

Community engagement component 2

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Community Engagement

Assignment 2

BA BUSINESS MANAGEMENT

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Introduction

Community Engagement is the process of working in a collaborative form with groups and of different people who are connected within geographic locations, special interests or afflictions for recognising the issues and addressing them for the well-being of the community (Weerts 2019). The report aims to identify the area of community engagement projects which can be initiated in the future with the use of various concepts. The report is a continuation of the previous assignment conducted on the “Leonard Cheshire Disability project” in the UK. It will further evaluate the strategies used in the project and analyse the best practices which can be implemented in the future. With the help of a reflective view, the report will use models, techniques, approaches and standards suitable for the project. The report will also discuss the differences between “active consultation, stakeholder participation, effective communication and inclusion” within the practice of community engagement. Furthermore, the report will explore the practice by implementing community mapping and engaging the community with the use of social media platforms and identifying the best practices for the community.

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“Difference between strategies used in the project and your future project, compare, analyse, and evaluate the best practices on their community engagement approaches, Reflect on what could have been done differently and why”?

In my future project, I wish to build a “Cure to Disabled Project ” which will be based on disability programs and taking steps about curing people suffering from diabetes. The strategies which I have discussed in the previous project can be helpful for me in accomplishing my goal of supporting individuals who are suffering from diabetes. Within this future development of the project, I will provide long-lasting treatment for people who are suffering from disabilities and comply with regular medication as well as measures which can help them with the accessibility of having an open and acceptable attitude. My future community engagement project will be based on the “Public Participation Model”. The concept of “Public Participation model” is ideally focused on the promotion of sustainable decisions which can be practised by recognising as well as communicating the interests and requirements of all the participants within the community.

The strategies which were used in the “Leonard Cheshire Project” is the use of AAC as a communication tool. This tool was implemented to provide disabled individuals with the best practices of having facilities for spoken speech and also the function of signing on paper-based resources. I have found that Gridpad is one of the AAC devices which has been used within the project. This has been a technological surface which has brought support to disabled people. The communication tool is a strategic way which creates a way for the individuals to maximise their communication skills so that they can achieve their function needs and preferences in the community (Creed *et al.*, 2020). Gridpad as an “Augmentative and Alternative Communication tool” is used by “Leonard Cheshire Project” as their aid for people with various ranges of conditions which can have an impact on their movement and speech. The strategic tools of Gridpad have assessed disabled people the opportunity to select what they want to say. Whereas, in my future project “Cure to Disables”, I will implement the use of a Mobile Health App “Touch Chat”. As most people living in the 21st century have been relying on smartphones for accomplishing tasks, selecting the mode will enable me to reach out to them and get an emerging practice of communication with the patients. This can be helpful for the patients as it can help the users communicate with the professionals in the healthcare field. This will be easier for the people who have difficulty in using their natural voice. This tool is designed mostly for the pole dealing with autism, ALS, stroke, down syndrome and their disability. With the comparison of the ACC tool, “Touch Chat” can provide universal support to people suffering from a disability. This systematic communication technology will promote access to the patients towards healthcare.

However, I think that the best AAC tool for disabled people will be the “MegaBee Assisted Communication and Writing Tablet”. This is known to be an assisted communication tool in the form of a tablet which is easier to use and an eye-pointing device which will be helpful for disabled people who have speech issues and are unable to have direct access to AAC devices (Kazachiner and Boychuk,

2022). I have found that the ideal people who are suitable for the use of the strategic tool are people who have neurological, acute and progressive conditions. The feature of this tool is that it is relatively easier to use for the speaker and the listeners. It also includes dual screens and the texts and pictures can be easily manageable. The community engagement project discussed in the previous assignment stated how “Leonard Cheshire Disability Project” conducted its “planning and designing strategic process”. It discussed the various stages of planning, preparing, engaging and reporting outlined during the planning of the project. I think that the project could have improved their understanding of the social relations within the community and understand the perceptions of the people.

