

# **PAC<sup>3</sup> Community Engagement Strategies Guide**

Promoting Healthy Lifestyles: Strategies to Mobilize Your Community



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## **Promoting Healthy Lifestyles: Strategies to Mobilize Your Community**

### **Introduction**

Promoting healthy lifestyles to prevent disease is essential to improve community health. However, the practice of healthy lifestyles through good nutrition and exercise is not consistently maintained or elevated as a primary focus in our society. Consequently, the long-term health and welfare of our communities suffer.

Community-based organizations (CBOs) can play a key role in promoting healthy lifestyles and preventing disease through collaborative activities at the grass roots level. The PAC<sup>3</sup> Prevention and Healthy Lifestyles Implementation Team has developed **The Community Engagement Strategies Guide** to help CBOs involve their communities in effective disease prevention activities and programs.

**The Community Engagement Strategies Guide** highlights top-line strategies that CBOs should consider when planning an initiative or program. It provides resources for more information about the strategies, pinpoints important how-tos, and includes helpful notes.



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### **Acknowledgements**

The Pennsylvania Cancer Control Consortium (PAC<sup>3</sup>) would like to recognize the efforts of the following individuals who contributed the resources and information found in The Community Engagement Strategies Guide:

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### How to Use this Guide

The PAC<sup>3</sup> Prevention and Healthy Lifestyles Implementation Team developed this top-line list of strategies that can help CBOs engage their communities in effective disease prevention activities and programs.

On each of the following pages, you will find resources that can help you enhance your organization's outreach through:

- Communication
- Partnership & Collaboration
- Planning
- Community Assessments
- Evaluation

When information and/or resources are available, you will see the **name of the resource**, a **link to that resource**, the **“how-to” addressed by the resource**, and additional information that may be useful. A sample resource can be seen below:

**Resource:** *ACHI Community Health Assessment Toolkit*

**Link:** [http://www.assesstoolkit.org/assesstoolkit/inc-atk/right\\_bar/Step%201/step\\_1\\_resources.html](http://www.assesstoolkit.org/assesstoolkit/inc-atk/right_bar/Step%201/step_1_resources.html)

**How to:**

1. Identify the needs of community
2. Identify methods of determining needs and developing a needs assessment

**Notes:** Consult Step 1: Establishing the Assessment Infrastructure



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### **Additional suggested resources:**

The Pennsylvania Cancer Control Consortium seeks to help organizations share information about their programs with those working with or living with cancer. We invite you to include information about your cancer-related program(s) in the **PAC<sup>3</sup> Cancer Assets Inventory Database**, a comprehensive listing of programs, services, and resources for cancer in Pennsylvania.

The PAC<sup>3</sup> Assets Inventory can also serve as a resource for you in planning and developing initiatives. To access the PAC<sup>3</sup> Cancer Assets Inventory Database, visit [www.pac3.org/assets/inventory](http://www.pac3.org/assets/inventory) or call 412-623-0033.

You may also wish to participate on the **Community-Based Participatory Research (CBPR) Digest Listserve**, which provides a forum for discussion, sharing of ideas, collaborative problem-solving, and other relevant CBPR issues. To subscribe, please go to: <http://mailman2.u.washington.edu/mailman/listinfo/cbpr>.

Please contact PAC<sup>3</sup> at 412-623-0033 if you are aware of any additional resources that can be posted in this guide or if you have any comments to help us improve this tool. Thank you!



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**Community assessment** is a process of understanding your community in order to plan and implement a program or intervention that will meet the needs of your targeted population.

**Evaluation** is a tool which is used to determine if a health promotion program is (or will be) successful in meeting the needs of your targeted population as identified in the initial community assessment.

**Resource:** *ACHI Community Health Assessment Toolkit*

**Link:** [http://www.assesstoolkit.org/assesstoolkit/inc-atk/right\\_bar/Step%201/step\\_1\\_resources.html](http://www.assesstoolkit.org/assesstoolkit/inc-atk/right_bar/Step%201/step_1_resources.html)

**How To:**  
1. Identify the needs of the community  
2. Identify methods of determining needs and developing a needs assessment

**Notes:** Consult Step 1: Establishing the Assessment Infrastructure

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**Resource:** *ACHI Community Health Assessment Toolkit*

**Link:** [http://www.assesstoolkit.org/assesstoolkit/inc-atk/right\\_bar/Step%202/step\\_2\\_resources.html](http://www.assesstoolkit.org/assesstoolkit/inc-atk/right_bar/Step%202/step_2_resources.html)

