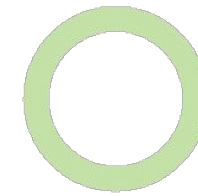
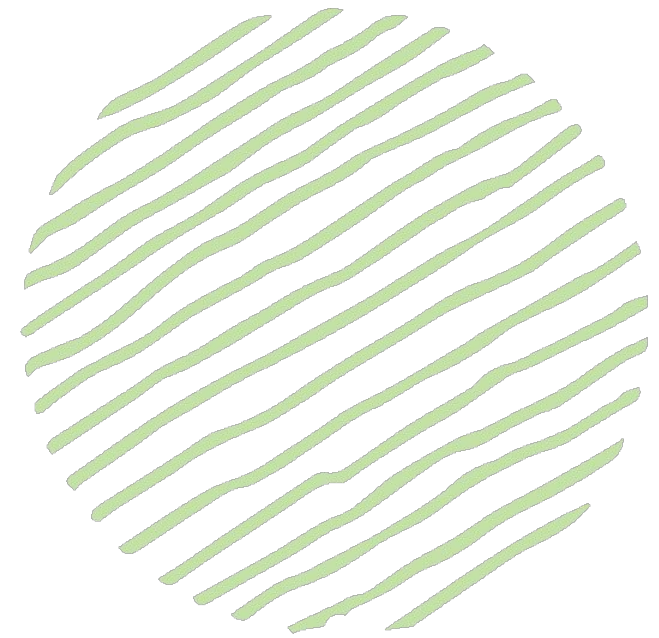




AgroBUS

AgroBusiness in Urban Areas

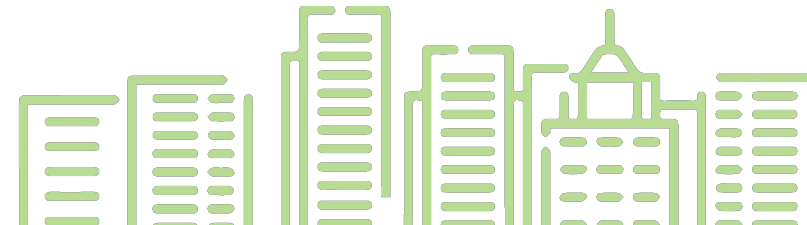
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MODULUL 4

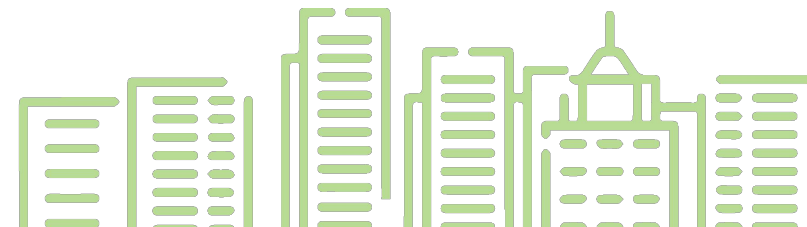
Organizational aspects of involving the community





WORKSHOP ADMINISTRATION PROCEDURE:

- The attendance list;
- The workshop evaluation forms;
- Site logistics:
- Emergencies procedures;
- Breaks;
- Restrooms;
- Cell phones or any electronic device – SILENT MODE.





INTRODUCTION

ICE-BREAK TO KNOW EACH OTHER

- ✓ WORKING IN PAIRS, INTRODUCING YOUR PARTNER BY:
- ✓ NAME
- ✓ YOUR INSTITUTION

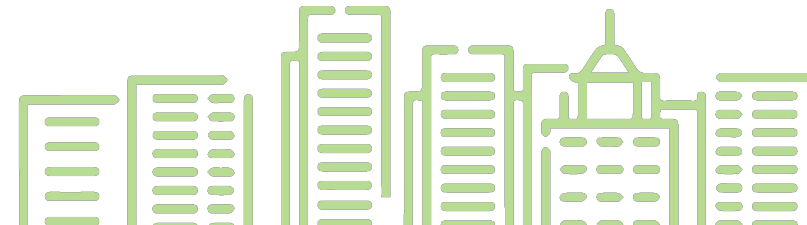
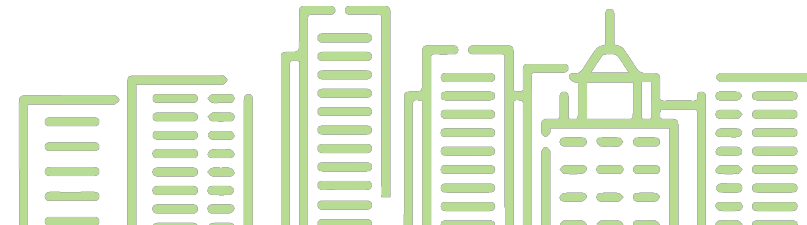




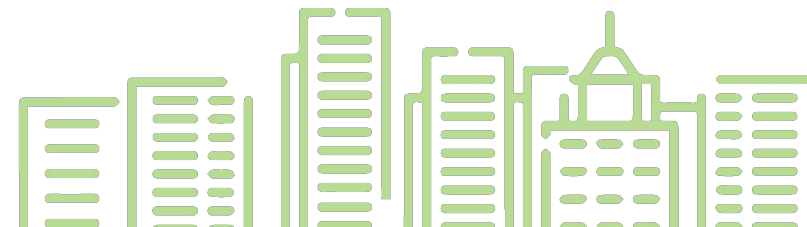
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01	COMMUNITY ENGAGEMENT
02	ELEMENTS OF COMMUNITY ENGAGEMENT
03	WHEN AND HOW TO ENGAGE WITH LOCAL COMMUNITIES
04	AGRICULTURE'S CONTRIBUTIONS TO COMMUNITY HEALTH AND WELL-BEING
05	CONCLUSIONS

