

Phillip Mock

Project Coordinator

CK Prosperity Roundtable

LISTENING TEAM

Listening to and learning from our entire community to build a comprehensive poverty action plan

A team of the

CK POVERTY ACTION PLAN

WHAT IS THE CK POVERTY ACTION PLAN?

With the common goal of no person in Chatham-Kent living in poverty, The **CK Poverty Action Plan** is a roadmap for our community's collective action towards zero poverty in Chatham-Kent.

Our community has the resources, assets, and abilities to eliminate poverty. Leveraging these strengths, the CK Poverty Action Plan lays out action items that, when tackled, will have significant impact in ensuring there is less poor, not just better poor, in Chatham-Kent. With 83% of our population not living in poverty, its only a matter of time before we eliminate poverty in Chatham-Kent.

WHAT IS THE ROLE OF THE LISTENING TEAM?

The CK Poverty Action Plan requires a great deal of community involvement and engagement to be successful. By **listening** to and **learning** from our community, the Listening Team works to

- **Engage our community** to better understand the causes, impacts, and solutions to poverty
- **Build momentum** within the community to get people involved in driving the action plan forward
- **Gathering and analyzing thoughts, ideas, and wisdoms** shared by the community during consultations

ABOUT THE CK PROSPERITY ROUNDTABLE

The **CK Prosperity Roundtable** provides tools, information, and opportunities for our entire community to be involved in, and successful at, ending poverty and achieving prosperity for all in Chatham-Kent.

WHAT IS OUR PURPOSE?

If we think the way we always think, we will get the same results

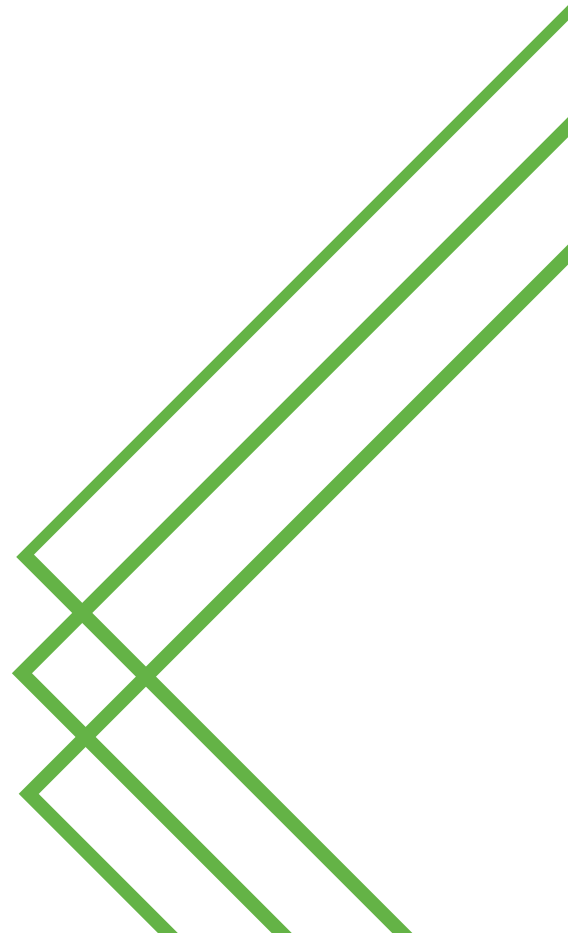
For this plan to be successful, our entire community needs to rethink how we understand and approach poverty.

To best rethink poverty, we need to create the environment for a variety of people, from all walks of life, to come together and share their experiences with each other. By bringing people together in this way, we can all begin to

- **Unlearn stereotypes** we have about each other and poverty-elimination work
- **Rethink how poverty elimination work should be approached**, based on real experiences of our fellow community members
- **Open new avenues for action**, with innovative ideas emerging from group discussions
- **Foster a deeper sense of community, care, and drive** for positive change

As we move forward, we should be asking ourselves two important questions.

- **Are we seeing a shift in our community's understanding of and approach to poverty?**
- **Are we keeping people engaged and talking with each other?**



WHAT ARE OUR GOALS?

GOAL 1

ENHANCE OUR ENGAGEMENT PRACTICES

- Develop a standardized approach to our engagement
- Develop inspiring, creative, and fun engagement activities
- Record what we hear accurately and efficiently
- Update the community regularly on what we learn

GOAL 2

EASY FOR OUR COMMUNITY TO PARTICIPATE

- Engage people where they are
- Use different engagement techniques for different groups
- Create and promote opportunities for continued engagement
- Engage people over multiple meetings



GOAL 3

ENSURE DIVERSITY IN PARTICIPATION

- Collect demographic information to track who we have engaged
- Work in partnership with community organizations
- Develop equal representation strategy for all sectors

GOAL 4

BUILD YOUR CAPACITY TO LEAD ENGAGEMENT

- Provide an engagement toolkit package, with relevant templates and activities
- Provide training for and support during engagement events



PROJECT TIMELINE

The Listening Team has a mandate from August 2019 to January 2020

TASK	START DATE	END DATE
STEP 1 BUILD AN ENGAGEMENT STRATEGY	JULY 2019	AUGUST 2019
STEP 2 ENGAGE OUR COMMUNITY	AUGUST 2019	DECEMBER 2019
STEP 3 ANALYZE WHAT WE LEARNED	SEPTEMBER 2019	JANUARY 2020



STEP 1

Build an engagement strategy

How can we best engage our community in conversations about poverty?

BEFORE ENGAGEMENT

- Where do we need to go, and who do we need to engage?
- What do we need to keep in mind when engaging our community?
- How can we get different people, from all walks of life, to come out to our consultations?

DURING ENGAGEMENT

- What activities can we do to engage people in meaningful conversations?
- What questions should we be asking to get the most information and spark conversation?
- How should we record what we learn?
- How can we keep people involved/talking after our consultations?
- How can we report back to the community as we consult with them?

WHAT QUESTIONS DO WE STILL NEED TO ASK OURSELVES BEFORE WE BEGIN?



STEP 2

Engage our community

Over a period of 6 months, we are setting a goal of consulting with **1000 people** in our community.

We have a team of 20 people, from a variety of backgrounds. We hope to create **teams of 2-3 people**, based on geographic location, to

- Organize community consultations across a large geographic area
- Leverage knowledge of local leaders to increase community participation
- Balance workload for listening team members

Each listening team member will be given a **consultation toolkit**, including all questions and activities for engagement we agree on as a team during step 1.

Each group of 2-3 members will be given **all materials to successfully conduct the consultations**, and the **project coordinator will be present for all consultations** to help facilitate and organize.



STEP 3

Analyze what we learned

As we move forward through the consultations we will be analyzing what we learn. Based on our thoughts in step 1, we will **create a streamlined approach** so we can easily and effectively track what we learn, and adapt our engagement plan to gather the right information.

By analyzing the information we receive, we can **start to highlight areas for action**. At the Big Gathering, we identified 6 areas of action:

- Education and learning
- Employment and Income
- Housing and Homelessness
- Neighbourhoods
- Food security
- Out-of-the-box Ideas

These areas might change, depending on what we hear from the community. Ultimately, it is our role to decipher, organize, and make sense of what we hear to create a comprehensive action plan.

The goal is to **start writing the overall plan by late September/early October**, once we start receiving information that can be categorized and organized. The Listening Team will have a role in how we organize the plan and what information is added to the plan