**How To:** Identify what you want to accomplish

**Notes:** Consult Step 2: Defining the Purpose and Scope

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**Link:** [http://www.assesstoolkit.org/assesstoolkit/inc-atk/right\\_bar/Step%203/step\\_3\\_resources.html](http://www.assesstoolkit.org/assesstoolkit/inc-atk/right_bar/Step%203/step_3_resources.html)

**How To:** Answer the question: "How will we do that?"

**Notes:** Consult Step 3: Collecting and Analyzing Data

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**Resource:** *ACHI Community Health Assessment Toolkit*

**Link:** [http://www.assesstoolkit.org/assesstoolkit/inc-atk/right\\_bar/Step%204/step\\_4\\_resources.html](http://www.assesstoolkit.org/assesstoolkit/inc-atk/right_bar/Step%204/step_4_resources.html)

**How To:** Identify who you want to impact

**Notes:** Consult Step 4: Selecting Priorities

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**Resource:** *ACHI Community Health Assessment Toolkit*

**Link:** [http://www.assesstoolkit.org/assesstoolkit/inc-atk/right\\_bar/Step%205/step\\_5\\_resources.html](http://www.assesstoolkit.org/assesstoolkit/inc-atk/right_bar/Step%205/step_5_resources.html)

**How To:** Identify whether or not you have succeeded

**Notes:** Consult Step 5: Documenting and Communicating Results

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**Resource:** *ACHI Community Health Assessment Toolkit*

**Link:** [http://www.assesstoolkit.org/assesstoolkit/inc-atk/right\\_bar/Step%206/step\\_6\\_resources.html](http://www.assesstoolkit.org/assesstoolkit/inc-atk/right_bar/Step%206/step_6_resources.html)

**How To:** Define evaluation elements of success and a plan for action

**Notes:** Consult Step 6: Planning for Action and Monitoring Progress

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**Resource:** *Community Health Assessment Resources*

*Bureau of Health Statistics, Pennsylvania Department of Health*

**Link:** <http://www.health.state.pa.us/stats>

**How To:** Conduct community health assessments

When you access this resource, follow these instructions:

1) Select Community Health Assessment Resources.

**Notes:** 2) Select Local Data or Technical Assistance.

This can serve as a starting point for beginners to assist with specific tasks associated with assessments, and/or provide data/assistance for even experienced health planners.

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**Resource:** *Epidemiologic Query and Mapping System (EpiQMS)*  
*Bureau of Health Statistics, Pennsylvania Department of Health*

**Link:** <http://www.health.state.pa.us/stats>

**How To:** Create tables, charts, and maps that can also be easily downloaded for use. When you access this resource, select EpiQMS. This interactive health statistics web tool contains a County Assessment module that allows users to scan thousands of birth, death, cancer incidence, and behavioral risk statistics and quickly output any statistics for a specific county (or region for behavioral risk data) that are significantly higher (or lower or not different) than corresponding statistics for the state. A trend line chart can also be displayed for each county statistic identified as significantly higher, lower or no different.

**Notes:**

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**Resource:** *Framework for Program Evaluation*

**Link:** <http://www.cdc.gov/eval/framework.htm>

**How To:** Develop effective program evaluation

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- Resource:** *Healthy People 2010 Toolkit*  
*Obtaining Baseline Measures, Setting Targets, & Measuring Progress*
- Link:** <http://www.healthypeople.gov/state/toolkit/progress.htm>
- How To:** 1. Analyze information about problems and determine goals, factors affecting them, and how to assess the needs of the community  
2. Obtain baseline measures, strategic/action plans, feedback, and outcomes  
When you access this resource, follow these instructions:
- Notes:** 1) Click on (See a complete planning and development checklist)  
2) Go to Set Health Priorities and Establish Objectives  
3) Go to Obtain Baseline Measures, Set Targets, and Measure Progress
- 

- Resource:** *RE-AIM.org*
- Link:** <http://www.re-aim.org>
- How To:** 1. Evaluate health behavior interventions.  
2. Estimate the potential impact of interventions on public health.  
*For People Conducting Research* – If you're a researcher who wants to translate theory to practice, discover what we've learned about applying research findings to everyday situations. *For People in Community & Health Care Settings* – If you deliver health behavior interventions, find ways to have a greater impact on the lives of people you want to help.
- Notes:**
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**Resource:** *The Community Tool Box: Part K.*

**Link:** <http://ctb.ku.edu/en/tablecontents/>

**How To:** Quantify what quality is so that you can measure, reward, and recognize when quality is achieved

**Notes:** Consult Chapter 40 (Maintaining Quality Performance) and Chapter 41 (Rewarding Accomplishments)

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**Resource:** *Theory at a Glance*

**Link:** <http://www.cancer.gov/PDF/481f5d53-63df-41bc-bfaf-5aa48ee1da4d/TAAG3.pdf>

**How To:** Assess the effectiveness of health promotion programs

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**Resource:** *US Census Bureau: American Fact Finder*