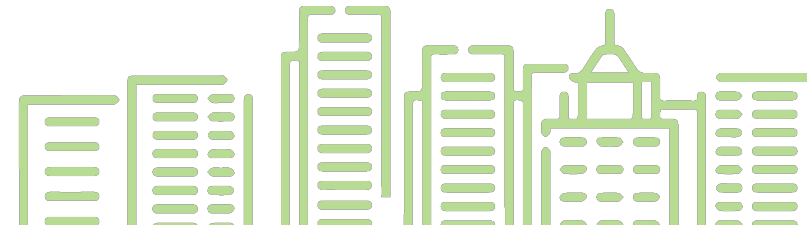
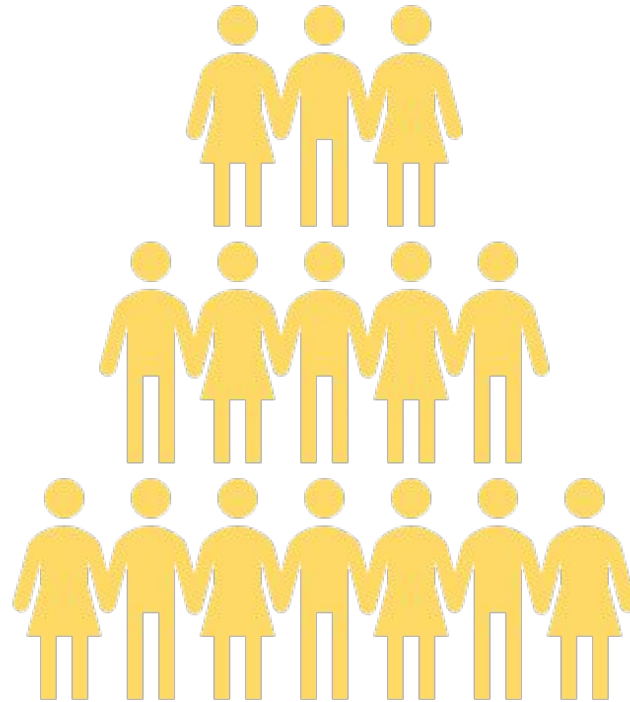


The aim here is to help the learners:

- ✓ Knowing the elements needed to engage and communicate with communities.
- ✓ Identifying possible benefits, and tools and implementing community activities.
- ✓ Planning community involvement activities.
- ✓ Providing an opportunity to the communities to involve in urban agriculture.
- ✓ Awareness of a positive community impact
- ✓ Understanding goals, objectives, and responsibilities for effective community involvement.



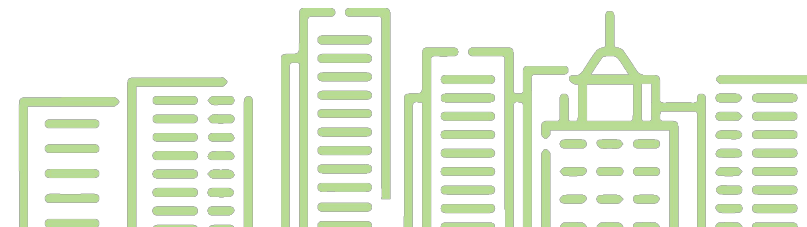
ACTIVITY 1: WHAT IS COMMUNITY ENGAGEMENT?





COMMUNITY ENGAGEMENT

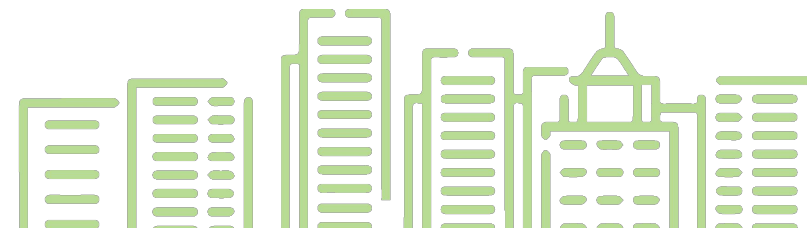
It's a process in which organisations and individuals build ongoing relationships in order to elevate and apply their collective vision for the community. It's an outcome in that people are willing, ready and able to advocate effectively for that vision.





COMMUNITY ENGAGEMENT

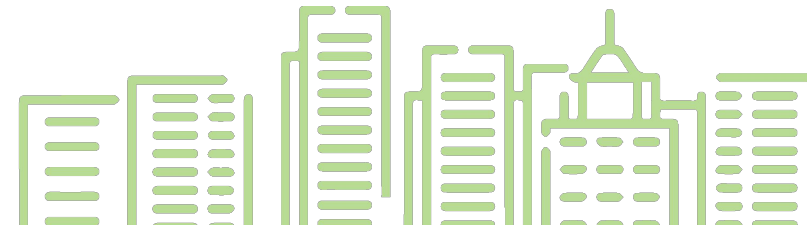
Community engagement can be used by nonprofits, private businesses, government, foundations, or any combination of these to help rally a community to a cause. It's a complex undertaking that requires both short- and long-term strategies and investments.





COMMUNITY ENGAGEMENT

Community engagement can transform communities. Encouraging public participation in projects that impact society it facilitates fair, equitable, and sustainable outcomes. It is an essential decision-making process for any organization, government, or individual that is driving projects which will have an impact on the community.



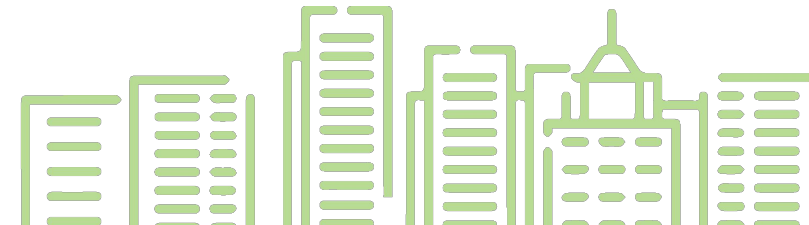
ACTIVITY 2: HOW CAN YOU INSPIRE THE COMMUNITY?



How do you reach those that have opinions but have not had a voice in community decision-making in the past?



How do you empower and encourage community members to participate?



EMOTIONAL COMMUNITY ENGAGEMENT TIPS



Get people to tell stories.

People love to share themselves with others. Promote this type of communication between people and you will capture their emotions.

Use images.

Images are better able to convey emotion. Make sure that the images that you publish have as much emotional impact as you can put into them.



Make sure that your contributions stay grounded

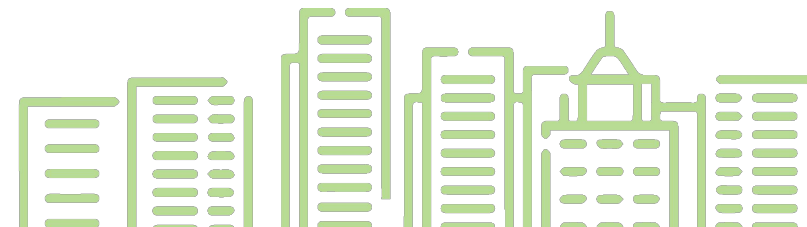
It is easy to become irrelevant once your network begins to grow a little.

