

# Community Engagement Strategy

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A strategy of the  
**CK Poverty Action Plan**



# Why Engage?

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To partner with our community in each aspect of the decision-making process, including identifying and developing tangible solutions to poverty in our community.

## WHAT DOES THIS MEAN?

"We will look for **advice** and **innovation in formulating solutions** and **incorporate our community's advice and recommendations** into the decisions to the maximum extent possible."

"We will work with you to ensure that **your concerns and aspirations are directly reflected in the plan** and **provide feedback on how public input influenced the decisions made.**"

# Engaging With Purpose

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## BUILDING RELATIONSHIPS

Creating change through getting to know each other - relationships of trust are needed to change minds



## GATHER IDEAS & THOUGHTS

Using a variety of questions and techniques to listen and learn from our community



## BUILDING COMMUNITY

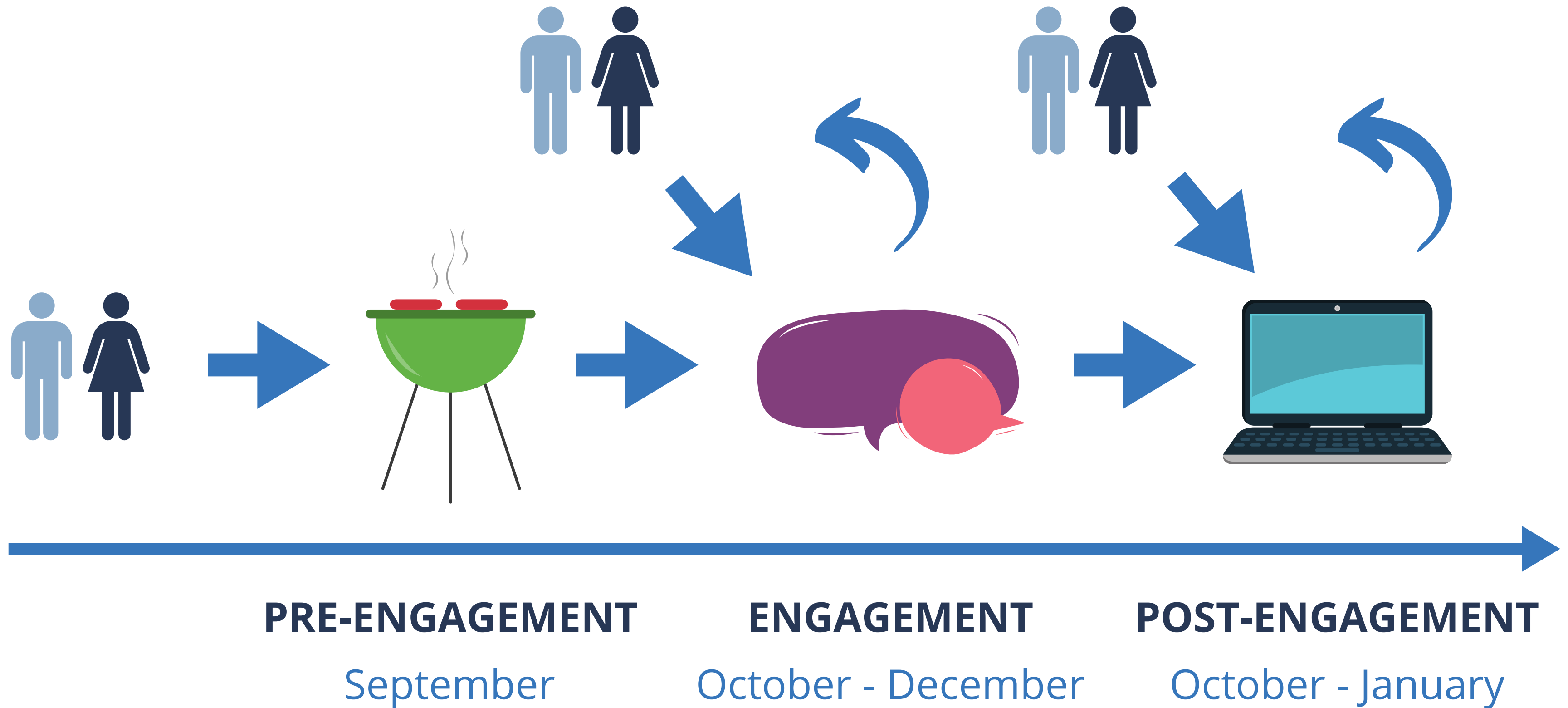
Fostering community during our engagement can help grow and sustain change efforts



## BUILDING MOMENTUM

Keeping people engaged and involved afterwards is critical to move this plan forward

# THE ENGAGEMENT JOURNEY





# PRE-ENGAGEMENT

# Pre-Engagement



Community BBQs will be held in Chatham, Wallaceburg, Ridgetown, Thamesville, and Tilbury to build relationships, build community, and gather ideas and thoughts

## ACTIVITIES

### Handprint Mural

To symbolize coming together to prosper together and build a sense of community care, BBQ attendees can participate in sharing their vision for a poverty-free community on a handprint mural

