

Building Trust Through Need & Engagement

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Intro

- **Community engagement and outreach is the key to building trust within your community.**
- **A crucial piece to this is to be everywhere, all the time. Your population served must visibly see you and recognize the important work you are doing for the community in order for them to trust you.**
- **LHD capacity to provide staffing to meet this demand is a challenge.**
- **This toolkit can provide you with helpful tools that you can leverage to mitigate this challenge.**

Community Needs

- **Kick-off any campaign to build trust with your community by conducting a community needs assessment**
 - Do not underestimate the importance of this step
 - A community needs assessment can help you identify what your community believes is the most important pressing issues within your community
 - By identifying what is important to your community you can then utilize this information to help plot your strategy for funding initiatives and determine how best to utilize existing funding streams.

Find Your Incentive

- Collecting feedback on surveys can be hard and frustrating. By leveraging some form of an incentive, you can ensure that not only are individuals being adequately compensated for their time completing it, but they have a reason to do it
 - Incentives such as gift cards or stipends are great ways to incentivize the survey

Identify Audience

- Be sure that the information you collect in your assessment gathers information about your strengths and weaknesses with your work within specific populations
 - For instance, how does the community feel your outreach efforts or work is effective within young adults or historically marginalized populations
 - Don't undervalue feedback about historically marginalized populations. The community sees and feels the effects of your work, they notice things you may feel you are excelling at but in reality, you are not doing enough.
 - Gather feedback in your assessment about how you can better reach specific demographics or groups. Ask them how they want you to serve them

Testing Your Assessment

- **Determine what information you want to collect:**
 - For instance, do you want to know what your strengths and weaknesses are from the public's point of view, or do you want to know what issues they find most important?
 - Identify the questions you want to utilize in the assessment to gather that information
 - Once you have identified the questions, build an assessment and find a group to test the assessment on. Health Fairs, festivals, or other community events are perfect events
 - Review the feedback and utilize these in-person testing events as an opportunity to ask questions to participants such as why some don't want to complete it, what do you think can be improved, how can we better collect the information and what questions should we be asking if these don't work

Refine Your Assessment

- After testing, utilize the feedback to rework your assessment. For us, we removed the focus on COVID-19 and reworked it to collect information about how we can improve and what issues do they think our work should center on.
- Once you have changed the assessment to better flow and gather information, it's time to get to the fun work!

Leverage Your Partners

- **Your partners are the key to collecting results. Find partners such as schools, daycares, and healthcare providers that will not only take the survey but pass the information on about it.**
 - **Be sure you have multiple formats available**
 - **Survey Monkey – Google Forms – Microsoft Forms**
 - **In-person real-time data collection**
 - **Paper surveys**

Begin Analyzing the Results

- Don't wait to begin analyzing the feedback.
 - Watch your results in real time. Oftentimes you will begin seeing bits and pieces that you can work on changing immediately rather than waiting. This helps you implement the change or activity more effectively as there isn't as "much to do" at the end of the survey.
 - Take the results seriously. Who better knows your community than those who live there are are influenced by your work?

A Heavy Emphasis

- When you begin implementing the community's feedback, be sure your community sees it, and hears about it. By placing a heavy emphasis on your work to address their needs and concerns your community's perception of you and your work will change. This may be a gradual change but as time goes on the trust you are building will gradually increase
 - Leverage tools such as press releases, interviews, and social media to raise awareness about your work
 - Find funding initiatives that support your implementation
 - Utilize partnerships to help you implement grant deliverables rather than just your team having to conduct all the work

Traditional Outreach

- **Lean heavily into traditional outreach such as print media, flyers, newsletters, etc.**
 - Companies such as Canva provide non-profits like LHDs with their software for FREE. This tool can save you time and help you create professional-looking materials in the blink of an eye.
 - **Leverage your partnerships:** Your school partners, daycare providers, local businesses, etc can be used to disseminate the materials widely throughout your community. Some schools may even use their all-call systems to let parents know of upcoming immunization clinics or other events going on in the community. Printing the materials and having the schools or daycare providers send them home with students provides a low-effort, highly effective way of getting the word out.

Social Media

- **Harness the power of multiple social media tools! Don't simply rely on one social media tool but utilize as many as you can such as Instagram, Meta, X, Youtube, Snapchat, and more**
 - **Spread out the workload. Assign different members of your team different tools and utilize tools such as Microsoft Teams or Microsoft One Note to coordinate outreach activities.**
 - **Tools such as Canva can help you make content in the formats that these different social media tools require**

Tookits

- Outreach materials are time consuming but we don't have to recreate the wheel. A simple internet search of XYZ toolkit will bring up an array of tools that can help you develop content or words

Public Service Announcement

- Identify partner that can help you develop professional public service announcement videos and ensure that the partner can also help you distribute the materials developed. Remember, make sure the messaging places a heavy emphasis on your work to address the issues and concerns raised in your needs assessment
 - Marketing companies are great resources that can help you develop content and will even work to market the materials via social media such as Meta, X, Instagram, Youtube and more.
 - By utilizing a marketing company, you can eliminate time consuming tasks such as creating post or thinking of ways to reach your community.

Embrace Technology

- Leverage the power of AI. AI can help you reduce time consuming task such as drafting press releases or social media post. Tools such as Bing and Canva has the AI tool built in for easier development
 - Be sure to double check facts AI generates because just like humans AI isn't perfect

Summary

- By tailoring your approach to your own community needs you demonstrate to your community your commitment to addressing their needs and concerns. This will help shift their perception of you and your team's work and help drive deeper partnerships with community stakeholders, reinforcing that commitment in a cycle that will help reduce outreach and engagement efforts while maximizing your impact within your community.