Community engagement starts with understanding and adding value.

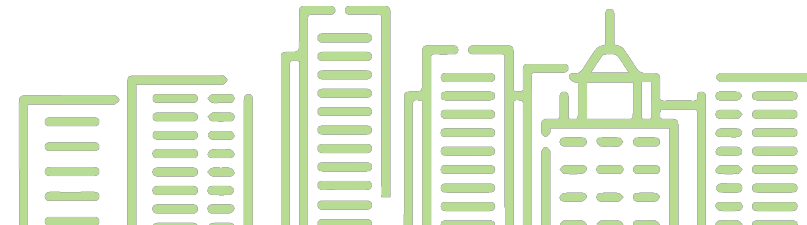
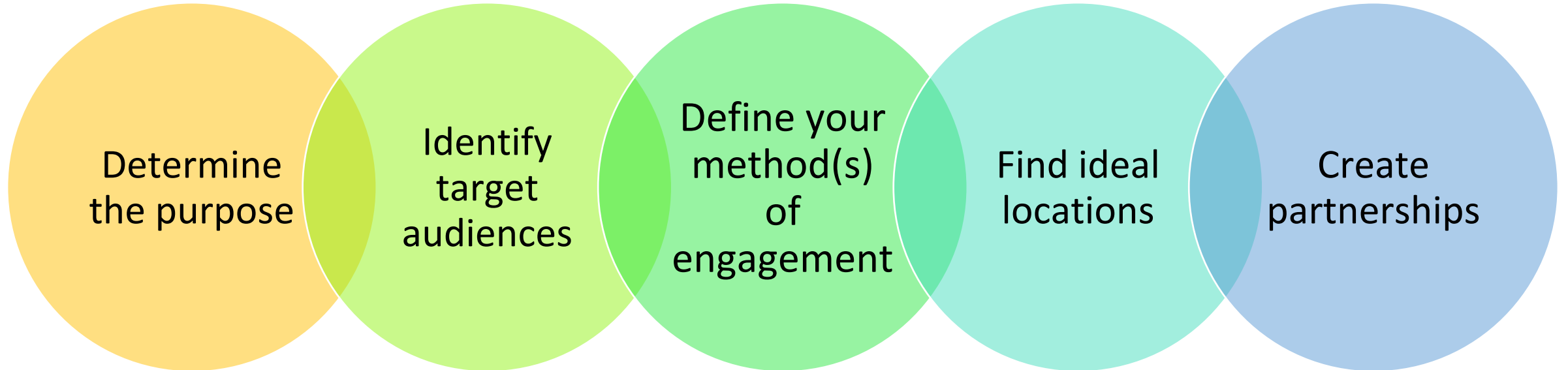
If you always come from the mindset of making someone else's day better, you will get great emotional responses from your audience.

Be a responsive community engagement leader.

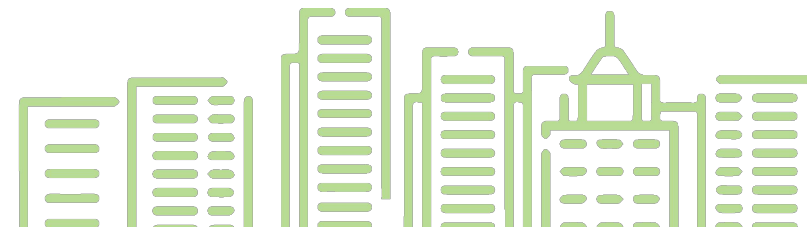
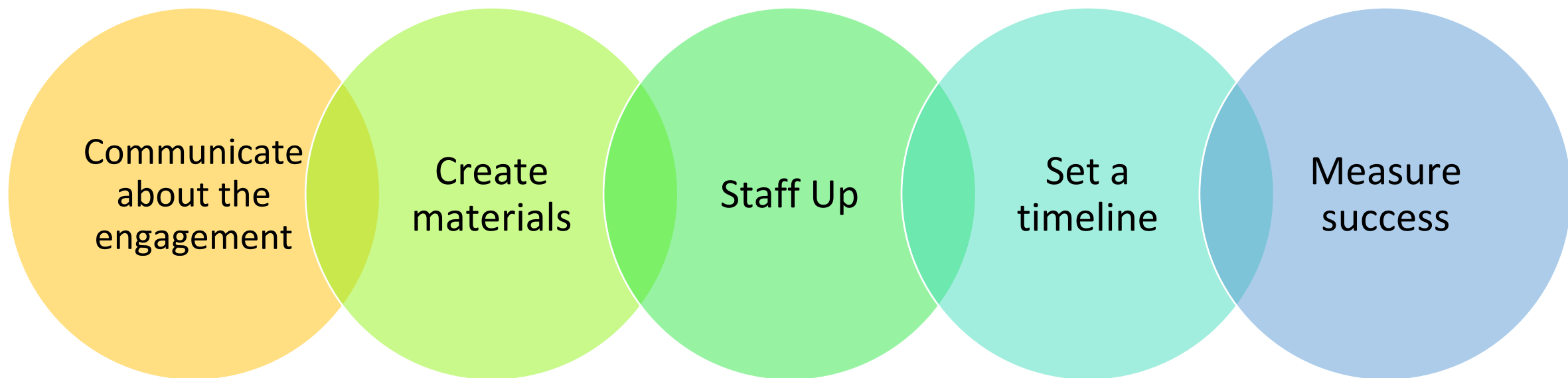
Make sure that you respond to the people that take the time to respond to you.



ELEMENTS OF COMMUNITY ENGAGEMENT



ELEMENTS OF COMMUNITY ENGAGEMENT



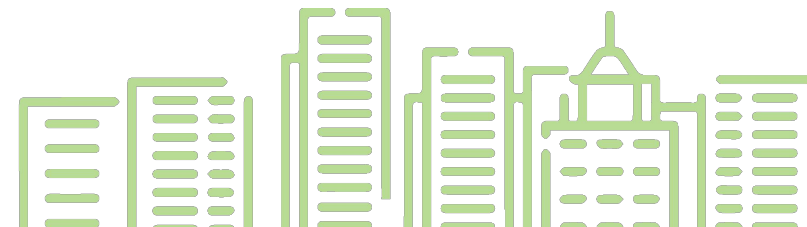
ELEMENTS OF COMMUNITY ENGAGEMENT



Determine the
purpose

Determine the shared goal of a community engagement process among key stakeholders. What will be different as a result of community engagement? What do you want to learn or achieve as a result of the process?