### Short Survey

Paper and electronic surveys will be available for people to fill out. Surveys will contain 3 open-ended questions to be answered

### Vox Pox

Short videos (30 secs - 1 min) capturing thoughts to quick questions. They will be posted, generating interest for the events in community

### Street Stalls

To increase participation, get information, and increase knowledge of the Poverty Action Plan, we will spend time in the community at a stall asking 3 open-ended questions. Answers will be placed on bulletin boards via sticky note or captured via survey

# Handprint Mural

Attendees will have the opportunity to use coloured markers to outline their hands, and write their vision for a poverty-free community inside their hand print



## BUILDING COMMUNITY

Community, at its core, is about people coming together. By building something together, a community learns how to work together, care for each other, and is inspired to continue coming together after they see their collective work

## A SHARED VISION

The hand prints represent that everyone has a hand in ending poverty in our community. By sharing their vision for a poverty-free community, we keep people looking at what the future can bring if we all put our hands in to help

## AN EXPERIENCE

To tell the story of poverty from multiple angles, the handprint mural will be an experiential activity we can do at our BBQ events to stimulate conversation, and keep people talking before and after we connect with them to complete surveys





# Engagement



Community Conversations (Focus Groups & Targeted Workshops) will be held across CK to build relationships, gather ideas and thoughts, and build momentum

## ACTIVITIES

### Focus Groups

Focus groups will be held throughout our community to bring together community members from all walks of life to have in-depth discussions about the causes, impacts, and solutions to poverty. People attending BBQs will be asked to attend

### Targeted Workshops

Targeted workshops are organized meetings with staff of an organization, committees, and tables to have a in-depth discussions about the causes, impacts, and solutions to poverty

### Street Stalls

To increase participation, get information, and increase knowledge of the Poverty Action Plan, we will spend time in communities at a stall asking 3 open-ended questions. Answers will be placed on bulletin boards via sticky note or captured via survey

### Website Blog & Social Media

Social Media will be used to ask questions/ polls, share Vox Pox, generate interest, and remind the community of focus group dates, times, and locations. Website blog will share stories (in news format) to report back

# An Example Focus Group

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**10  
mins**

## INTRODUCTIONS

- Welcome everyone in attendance
- Remind everyone of the purpose, rules
- Open the discussions

**20  
mins**

## MAKING TEA & CONVERSATION

- Icebreaker - make their own tea bags
- Facilitator will start informal conversation

**80  
mins**

## QUESTIONS

- Facilitator will transition to focus on 7 questions in roundtable discussions

**10  
mins**

## CALL TO ACTION

- Facilitator will present postcard with call to action
- Attendees register for updates (contact info)



seamless transition

# Tea Making

Attendees will have choice of 12 loose-leaf teas to create their own tea flavour, and then prepare before entering into deeper conversation with the group



## A TRIED AND TRUE METHOD

AIDS Supports Chatham-Kent, in partnership with Windsor U, started this practice to increase interest and participation in focus groups. While unusual, it allows for choice (a rarity for some), increased discussions, and greater sense of calmness

## AN ICEBREAKER

AIDS Supports Chatham-Kent found that making tea was a great way to break the ice and stimulate open conversation, especially in groups of diverse audiences or with vulnerable populations who might be uncomfortable sharing experiences

## AN EXPERIENCE

Tea making adds an experiential component to the focus group activities, assisting to increase interest and participation in conversations. It creates a talking point, and can be used by facilitators to direct the conversation

# An Example Targeted Workshop

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**10  
mins**

## INTRODUCTIONS

- Welcome everyone in attendance
- Remind everyone of the purpose
- Open the discussions

**40  
mins**

## QUESTIONS

- Facilitator will transition to focus on 7 questions in roundtable discussions

**10  
mins**

## CALL TO ACTION

- Facilitator will present postcard with call to action
- Attendees register for updates (contact info)

# Who We Want To Engage (Your Feedback)

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## Community

- People in housing (non-profit, affordable, RGI)
- People on Social Assistance
- Homeless peoples/families
- Youth
- Immigrants/ refugees/ permanent residents
- Seniors
- Working Poor/Modest Income
- Indigenous communities

## Business

- Workforce Planning Board
- Developers
- BIA employers
- KFA and Farmers
- Chamber of Commerce
- Unions

## Government

- Community Navigators
- Schools
- Emergency Services
- OW/ ODSP Caseworkers
- Municipal Administration
- Doctors/ medical profession
- Council
- Indigenous Councils/ Government

## Nonprofit & Voluntary

- Literary providers
- Access Open Minds
- FIRST Strategy Group
- Community Living
- Neighbourlink
- March of Dimes
- CKCHCs
- Salvation Army
- Church leaders

# Where We Are Engaging (Your Feedback)

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## Places

- Chatham
- Wallaceburg
- Thamesville
- Bothwell
- Dresden
- Blenheim
- Ridgetown
- Tiblury
- Wheatley
- Eelunaapeewi Lahkeewiit Delaware Nation
- Bkejwanong Walpole Island First Nation
- Caldwell First Nation