**Link:** [http://factfinder.census.gov/home/saff/main.html?\\_lang=en](http://factfinder.census.gov/home/saff/main.html?_lang=en)

**How To:** Define a realistic understanding of the community/targeted population, develop methods to address this reality, and assess

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**Resource:** *Using What Works*

**Link:** [http://cancercontrol.cancer.gov/use\\_what\\_works/start.htm](http://cancercontrol.cancer.gov/use_what_works/start.htm)

**How To:** Identify methods of determining needs and developing a needs assessment

**Notes:** When you access this resource, select Module #2: Needs Assessment: Getting to Know Your...

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**Communication** takes many forms and must be carefully designed to aid you in planning goals, providing information, promoting programs, and procuring financial support.

**Resource:** *Clear & Simple, Developing Effective Print Materials for Low-Literate Readers*

**Link:** <http://www.cancer.gov/aboutnci/oc/clear-and-simple>

**How To:** Promote health literacy and cultural understanding

This is an NIH publication on cd-rom or online. It is no longer available in hard copy. When you access this resource, follow these instructions:

- Notes:**
- 1) Click on Stage 2: Developing and Pretesting
  - 2) Click on Steps in Developing and Pretesting Messages and Materials
  - 3) Go to #1 Review Existing Materials

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**Resource:** *Health Literacy and Education for Patients and Healthcare Professionals*

**Link:** <http://www.dsf.health.state.pa.us/health/cwp/browse.asp?a=174&C=38981&BMDRN=2000&BCOB=0>

**How To:** Improve the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions

Health Literacy affects people's ability to 1) Navigate the healthcare system, including filling out complex forms and locating providers and services ; 2) Share personal information, such as health history, with providers; 3) Engage in self-care and chronic-disease management; 4) Understand mathematical concepts such as probability and risk. There are many resources available in both sections for Patients, as well as Healthcare Professionals.



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**Resource:** *Health Literacy Fact Sheets from the Center for Health Care Strategies (CHCS)*

**Link:** [http://www.chcs.org/usr\\_doc/Health\\_Literacy\\_Fact\\_Sheets.pdf](http://www.chcs.org/usr_doc/Health_Literacy_Fact_Sheets.pdf)

**How To:** Improve the quality and cost effectiveness of health care services for low-income populations and people with chronic illnesses and disabilities

**Notes:** The Center for Health Care Strategies (CHCS) is a nonprofit health policy resource center. They work directly with states and federal agencies, health plans, and providers to develop innovative programs that better serve people with complex and high-cost health care needs.

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**Resource:** *Healthy People 2010 Health Communications Objectives*

**Link:** <http://www.healthypeople.gov/document/HTML/Volume1/11HealthCom.htm>

**How To:** Use communication strategically to improve health

**Notes:** Of particular interest may be the section on "Attributes of Effective Health Communication." To access this section, click on the link above and scroll down to the section on "Attributes of Effective Health Communication."

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**Resource:** *Healthy People 2010 Toolkit*  
*Obtaining Baseline Measures, Setting Targets, & Measuring Progress*

**Link:** <http://www.healthypeople.gov/state/toolkit/progress.htm>

**How To:** Communicate goals, objectives, vision and mission

When you access this resource, follow these instructions:

**Notes:** 1) Click on (See a complete planning and development checklist)  
2) Go to Communicate Health Goals and Objectives

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**Resource:** *Pink Book: Making Health Communication Programs Work*

**Link:** <http://www.cancer.gov/pinkbook>

**How To:** Promote health literacy and cultural understanding

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**Resource:** *Using What Works*

**Link:** [http://cancercontrol.cancer.gov/use\\_what\\_works/start.htm](http://cancercontrol.cancer.gov/use_what_works/start.htm)

**How To:** Promote successful community engagement with regular and effective communication

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**Partnership, collaboration, and/or integration with community collaborators** enhance the outreach and effectiveness of health promotion initiatives.

**Resource:** *Community Care Notebook: A Practical Guide to Health Partnerships*

**How To:** Use local talent and get respected cheerleaders/champions involved (e.g. physicians, local officials, etc.)

Available through Health Research and Educational Trust Chicago, 2002, 187 pp.

