

APPLICANT

HUB

**FUNDING APPROACH: COMMUNITY
ENGAGEMENT**



Before we dive in...



Check out the **Funding Announcement** recording for a full overview of the opportunity!



This session will...

1

Define community engagement, what it really means and explore the core principles that make it meaningful.

2

Walk through the Public Participation Spectrum as a tool for shifting power, deepening community leadership, and advancing health and racial equity.

3

Dig into working with those with lived experience and how centering it can strengthen trust, connection, and long-term impact.



Mission

Engage and convene grantees and community stakeholders through equitable grantmaking and evaluation practices to challenge unjust systems and strengthen capacity to advance health equity.

Vision

Through contributions to equitable systems across sectors and the explicit prioritization of people of color and older adults, Massachusetts communities are transformed so that all residents have an equitable opportunity to the highest quality of life possible.



What is community engagement?

- **Community** can be defined broadly, both geographically or population-based, among people with shared identity, affinity, or affiliation.
- **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 people.
 - It often involves partnerships and coalitions that help mobilize resources and influence systems,
 - change relationships among partners,
 - and serve as catalysts for changing policies, programs, and practices.(CDC)



Community Engagement Principles

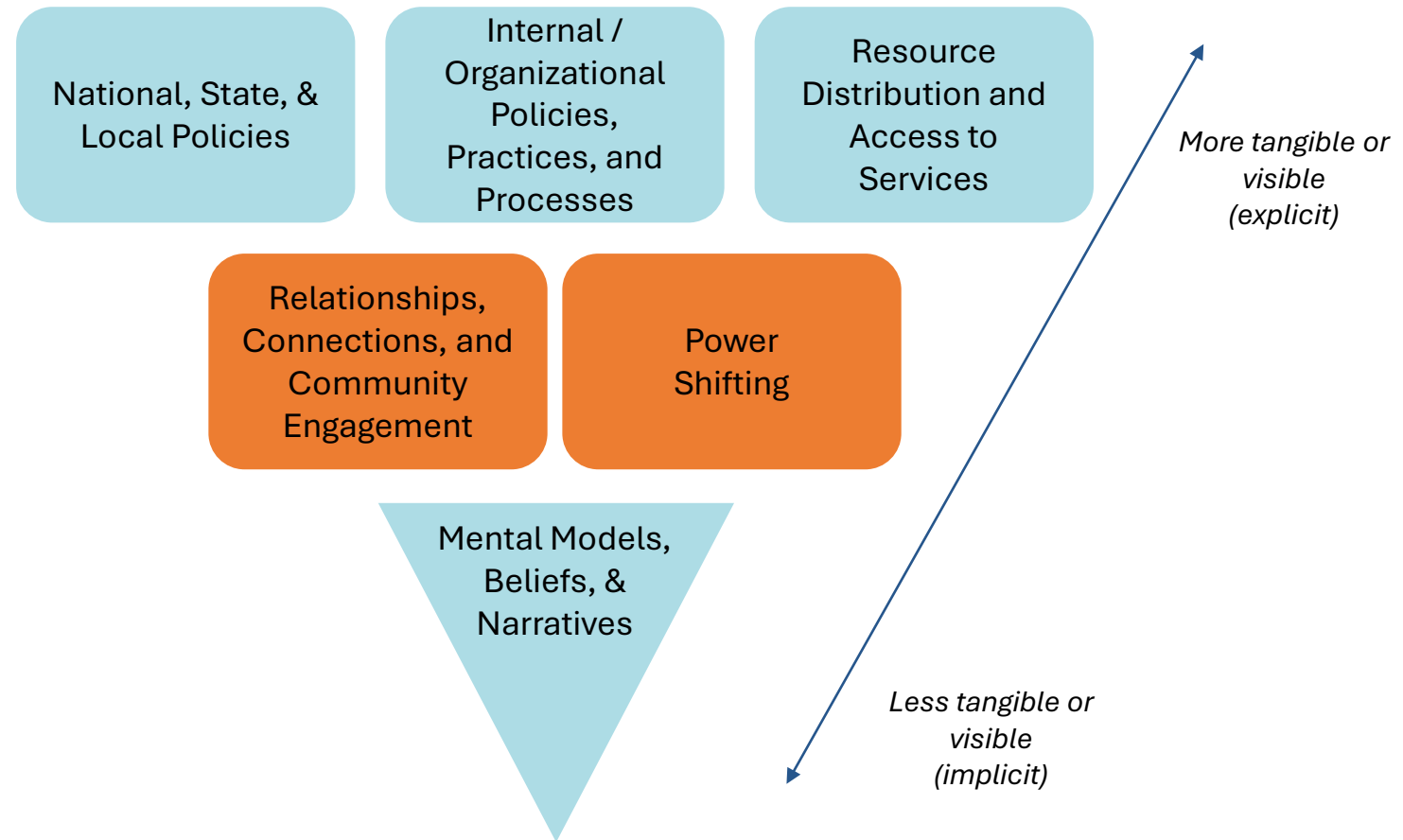


Evaluation Framework: Water of Systems Change

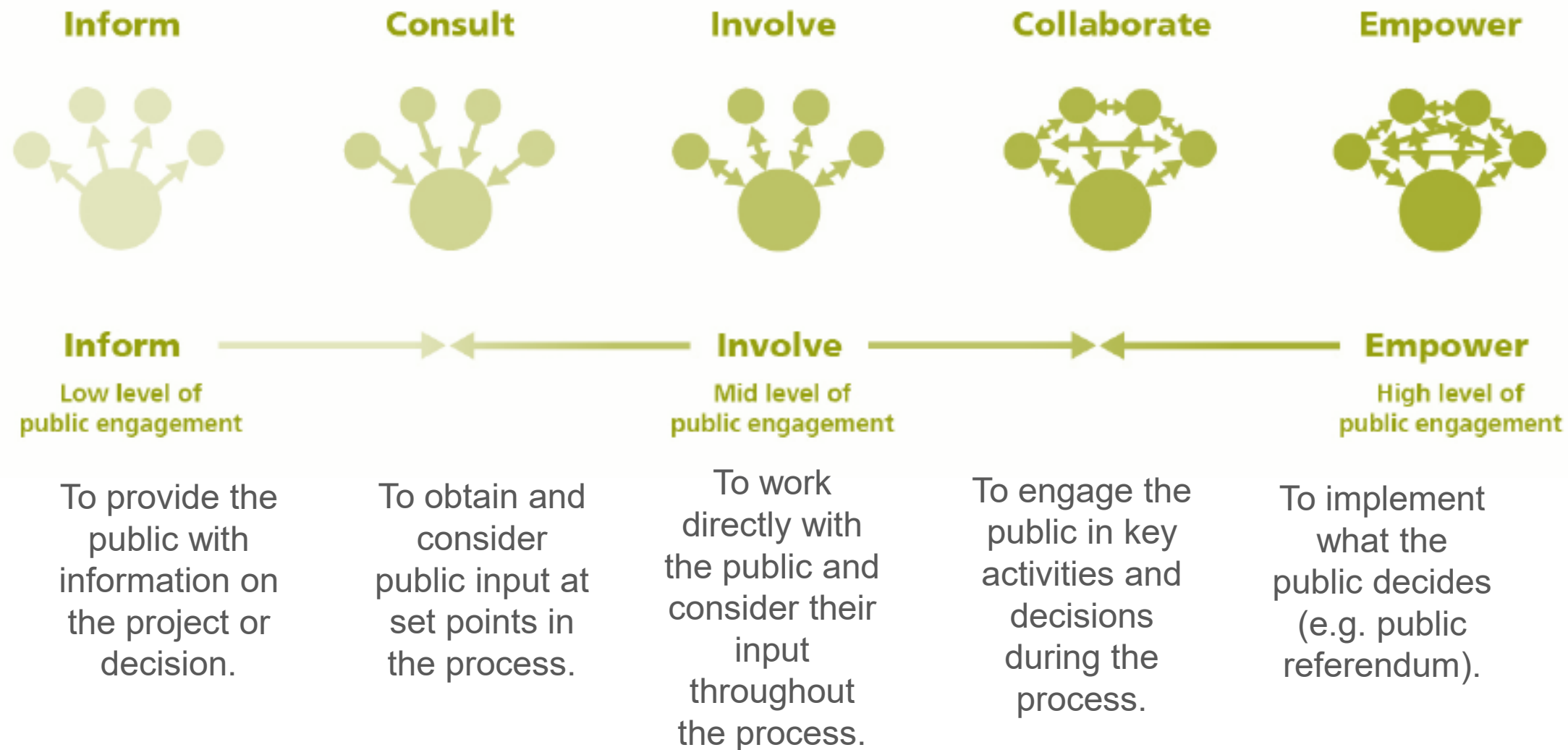
Six interdependent conditions that hold a social or environmental problem in place

- They are intertwined, and **can interact to perpetuate inequalities**
- Each have **varying degrees of visibility** to players in the system, largely due to how explicit, or tangible, they are to most people

The **MA CHHAF Evaluation Workgroup** led the process of adapting the original framework



Public Participation Spectrum



Examples of deeper engagement

- **Hiring** those with lived experienced/ experience of oppression on staff
- **Appointing community members** to boards, committees, etc., where decisions are made
- **Leadership Development** includes providing training, TA, and other opportunities to prepare your community members