The key approach of the Leonard Cheshire Disability Project was to support the people and claim their rights, provide quality learning as well as work. The project sought to work with families and communities to make their project seem inclusive (Creed *et al.*, 2020). Additionally, the project also opted for addressing the barriers faced by girls and women in society. However, in my future community engagement project, I will empower persons having disabilities with various institutions, acts and schemes for rehabilitation and form an enabling environment where people will have a projection of their rights. In addition to this, my approach towards the disability project will include providing training and education benefits to disabled people. I also plan to provide health care insurance benefits to the people who meet requirements. Both approaches differ from each other, as the Leonard Cheshire Disability project will provide opportunities for addressing the disability by quality-based learning and providing rights. Whereas, in my future engagement practices, I will implement the use of insurance benefits which will provide the employees protection against their loss of income which can happen due to disability.

The Disability project could undertake different stages for their process which will include understanding the interests of the community, their health, autonomy and security. With the help of this stage, the project could have established a human connection and thought about the importance of the ideas of the individuals and the choices made by them. In the second stage, the project could have conducted a reflection by illustrating points within the environment which will help the leaders to understand the decisions made and the constraints existing within the community. The next stage of thematic discussion lays ideas about using mapping to relate to the interests and understand the community engagement process effectively. According to my view, using social media marketing for evaluating the impact of community engagement is a suitable preference conducted by the project. However, setting up Affiliate marketing programs can be beneficial for the project as the average cost of the pricing used for social media marketing is estimated to be around 450 to 6,000 per month which has been difficult for the project to manage. “Affiliate Marketing” programs can thus help in the disability project and help them effectively market their activities with a low budget, and low time frame and have a high chance of guaranteeing a high return on investment (Olbrich *et al.*, 2019). This will make the disability project increase their awareness within the community.

“Consider the best practices, techniques, models, approaches, principles, and standards”.

From the support of this project, I have gained the idea of providing skills and employment programmes to people dealing with disability. I will implement this in my future engagement project of “Cure for Disability” by promoting the ability to communicate to the disabled individuals and help them in interpreting complex situations more accurately. Moreover, I will also ensure that their job descriptions are fully accessible which can help them secure employment opportunities.

I have found that the best principle discussed in the previous assignment was the motive of supporting the individuals in learning, working and living opportunities and giving them the advantage of selecting their abilities. Another principle that I have identified is developing the skills and knowledge of disabled people and volunteering them within community practices. These principles associated with the community engagement plan of “Leonard Cheshire Disability” have helped in the inclusion of people with disability who wouldn’t be typically involved in the activities of the community (Anon, 2022). I have understood that the principles of this project have enabled individuals to get involved in dedicated efforts and engage in various forms of activities. In addition to the principles, the project has also undertaken some of the best practices which have helped disabled people with education and the benefits of employment. It has been involved in providing offers to the age group of 30-35 old disabled people and providing paid internship facilities to disabled students in firms situated in the UK. This practice generated by the Leonard Cheshire Disability Project can inform my future project enabling me to develop their skill sets and engage them with voluntary practices. I have also understood how the people within the age group of 30-35 have been severely impacted by disability. Through this, I will also incorporate the use of internship facilities for the students in my future project. This informed practice will help to focus more on the old group of people.

Moreover, “Every Girl’s Rights” is one of the standards led by the “Leonard Cheshire Disability Project” (Elena, 2020). According to me, this resides as the best standard as it took the initiative in providing girls with the opportunity to stand equally with men and get equal opportunities in the field of education. In the previous assignment, I found that Covid 19 has a major impact on disabled girls which made them have fewer education opportunities. The standard practice led by the project has helped the community expand holistically and led to a women-empowered community which supports disabled individuals with education. This standard practice of providing education to disabled girls is provided with the support of open classrooms. However, I think that the best practice of this technique will be Proloque2Go. The platform is based on ACC which also benefits disabled children and girls with their education, making it easier for them to communicate (Jones, 2019). This includes features where the children can enhance their language skills and participate in the activities around them. The practice led by the project created a benchmark for my future community engagement project by enabling me to support the girls and women in society and provide educational benefits to the disabled.

Through this practice, I have implemented the guidance of using the Touch Chat as a suitable ACC tool which can inform my practice.

