

Health Equity Community Involvement Spectrum

The Community Engagement Spectrum presents a range of options for involving community members. Although the overall trend in community engagement should be toward more involvement, there are no right or wrong strategies. Different strategies may be employed as appropriate given the context in which community engagement is being used. In some situations, multiple strategies may be adopted. The most critical consideration is transparency with the community members about expectations for their involvement and how their participation will impact decisions.

	Participation		Engagement		Partnership
	Inform	Consult	Involve	Collaborate	Shared Leadership
Community Engagement Goals	Provide the community with relevant information	Gather input from the community	Ensure community needs and assets are integrated into the process and inform planning	Ensure community capacity to play a role in planning and implementing decisions	Bridge the divide between community and government by meaningfully involving the community in decision-making
Message to Community	<i>"We will keep you informed"</i>	<i>"We will keep you informed, listen to and acknowledge concerns and aspirations, and tell you how your input influenced the decision."</i>	<i>"We will work with you to ensure your concerns, aspirations and issues are directly reflected in the alternatives we develop. We will tell you how your input influenced the decision."</i>	<i>"We look to you for direct advice in identifying solutions and we will incorporate your recommendations into decisions to the maximum extent possible."</i>	<i>"We will share the deliberation process and the making of final decisions."</i>
Outcome	Establish communication and outreach channels, while sharing information and providing services	Develop connections and learn about the needs, interests and perspectives of residents	Initiate partnership and increased cooperation	Increase trust and partnership building	Foster a strong partnership between residents and government with bidirectional trust that affects broader community health outcomes.
Activities	<ul style="list-style-type: none"> • Fact Sheets • Open Houses • Presentations • Billboards • Videos 	<ul style="list-style-type: none"> • Public Comment • Focus Groups • Community Forums • Surveys 	<ul style="list-style-type: none"> • Community Organizing & Advocacy • House Meetings • Interactive Workshops • Polling • Community Forums 	<ul style="list-style-type: none"> • MOUs with Community-Based Organizations • Community Organizing • Citizen Advisory Committees • Open Planning Forums with Citizen Polling 	<ul style="list-style-type: none"> • Community-Driven Planning • Consensus Building • Participatory Action Research • Participatory Budgeting • Cooperatives