- **Feedback loops** remain nimble in your process for engagement and ways to maintain communication
- **Cultural competencies** at the helm



Health Equity and Community Engagement

- Community engagement can harness the skills and talents of a community's most important resource: its people.
- Involving community members in health initiatives can foster connectedness and trust, improve assessment efforts, and build the capacity of individuals to positively affect their community. Additionally, this engagement can enhance the effectiveness of proposed strategies and increase the sustainability of efforts.

Source: <https://www.cdc.gov/nccdphp/dnpao/health-equity/health-equity-guide/pdf/health-equity-guide/Health-Equity-Guide-sect-1-2.pdf>



Defining Lived Experience & Lived Experience of Oppression

- **Lived experience** is defined as someone who has lived (or is currently living) with the issues the community is focusing on and who may have insight to offer about the system as it is experienced by consumers (i.e. substance use disorder, homelessness, etc.).
- **Lived experience of oppression** is the sum of an individual's past events and personal history with navigating systems of power through their marginalized/oppressed identities or backgrounds. Lived experience is not defined ONLY as one's firsthand experiences – a person's circumstances must have been filtered through encounters where their stability or well-being was negatively impacted by systemic oppression.



Partnerships and Community Engagement

Working and partnering with other organizations allows for:

- Working together helps us **reach more people and share resources**
- Partnering with trusted local groups **builds credibility and community trust**
- We can **learn from each other** and improve what we do
- Big challenges need **collaborative solutions**, not solo efforts
- Partnerships make our work **stronger and more sustainable** over time



Let's Recap

- Goes beyond outreach to shared power and co-creation
- Centers community voices and builds trust
- Co-create solutions and share decision-making power
- Creates lasting, culturally relevant impact



Contact Us!

- Website: <https://mahealthfunds.org/>
- Questions: MACHHAFunds@hria.org
- For technical support with the online portal (SmartSimple), email grants@hria.org and use “MACHHAF” in the subject line.