**Notes:** \$39.95 (for American Hospital Association members)  
\$49.95 (for nonmembers)

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**Resource:** *Healthy People 2010 Toolkit*  
*Obtaining Baseline Measures, Setting Targets, & Measuring Progress*

**Link:** <http://www.healthypeople.gov/state/toolkit/progress.htm>

**How To:** 1. Assist in building leadership, conflict resolution, and project management  
2. Assist in identifying and engaging communities in collaboration

When you access this resource, follow these instructions:

**Notes:** 1) Click on (See a complete planning and development checklist)  
2) Go to Build the Foundation: Leadership and Structure  
3) Go to ID and Engage Community Partners

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- Resource:** *The Collaboration Primer: Proven Strategies, Considerations & Tools to Get You Started* by Gretchen Williams & Frances S. Margolin; Health Research & Educational Trust, Chicago (2003)
- Link:** <http://www.pac3.org/CESG%20Resources/The%20Collaboration%20Primer.pdf>
- How To:**
1. Promote collaborative/strategic partnerships
  2. Promote and highlight win-win scenarios
  3. Use local talent and get respected cheerleaders/champions involved (e.g. physicians, local officials, etc.)
- Notes:** When you access this resource, follow these instructions:
- 1) Go to page 9 through 13: "Ready or Not? A Checklist for Collaborating"
  - 2) Include page 14

- 
- Resource:** *Recommendations for Integration of Chronic Disease Programs*
- Link:** <http://www.pac3.org/CESG%20Resources/Integration%20of%20Chronic%20Disease%20Programs.pdf>
- How To:** Assist in initiating dual emphasis programs
- Notes:** When you access this resource, go to page 2 "Guiding Principles of Program Integration"
- 



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**Partnership, collaboration, and/or integration with community collaborators** enhance the outreach and effectiveness of health promotion initiatives.

**Resource:** *Using What Works*

**Link:** [http://cancercontrol.cancer.gov/use\\_what\\_works/start.htm](http://cancercontrol.cancer.gov/use_what_works/start.htm)

1. Promote trust and respect
2. Promote successful community engagement that is inclusive and welcomes a diversity of opinions and support

**How To:**

3. Promote successful community engagement that builds a shared vision
4. Promote successful community engagement that is built on satisfying an unmet need and leverages assets

When you access this resource, follow these instructions:

- 1) Select Module #1: Introduction: What Do We Mean By Evidence-Based?
- 2) Select Handout #2: Evidence-Based Practice
- 3) Select Module #2: Needs Assessment: Getting to Know Your...
- 4) Select Handout #7: Steps for Involving Partners...

**Notes:**



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**Planning** sets the course for your health promotion program and should result in a deliberate and methodical strategy for program implementation and sustainability.

**Resource:** *Cancer Control P.L.A.N.E.T.*

**Link:** <http://cancercontrolplanet.cancer.gov>

1. Assess program priorities
2. Identify potential partners

**How To:** 3. Determine effectiveness of different intervention approaches  
4. Find research-tested intervention programs and products  
5. Plan and evaluate your program

**Notes:** This Cancer Control P.L.A.N.E.T. portal provides access to data and resources that can help planners, program staff, and researchers to design, implement and evaluate evidence-based cancer control programs.

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**Resource:** *Center for Health Improvement: Health Policy Guide*

**Link:** <http://healthpolicyguide.org/default.asp>

**How To:** Promote clear and realistic understanding of what needs to be done and can be done  
When you access this resource, follow these instructions:

**Notes:**

1. Click on Community Groups
2. Click on Advocacy
3. Click on Identify Opportunities for Change



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**Resource:** *Making the Connections: Community Capacity for Tobacco Control in an Urban African American Community*  
**Link:** <http://www.pac3.org/CESG%20Resources/Making%20the%20Connections.pdf>  
**How To:** Identify methods to work with key community leaders

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**Resource:** *US Census Bureau: State & County Quick Facts - Pennsylvania*  
**Link:** <http://quickfacts.census.gov/qfd/states/42000.html>  
**How To:** Learn the facts about target populations and sociodemographic statistics

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**Resource:** *Using What Works*  
**Link:** [http://cancercontrol.cancer.gov/use\\_what\\_works/start.htm](http://cancercontrol.cancer.gov/use_what_works/start.htm)  
**How To:** 1. Promote inclusion of community  
2. Promote successful community engagement that considers how it relates to other organizations and issues facing the community  
**Notes:** When you access this resource, select Module #2: Needs Assessment: Getting to Know Your...

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### **Tell Us What You Think**

The Pennsylvania Cancer Control Consortium (PAC<sup>3</sup>) has developed a **short survey** so that we can better understand your experience and impression with The Community Engagement Strategies Guide.

The survey should only take a few minutes and we appreciate your feedback.

*To access the survey, please copy the following link into your browser's address bar:*

[http://www.surveymonkey.com/s.aspx?sm=T82NUyLeUA7T\\_2f0NPCDu2yg\\_3d\\_3d](http://www.surveymonkey.com/s.aspx?sm=T82NUyLeUA7T_2f0NPCDu2yg_3d_3d)

**Thank You!**



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