

Consult

STEP 1 ▶ Review the “Guide to Using the Community Engagement Framework” in this kit.

The guide explains the four categories of community engagement and provides some key terms and definitions.

STEP 2 ▶ In consult projects, the Health Department asks community members or partners for feedback about a topic or activity to inform decision-making.

Follow the guidelines below for projects in the **consult** category.

- ▶ Select participants in a thoughtful and equitable manner
- ▶ Gather feedback in ways that are appropriate to the audience (e.g., surveys, questionnaire, discussions, meetings).
- ▶ Recognize participants’ contributions and compensate whenever possible.
- ▶ Ensure a feedback loop to community members and partners by sharing status updates whenever possible.
- ▶ Use the collected feedback in the Health Department’s decision-making.

The following is one example of a project that falls within the consult category:

The New York City Health Department convened the LGBTQ Health Equity Coalition, a group of individual community members, allies, and nonprofit, private and governmental organizations, to incorporate their expertise and experiences on specific LGBTQ-related issues.

STEP 3 ▶ Use the following standards and questions to shape each phase of your community engagement.

If needed, adjust your community engagement strategy to meet these standards.

Standards During Planning

1. Identify the communities you would like to reach.

Tip: Check Partners Connect to identify potential partners and existing Health Department relationships.

2. People experience different advantages and disadvantages because of their different identities (race, gender identity, religion, etc.). Identify the disadvantages this community experiences and how they affect the content and format of your messages and distribution plan.
3. Work with the Bureau of Communications to make your content for external audiences simple and accessible and to translate your materials. For plain language guidelines and tips, visit plainlanguage.gov.
4. Determine what methods of communication are most appropriate and accessible for your audience.
5. Determine the different ways you will present information and get feedback from community members or partners.
6. Determine how you will use the consultation results to promote health equity.

7. Determine how to respond to feedback and share details of how and when decisions are made.
8. Identify ways to recognize participants' contributions and compensate them for their time.
9. Refer to Considerations During Post-Implementation and the suggested metrics in Step 4 as you plan your evaluation strategy.

Standards During Implementation

1. Use preliminary input gathered from community members.
2. Seek feedback on the process and progress of the consultation.
3. Note any challenges to community engagement and identify what you can change in your consultation process.
4. Collect community feedback or assessments to determine if your chosen communication method is the most effective one.
5. Identify additional ways to reach your audience.
6. Include all affected stakeholders.
7. Get agreement on values that form the foundation of future efforts.

Questions for Post-Implementation

1. Did you keep participants or community members up to date on the process? If so how (for example, consultation summary, meeting minutes posted online)?
2. How will you include community input in decision-making?
3. Will you establish an ongoing advisory committee?
4. Did stakeholder relationships improve throughout the consultation process?

STEP 4 ▶ Choose from the suggested metrics to measure your community engagement efforts

You can also track some of these metrics in Public Health Partners Connect.

Below are a sample of suggested quantitative, process indicators to measure your outreach efforts. These indicators are not exhaustive and can be modified for your project or activity. You can track most of these indicators by target audience demographics, language and geographic unit (e.g., ZIP code, community district, Neighborhood Health Action Center area, etc.). Items marked with an asterisk can be tracked in Partners Connect.

- ▶ Surveys completed (SurveyGizmo)*
- ▶ Meetings held*
- ▶ Meeting attendees*
- ▶ Partner organizations reached
- ▶ Follow up emails to attendees*
- ▶ Language services provided during meetings
- ▶ Stakeholders from different geographic units

This document is one of four assessment and metrics guides developed to help employees who work with external partners plan, implement and evaluate community engagement efforts. The questions in this guide are not exhaustive and may be different for your project or activity. All community engagement efforts will use information that is data-driven, community-informed, culturally sensitive and accessible to New Yorkers with limited English proficiency. For more information on culturally sensitive language, see the "Language Use Guide" in this kit. For interpretation and translation resources, email languageaccess@health.nyc.gov.