## Locations/ Organizations

- Senior Centres
- Housing Co-ops
- Libraries
- Sherpard's Way Inn
- Farm Groups
- WISH Centre
- Farmer's Market
- CAS
- Casino
- Bingo Hall
- Highschool teachers
- Legions
- Arenas
- Community Centres
- Food banks
- Community Meals
- Churches
- Sandwich Guys
- Goodwill & Employment Centre
- Youth Centres
- Thrift Stores
- Service Clubs
- Daycares
- Drug Awareness Council
- Grocery Stores
- Giant Tiger
- Salvation Army
- Shelters



# POST-ENGAGEMENT

# Post-Engagement



Online engagement, feedback, and involvement will be critical to maintain momentum, gather more ideas and thoughts, and build a poverty-elimination community

## ACTIVITIES

### [endpovertyck.ca](https://endpovertyck.ca)

An engagement platform designed for people who were engaged to keep involved, and to help people unable to participate in focus groups to still have their voice heard loud and clear

### Social Media

Social Media will be used to ask questions/ polls, share Vox Pox and stories of what we heard, remind people to access [endpovertyck.ca](https://endpovertyck.ca)

### Website Blog

Specific stories, Vox Pox, tape-recorded interviews (with written consent) will be shared on our website blog (and social media) in the form of a news story to provide feedback to the community

### Peer-Review Group

Recognizing the need for people with lived experience to review our work before we release the plan, we will pull together a group of people in January to review a draft.





**MARKETING**

# Draft BBQ Poster

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A PROJECT OF CHATHAM-KENT  
**PROSPERITY**  
ROUNDTABLE  
ENDING POVERTY  
ACHIEVING PROSPERITY



## FREE COMMUNITY BBQ

A meet, greet, and eat where **everyone is welcome!**

GET TO **KNOW YOUR NEIGHBOURS**  
GET TO **KNOW US**  
GET TO **HELP MAKE CHANGE**

**Time:** 4:00 - 6:00

**Ridgetown** - September 18th  
**Wallaceburg** - September 19th  
**Thamesville** - September 24th

**Chatham** - September 25th  
**Tilbury** - September 26th

# Draft Focus Group Poster

# COMMUNITY CONVERSATION

Moving from conversation **to action**

**WE NEED YOUR HELP AND INPUT  
TO BUILD THE  
CK POVERTY ACTION PLAN**



**Ridgetown -**  
**Wallaceburg -**  
**Thamesville -**  
**Chatham -**  
**Tilbury -**  
**Wheatley -**  
**Bothwell -**  
**Dresden -**  
**Blenheim -**

A PROJECT OF CHATHAM-KENT  
**PROSPERITY**  
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ACHIEVING PROSPERITY

# Draft Call to Action Handout Card



**CALL TO ACTION**  
CK POVERTY ACTION PLAN

SHARE YOUR IDEAS  
[endpovertyck.ca](http://endpovertyck.ca)

GET INVOLVED  
[prosperityroundtable.com](http://prosperityroundtable.com)

MAKE CHANGE  
[cktogether.com](http://cktogether.com)



CALL US ANYTIME  
CK Prosperity Roundtable  
(519) 354-6221 | [pmock@familyservicekent.com](mailto:pmock@familyservicekent.com)



**RECORDING  
TRACKING  
ANALYZING**

# Recording Our Learnings (Your Feedback)



## HANDWRITTEN NOTES



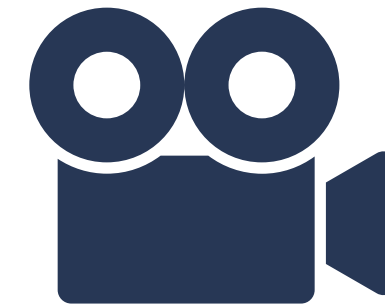
Used to gather Focus Group conversations, make notes of specific conversations on tape recorder



## TAP RECORDER



Used to gather Focus Group conversations, for direct quotes with permission



## VIDEO



Used for Vox Pox and capturing specific people/responses at BBQ and Focus Groups

# Tracking and Analyzing What We Learn (Your Feedback)



## GOOGLE DOCS

Using a google excel docs (online), we can easily track and analyze (tag) what we learn. Once the data is inputted, listening team members can quickly review (when time allows) to confirm what we heard is accurate.

## INPUTTING WHAT WE LEARN

The Project Coordinator will collect all notes, surveys, recordings, etc. to input the information into the google excel docs. All listening team members will receive a link to the information.

**Please do not release the link.**

## OPEN-ACCESS DATA

Dedicated to the necessity for shared data to drive collective work, the Prosperity Roundtable will share data with the community. A summary report (Poverty Revealed) will be available, with raw data available upon request.



# OUR FINAL PRODUCTS





## POVERTY REVEALED

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A report on the realities of poverty in our community, including what we learned and poverty statistics.

Click [HERE](#) to review example (see page 15 for example)

## CK POVERTY ACTION PLAN

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The roadmap of our actions moving forward to sustainably end to poverty in our community.

Click [HERE](#) to review example (see pg 11 for example)