**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.

<table>
<thead>
<tr>
<th>Participation</th>
<th>Engagement</th>
<th>Partnership</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outreach</td>
<td>Consult</td>
<td>Involve</td>
</tr>
<tr>
<td>Community Engagement Goals</td>
<td>Provide the community with relevant information</td>
<td>Gather input from the community</td>
</tr>
<tr>
<td>Message to Community</td>
<td>“We will keep you informed”</td>
<td>“We care what you think”</td>
</tr>
<tr>
<td>Outcome</td>
<td>Establish communication and outreach channels, while sharing information and providing services</td>
<td>Develop connections and learn about the needs, interests and perspectives of residents</td>
</tr>
</tbody>
</table>
| Activities | • Fact Sheets  
• Open Houses  
• Presentations  
• Billboards  
• Videos | • Public Comment  
• Focus Groups  
• Community Forums  
• Surveys | • Community Organizing & Advocacy  
• House Meetings  
• Interactive Workshops  
• Polling  
• Community Forums | • MOUs with Community-Based Organizations  
• Community Organizing Committees  
• Open Planning Forums with Citizen Polling | • Community-Driven Planning  
• Consensus Building  
• Participatory Action Research  
• Participatory Budgeting  
• Cooperatives |

Adapted from the IAP2 [Spectrum of Public Participation](https://iap2.org/spectrum-of-public-participation)