

# Community Engagement

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## Community at the Center

Casa de Esperanza © 2019

*The National*  
**RESOURCE CENTER**  
*for REACHING VICTIMS*

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*Helping those who help others*

national  
**latin@**  
network  
casa de esperanza

vision   
OVC-Funded Project

# Objectives

- Review key concepts of community engagement
- Discuss distinctions between community outreach and community engagement
- Review the community assessment tool created by Building the Field of Community Engagement

# Casa de Esperanza

- Our mission—to mobilize Latin@ communities to end domestic violence
- We recognize that it is the community that will end domestic violence, not any system or organization

# What is Community Engagement

“A process that includes multiple techniques to promote participation of residents in community life, especially those who are excluded and isolated, by engaging them in collective action to create a healthy community”

Nexus Community Engagement Institute



# Principles

- **Reciprocity**
- Action
- Common values
- Shared vision
- Long-term goals
- Cooperation
- Collaboration
- Patience

# Principles Cont...

- Inclusion
- Mutual learning
- Communication
- **Relationships**
- **Listening**
- Respect
- Trust
- Diverse voices

# Community Engagement is:

- Relationships
- Reciprocal
- Necessary
- Transformative



# A Tool for Social Change



Community leaders have used the tool of community engagement for quite some time to actively involve community members in a wide variety of prevention efforts, intervention strategies and research.

# Listening is Key

From Shelter Program  
to  
National Organization  
via  
Community Engagement



# Listening Process/CE Framework



# Outreach or Engagement?

- What kind of relationship do you have with community members?
- How do your organizational policies and structures support engagement?
- How are you getting people involved? When?

# Outreach or Engagement Cont...

- Why are you engaging people?
- How do ideas get generated?





# Assessment Tool: why are you engaging people?

## Outreach

- To accomplish a project or a specific goal defined by the organization.
- To seek buy-in or approval of something the organization has already planned.

## Community Engagement

- To create space for people to connect, raise concerns, build power and act in their own interests.
- To create space for the community's assets to be recognized and utilized.

# Assessment tool: How are ideas generated?

## Outreach

- Staff/institutions generate ideas they think the community will support.
- Staff/institutions generate solutions to a problem they have defined.

## Community Engagement

- Staff/institutions support community members in generating their own ideas.
- Staff/institutions engage in continual self-reflection to respond to and incorporate people's ideas, feedback, talents, and challenges into the work.

# Community Engagement: is not Static

Casa de Esperanza continues to learn and shift its strategies to meet the realities of what Latin@s are experiencing in the community. We have learned that the best way to do this is to commit to learning, to being entrepreneurial and to take risks when needed.

# So what this all means?

Community Engagement work is:

- grounded and guided by the community's expertise
- cannot happen if community is not at the center
- done in partnership with community

# What this means continued...

- about putting the tools, resources and supports in the hands of community
- about creating leadership opportunities for community to take on the work

# Remember

The goal is not to create new programs or services; rather, to create opportunities for community leadership, engagement and change.



# Contact Information

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## Webpages:

- [National Latino Network](#)
- [Red Nacional Latina](#)
- [Casa de Esperanza](#)