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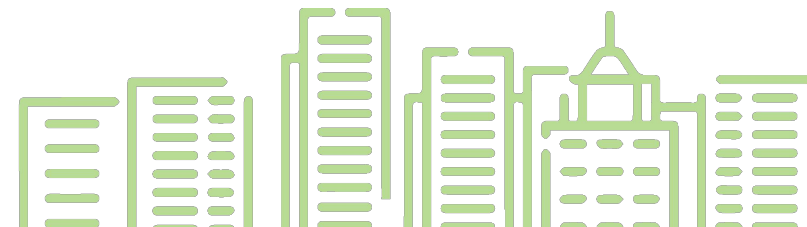
ELEMENTS OF COMMUNITY ENGAGEMENT



Identify
target
audiences

Who is it you wish to reach? Why are they important to furthering your cause? Create a list of audiences and leaders or influencers for those audiences who you can invite to attend your meetings, serve as advisors, or interact with your organization in other ways.

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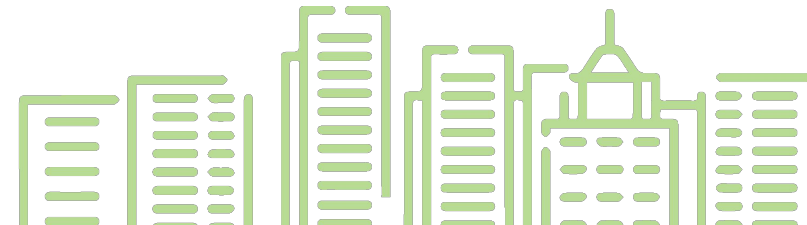
ELEMENTS OF COMMUNITY ENGAGEMENT



Define your
method(s)
of
engagement

There are many ways to engage community members, and your efforts shouldn't be limited to just one. Concentrate on asking for input and engaging in conversation, rather than delivering your agenda. Methods may include focus groups (guided discussion to provide feedback on priorities or perspectives), online surveys, paper surveys distributed at community events, or one-on-one interviews.

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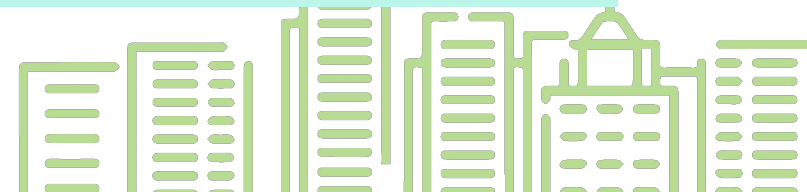


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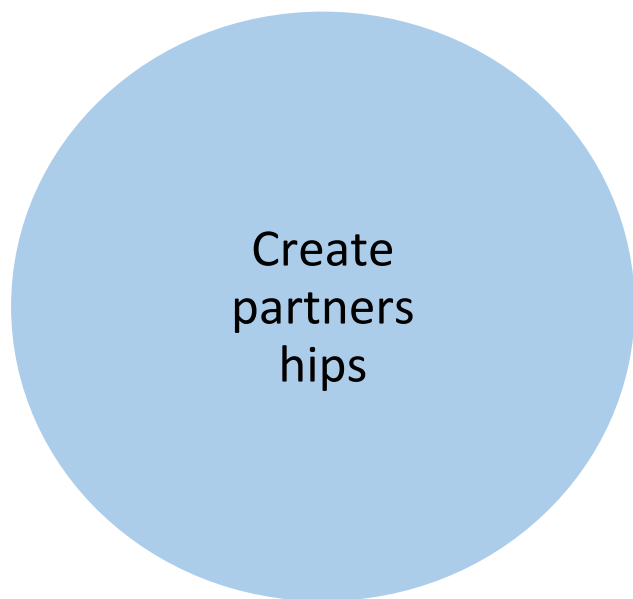


Engaging community members works best when you meet them where they are, or at least making it easy for them to come to you. Host focus groups in geographically diverse places around your community where residents feel comfortable or regularly go to, such as schools or libraries. Hand out surveys at places where people gather or visit often, like community festivals or grocery stores. For online surveys, identify email lists that best overlap with your target audience. Talk with people where they feel comfortable.

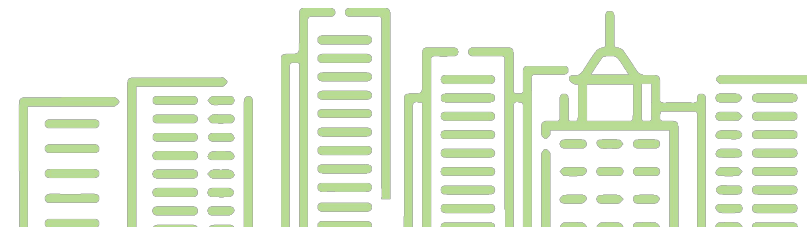
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ELEMENTS OF COMMUNITY ENGAGEMENT



Depending on your issue, identify organizational partners who can amplify your effort. Look for individuals who have a particular resource or expertise to bring to bear or others who might create problems if they were left out. For all partners, be sure there is a mutual understanding of their roles, commitments, and requirements as you move forward.

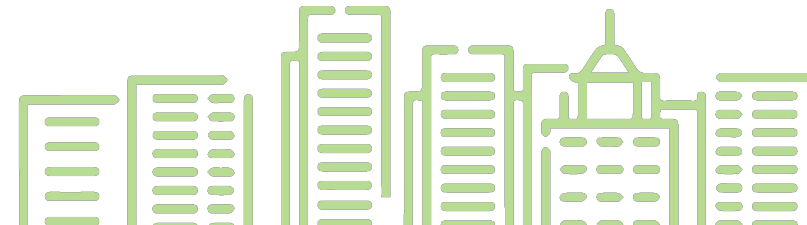


ELEMENTS OF COMMUNITY ENGAGEMENT

Communicate
about the
engagement

Communication can make or break a community engagement effort. Take time to think strategically about your communication. Understand what you want to communicate and why, then develop a clear message. Decide who should carry that message and to whom they should carry it (to local groups or to major media? to hospital executives or to neighborhood associations?). Plan the timing of your communication to align with key steps in your engagement process, so that your message doesn't get too far ahead of—or behind—your work.

