity in community engagement efforts? How can we reach out to underrepresented groups and ensure their voices are heard?
3. Think about a current local issue that requires community mobilization and engagement. Brainstorm unconventional methods that could be employed to tackle the issue more effectively.



**START**



# WHOLE GROUP DISCUSSION

15 minutes



# Open Ended

## 85 Responses

Partner w/ electric company to send out info w/ bills

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Reach underserved or marginalized communities by putting in the time, building relationship and sharing financial resources to make their goals/events happen.

Invest in education and networking opportunities

Law enforcement are mental health responders. People who are having mental health crisis are sent to jail instead of receiving the help they need.

Meeting people/communities where they are

Embedding yourself in the community and becoming a part of. Seeking out voices in the community and centering the culture and tradition in that community.

Paper is still important!

Using AI to make our jobs easier



# Open Ended

## 85 Responses

Be okay with rejection and keep trying again

Signs of Hope

Specific data for our community

Engagement: Partner and collaborate with orgs with same/  
similar goals and objectives

Adding info to water bills with the help of the mayor and the  
billing system

Creating connection amongst community members in a fun  
and meaningful way.

Cultural and languages difference are REAL but as  
coalitions we can build bridges.

There are still communities that do not have access to the  
internet!

Use social media more to increase youth engagement



# Open Ended

## 85 Responses

Love the passion and wealth of knowledge i am surrounded here at my table I mean OGs and rookies

Keep showing up.

Know your community well first!

Data entry is strenuous and takes up too much time.

Challenge coalition to talk to every possible group/ org/ community mtg in one month

Telling the "story" to paint the picture of prevention.

Concerns about encouraging youth engagement through social media

Agreed- paper is still important!

Acknowledging the importance of having culturally appropriate EBPs!



# Open Ended

## 85 Responses

Attend events even when you don't have a table there.

Being open to new ideas

Move the meeting to ease the burden of access.

Is is not YOUR coalition is it the COMMUNITY coalition.

Strategizing when & when not to reach folks thru social media

Social media is a challenging landscape to reach younger people

Recognize current coalition members, highlight activities.

Making sure all individuals feel value and contribute 😊

There's a definite need to address healthcare and food disparities.



# Open Ended

## 85 Responses

Gaining community trust and investing your time and effort without gaining anything in return.

Tech and social media is accessible for people with different abilities.

Learning to adjust to different groups aka migrant parents, booster club parents, young adults

Passion in the work we all do!

Relate to community members in a genuine way. Find where you connect.

Don't forget about the original social media platforms:. Grocery stores, post office, & the library.

Love the passion and wealth of knowledge. I mean from OGs to Newbies that is awesome

UNITY in commUNITY- honoring the authentic voices of youth, families, schools and ALL community members

CANVA PREMIUM MATTERS



# Open Ended

## 85 Responses

I learn more and more how amazing the work you all do really is for all of our communities.

How to build websites with areas for visitors to engage.  
Asking for opinions on relevant ATOD issues

Using School District FB pages as parents constantly use the page as an info source for the community

Include members of community you are trying to engage in outreach efforts and ask for feedback on how/where to reach, what's effective/not, what info is wanted/needed, etc.

Realize that you represent a system and people who've experienced systemic oppression will respond to you as a representative of the system, not necessarily as an individual.

Putting our agendas to the side and inviting community members to join and share their work/what's important to them.

Taking time at every gathering to express gratitude

Having both social media posts and paper flyers in well visited areas is important.

Don't wait for the org or funder to connect you with local leaders or groups. Find the collective narrative and advocate together.



# Open Ended

## 85 Responses

Logo and branding matter! Translate your logo if possible.

Publish community needs/goals of coalition on social media/newspaper.

Not duplicating efforts! Find out what already exists and how you can add on instead of creating yet another meeting

Make visible all of the great work...the solutions are in the community

Add Coalition information in HYS parent letter/posting on school website when required letter is sent out

Give youth ideas to do instead of being on social media.

Using the local power company to post your advertisements/messages and it will go out with the city's power bills!

Keys for success- events becoming traditions (longevity), having a shared vision, relationships, and being active in multiple sectors of the community.

As a coordinator, helping to build connections between old and new members. Knowing who can be that initial bridge



# Open Ended

## 85 Responses

Go beyond community buy-in. Let the community lead whenever possible

Go to the places and orgs to outreach & engage with unique sectors & populations

The CPWI framework needs to include a "celebration" portion. We need to share our success/accomplishments.

Let youth lead as equals!

Listen

If it's truly the community coalition we need to make sure we are giving the community resources that fit that community

Adapt the usage of older technologies vs declaring them obsolete. Often a different approach in usage is effective

FB polls

Gaining the Community Trust can be difficult.

# Open Ended

## 85 Responses

Try out slidesgo

Nothing for us without us

Technology can cause our mental well being to damper.

Use your own personal facebook to share the healthy community survey! Make it shareable!

Youth are on Snapchat, tik tok and Instagram. These are places we should be focusing our youth engagement if using social media

Technology can cause our mental well being to damper.

Utilize hope science as an umbrella for bringing folks together

Develop your sales game

Technology can cause our mental well being to damper.



# Open Ended

## 85 Responses

Lead with the language that is most accessible to the community you are serving, beyond translating to making it make sense in the context of that culture first

Self care! Please make sure you're looking after yourself as you embark in supporting community healing.

Paper is still important...and universal messaging is still important too (keep it simple)

How do we engage older generations that may not use social media?

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**THANK YOU**