



Community Engagement Defined

What Community Engagement IS NOT.....

- Dealing only with the leaders of stakeholder groups
- Granting no decision-making power to shape policies or programs
- Involving people only in the last stages of policy or plan development
- Seeking approval for a pre-determined choice of alternatives
- Trying to fulfill public consultation obligations with no real interest in using the input
- Using only opinion polls and focus groups

What Authentic Community Engagement IS:

- Involving constituents as individuals in policy or program development
- Using mutually agreeable two-way communication
- Sharing decision-making and responsibility for decisions
- Including forums and processes by which constituents come to informed and responsible decisions
- Generating innovative ideas and active participation
- Contributing to collective problem solving
- Using transparent information and processes
- Based on mutual respect