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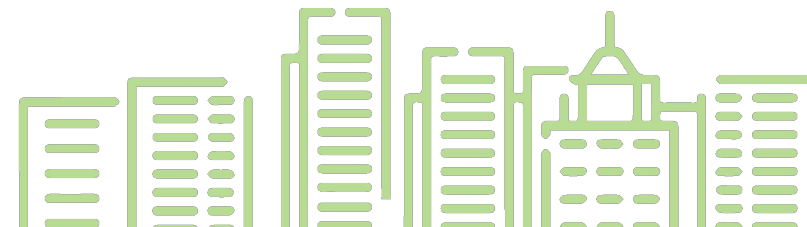
ELEMENTS OF COMMUNITY ENGAGEMENT



Create
materials

What materials do you need to inform people about your effort? How will you use them? Look for materials that already exist that you might share or adapt, then determine what other materials you will need to develop. For example, a one-page background document, leaflet, or a recent news article about your issue.

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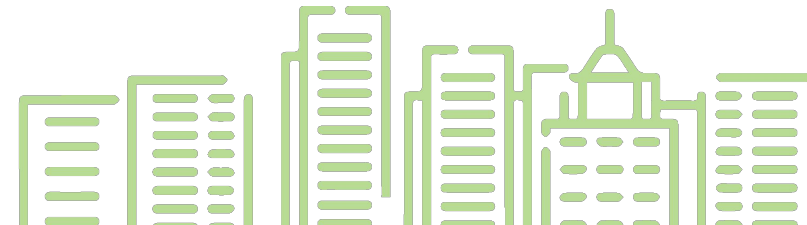


ELEMENTS OF COMMUNITY ENGAGEMENT

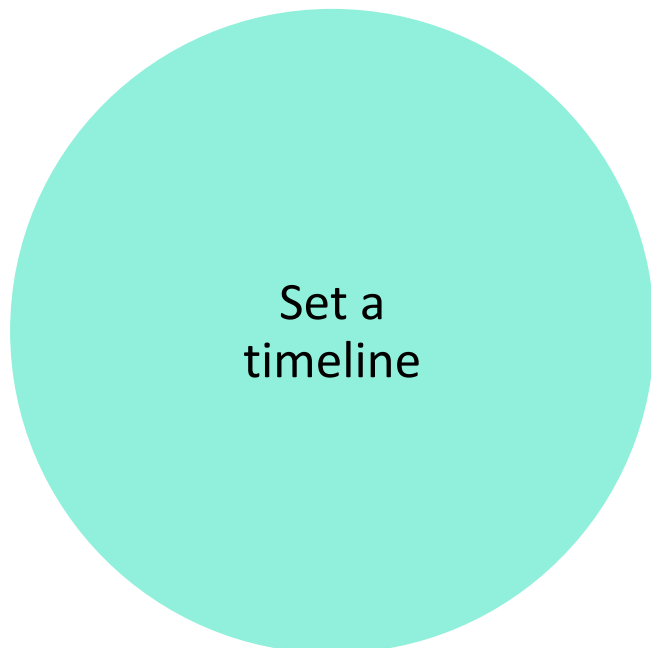


Community engagement is constant and dynamic, and can require undivided attention. While there may be well meaning and committed volunteers in the mix, look for staff to support your process if your budget allows. Then, ensure that those staffers have the training and support they need to serve your effort well.

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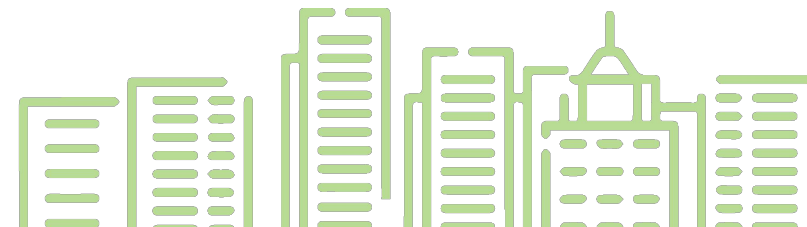


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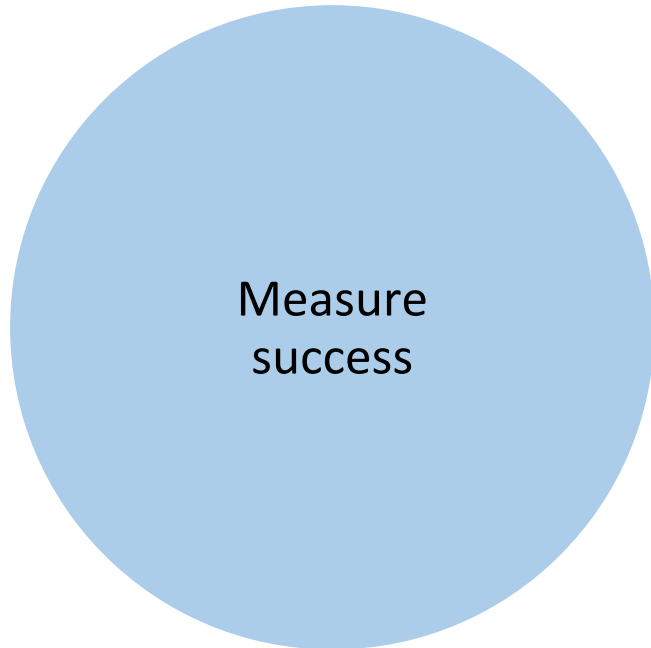


Determine how long it will take you to get your community engagement effort off the ground and identify a “launch” date to motivate your team. But don’t leave them hanging. Identifying a clear end date also motivates action and helps everyone see the light at the end of the tunnel. Determine if a phased approach is appropriate.

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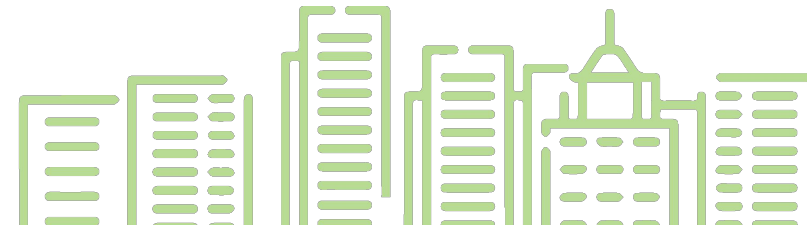


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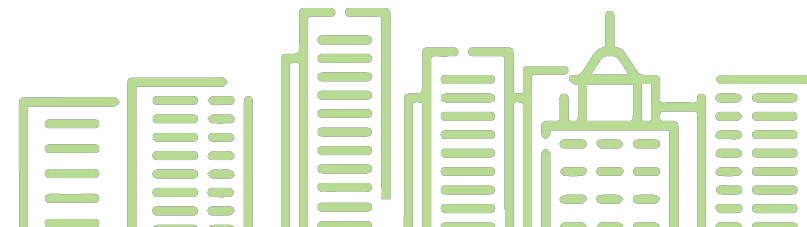
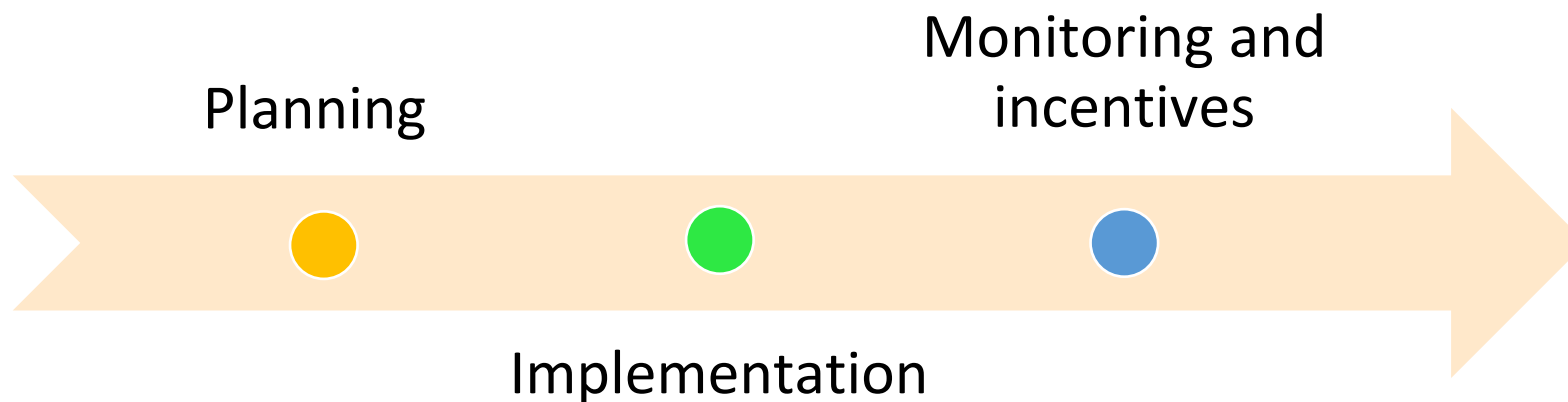
What will success look like for your effort? How will you know when you're done? When will you know it's time to celebrate? As you determine how to define and measure success, be sure to identify milestones in the process and assign measures of success to them as well. That way, you will know if you need to adjust your strategy before it's too late.

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ENGAGE WITH LOCAL COMMUNITIES

Efforts should be made to involve local communities from the project outset, throughout the project, and beyond the timeframe of the project if possible.



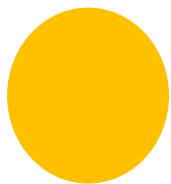


Engage with the community: gathering information

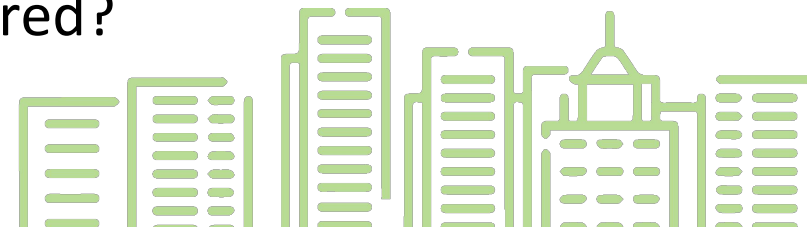
Finding the best ways to share and obtain information, depends on the cultural and local context. Some key questions to ask yourself when sharing and obtaining information are:

- Does information need to be translated into a local language(s)?
- Is written information appropriate or would verbal communication work better?
- Is a formal or informal approach better? Do the intended participants need support to attend a workshop?
- Is there a cultural or gender-related approach that should be respected in the current context?
- Is there any legislation that may restrict or protect the use of local knowledge that needs to be considered?

Planning

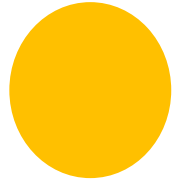


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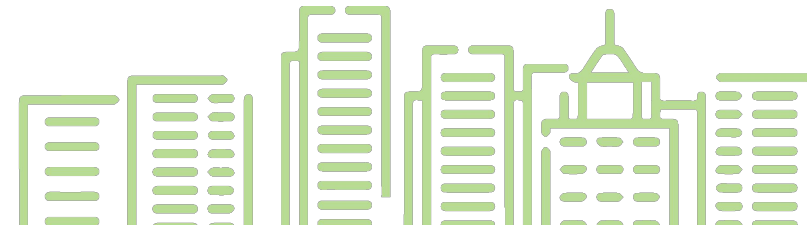
Planning



Engage with the stakeholders:

Stakeholders: Are people or organisations who have an interest in, or are affected by, a recovery programme and can be directly or indirectly included in the decision-making process.

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ENGAGE WITH LOCAL COMMUNITIES

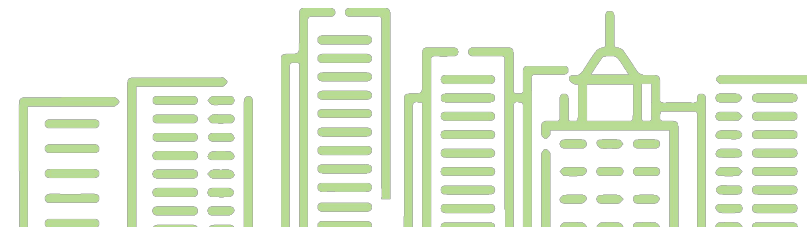
Active community participation: Understand the responsibilities of each person and if they have sufficient training and the skills needed for the tasks



Implementation

- Are community members equipped to carry out the tasks according to the specialist needs of the target species?
- If not, can community members be trained to implement the task effectively?
- Is supervision by an expert or trained specialist required?
- Do manuals or guides need to be produced to help communities carry out their tasks?

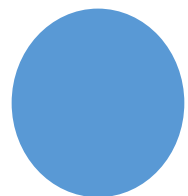
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ENGAGE WITH LOCAL COMMUNITIES



Monitoring and incentives

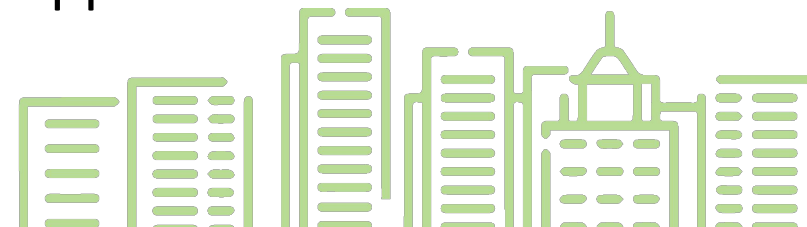


Monitoring

Ensure that training is provided where needed so that data that is being captured is of a high enough quality to accurately monitor the impact and effectiveness of the project.

Incentives

It should not be assumed that people or groups are willing to help for free. In any case, some kind of monetary or non-monetary incentive will be needed to secure community participation. A key question to ask is, to whom are incentives offered or not offered? There needs to be a clear and transparent approach.



STRATEGIC TIPS TO ENGAGE YOUR COMMUNITY



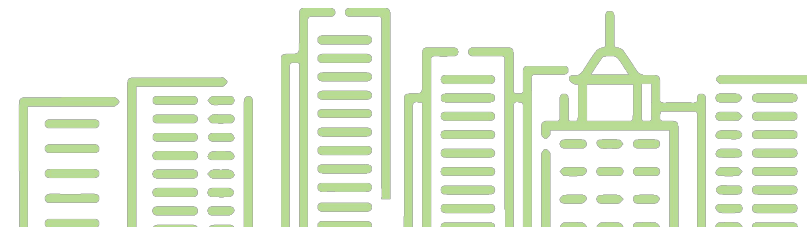
Understand the efforts that are already successfully underway in the **community**— in schools, neighborhoods, nonprofits, and government agencies. By finding about other successful efforts, you will discover ways to amplify or improve your own

Meet community members where they are: You want to make it as easy as possible for community members to engage with you and feel comfortable. That means going to places where they gather or visit, choosing a time of day that works with their schedules.

Ask the community what they want:
Never assume you know what other members of your community are thinking. Constantly test your perspective against those of others.

Target separate audiences in focus groups: members of one neighborhood or profession or age will be more comfortable and more candid in conversations with their peer group. Once you have pulled various focus groups together, you can see the common themes and issues that appeal to all of them, as well as particular points you may need to address to keep all of them on board.

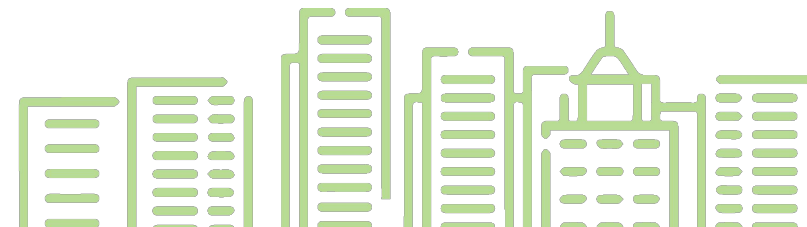
Control the message:
Communicate proactively and frequently.



COMMUNITY MOBILIZATION ACTIVITIES



The level of engagement of individuals may vary depending on their interests and capabilities. They may just listen to some messages on the radio or participate in meetings and events, or they can proactively design, organize and implement activities.



COMMUNITY MOBILISATION ACTIVITIES



Community meetings

Dance and concerts with a key messages

Puppet shows and participatory theatre where audiences are encouraged to participate by developing alternative scenarios that would lead to better outcomes

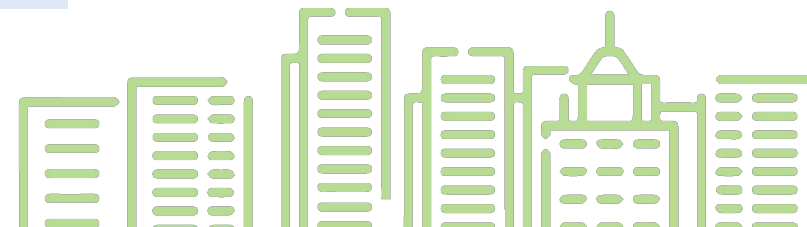
Quiz competitions between teams addressing knowledge of a specific topic

Storytelling in which a narrator recounts a pertinent story which may be real or fictional, to highlight key messages and the importance of protective behaviors

Cooking workshops

Public debates

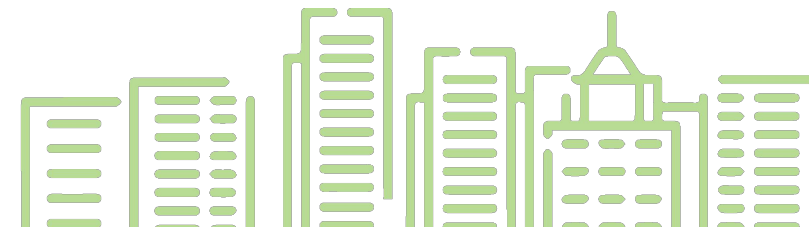
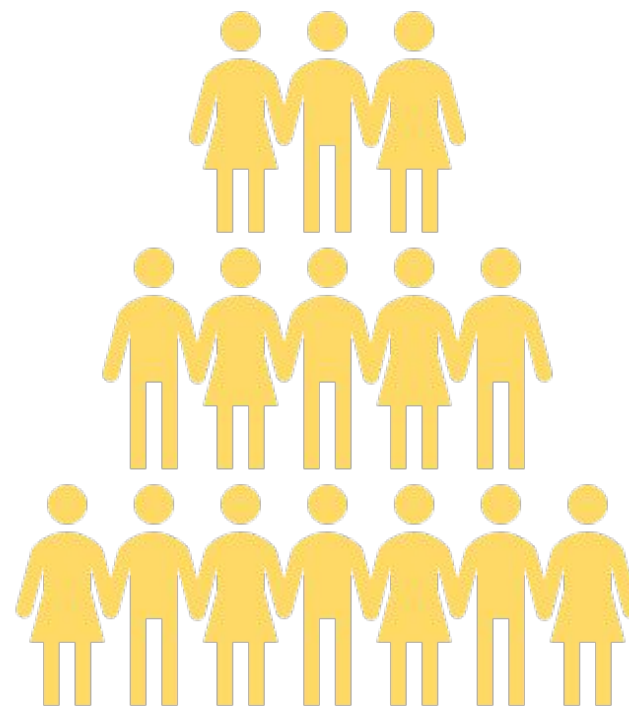
Print media such as leaflets and cartoon strips for distribution in the community



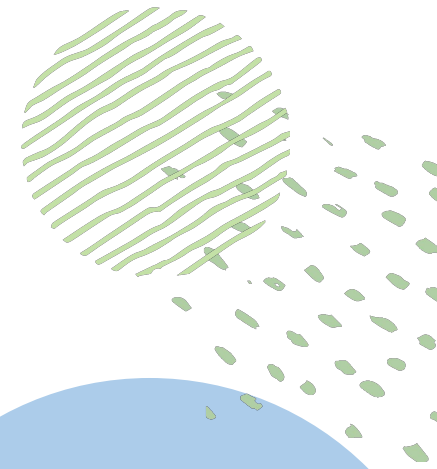
ACTIVITY 3: ACTIVITY PLAN FOR THE COMMUNITY

You have to think and develop activities to engage and mobilise the community.

In small groups, you will create a community plan for a month.



AGRICULTURE'S CONTRIBUTIONS TO COMMUNITY HEALTH AND WELL-BEING



Decrease physical and mental health problems—depression, stress, heart disease, stroke and diabetes to obesity.

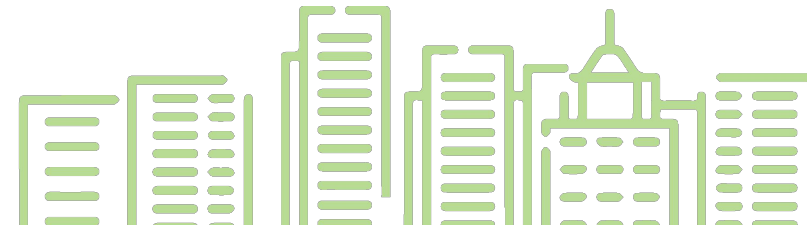
Sense of control over their immediate environment.

Increasing property value, completing required yard maintenance and having a hobby.

Community cohesion, pride of ownership, and sense of place.

Sense of peace and tranquility.

[136-1 \(cast-science.org\)](http://cast-science.org)



AGRICULTURE'S CONTRIBUTIONS TO COMMUNITY HEALTH AND WELL-BEING

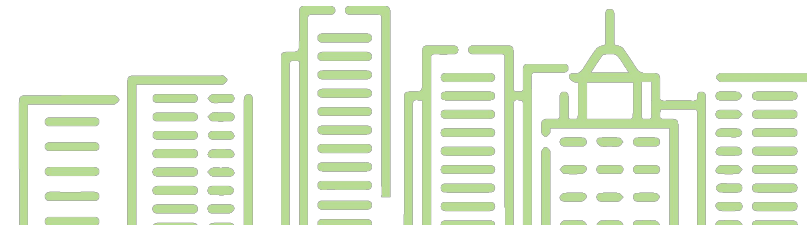


Agriculture therapy has been applied with positive outcomes in institutional dementia care programs developed, implemented, and modified to suit participant needs, abilities, and interests; Also has been found to promote higher activity levels, improve mood, and maintain cognitive and functional skills (Bowie and Mountain 1997; Buettner 1995; Palleschi et al. 1996; Seifert 1998).

Individuals engaged in agriculture activities benefit not only from associated physical exercise but also from the sense of pride and accomplishment associated with agriculture success (Hill and Relf 1982; Matsuo 1995).

A community food system, often promoted as an ideal, aims to integrate all the processes or steps to enhance environmental, economic, social, and individual health.

[136-1 \(cast-science.org\)](http://cast-science.org)



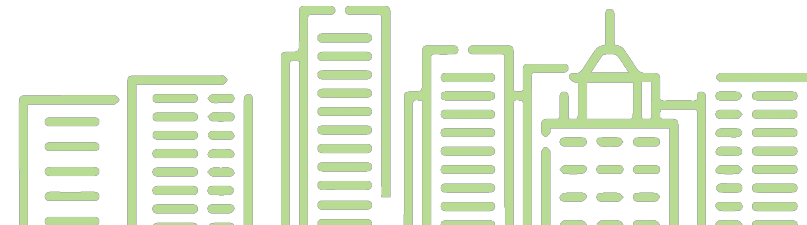
AGRICULTURE'S CONTRIBUTIONS TO COMMUNITY HEALTH AND WELL-BEING



Capacity to meet the needs and abilities of older adults and to rehabilitate and facilitate new skill development (Sarno and Chambers 1997).

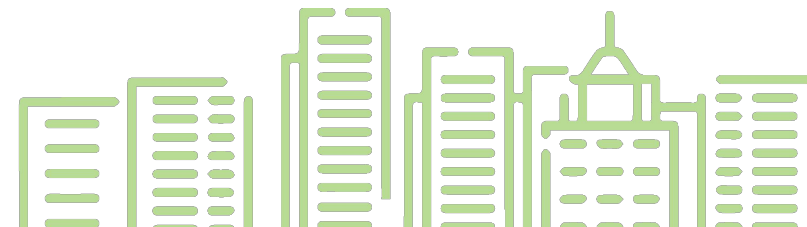
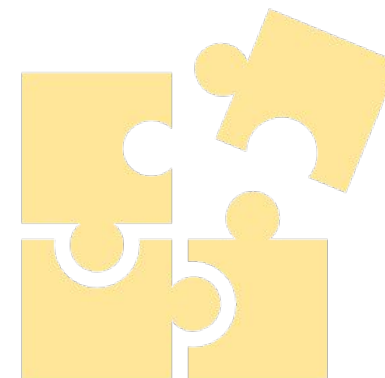
Community food systems can provide an alternative to the more industrialized, high-volume food systems. They involve a direct connection between the producer and the customer through such activities as entrepreneurial gardens, farmers' markets, community-supported agriculture, farm-to-table programs, u-pick and roadside stand operations, and neighborhood food buying clubs.

[136-1 \(cast-science.org\)](http://cast-science.org)



DON'T FORGET

Community issues are complex and it's important to make the problem-solving process inclusive so that decision-makers have a better understanding of their community's needs and aspirations before setting a course of action.





AgroBUS

AgroBusiness in Urban Areas

Thank You!