The “Leonard Cheshire Project” has used the “Inclusive Education Model” to standardise effective communication with disabled girls (Hagiwara *et al.*, 2019). As per my perception, this model has helped the students to fulfil their educational requirements and issues which they face in the learning practice. There are also various techniques which can be applied in the future practices of engaging with disabled people in the community. I think that while setting meetings, the leaders can check accessibility by sending detailed instructions and ensuring that there is less awkwardness for people to interact. Holding open house meetings is also one of the best techniques accounted for by the “Leonard Cheshire Project” which can bring the community together and inform the stakeholders about future projects. This also provides them with the opportunity to deliver their input to disabled individuals in the UK and all over the world. As the Leonard Cheshire Disability Project used an informed Inclusive Education Model, the suitability of this model can also inform my practices by providing educational requirements to the students and delivering open house meetings with the stakeholders to meet the success criteria of my future “Cure to Diabetes” project.

Social engagement with the help of social media platforms can also be an effective technique that can be enhanced with the use of Instagram as a platform. This has a high engagement rate among the users and is more popular than Facebook and other social media platforms used by “Leonard Cheshire Disability Project” in the UK. However, the social engagement platform for disabled people is AbleHere.com which is an online based community where people can chat and help each other by sharing their personal experiences. This network for disabled people is free to use and controlled by disabled people (Hubrig *et al.*, 2020). With the help of these measures, I think that disabled people will be able to gain social media interaction and have a wider experience in the community. Leonard Cheshire Disability Project also took support from social media platforms like Instagram and Facebook to create engagement with disabled people and using AbleHere.com can help my project in gaining interaction within a wider based community. This will further enhance my future community engagement project and inform my practices of using social media platforms and reaching out to disabled individuals.

To focus on the recommendations, in my future community engagement project, I will enhance the suitability of my project by providing accommodations to people dealing with disability and incorporating the use of mainstream policies, systems and services by which I will be able to fulfil the ordinary needs of the people and support their health and wellbeing.

¹ “Discuss what differences active consultation, effective communication, stakeholders’ participation, and inclusion can make in community engagement”.

In the prospects of community engagement, I think that the involvement of ¹ active consultation, effective communication, stakeholder participation and inclusion can create great differences in the community. While conducting research, I have found that active consultation is a participatory procedure which underpins the development of the community. This enables the community to articulate their concerns and recognise their adequate responses as well as solutions regarding the problems arising as well as the solutions proposing to the problems. I have viewed that this will create a difference within ¹³ the engagement of the community and will help the members of the community to understand the issues and increase their visibility which will promote the awareness of community engagement projects. Individuals who are actively consulting can create a difference by reaching within the potential impacted areas and create a better status for the residents with the use of a two-way communication mode by which the disabled people will be able to communicate and share their experiences (Key *et al.*, 2019).

With my prior understanding, I have found that effective communication can create a difference in the engagement of the community and help the members to understand the problems and confront them. In the future, through effective communication, the members will be able to take collective action for enhancing the living conditions of disabled people in various communities. This will help them build a censure of their own identity and take effective participation in implementing their decisions (Bezyak *et al.*, 2020). Based on my experience, I think effective communication in the community engagement process can create a sense of belonging for disabled individuals and help them in sharing their ideas with the use of feedback and reporting the issues. This will create a further difference in the community when disabled individuals will feel heard and noticed.

I have also understood stakeholders and their perspectives can have an impact on the engagement of the community. I have found that the consultation of the stakeholders indulges in the structured approach within the project which guides them in the procedure of interaction and within the changes in the decisions of the project. This will create a difference in impacting variable outcomes with their communication, consultation, and compromise, in the relationship buildings within the community (Bricout *et al.*, 2021). Thus, the participation of the stakeholders will thus increase the sustainability of their project plans and the plans which are associated with the decisions. I have also conducted inclusive engagement practice which creates a difference in the engagement of the community. With the recognition and including a diversified group of people within the discussion of the community, the members of the “Leonard Cheshire Disability Project” will be able to build sustainable relationships and capture ranges of values as well as perspectives for the disabled people in the community. From my understanding, an inclusive community will create a difference in the community by filling the basic requirements of disabled people. I also think that inclusion can take practices so that disabled people

can live with dignity and help them to engage actively with the participation of education, work and in the activities within the society.

Conclusion

The above report has conducted a reflective view on the community engagement process “Leonard Cheshire Disability Project” discussed in the previous study. It has discussed the practice of how an effective community engagement programme can be created in the future. With the focus on component one of the report, the report has discussed the difference between strategies which were discussed in the previous component and has created a comparison regarding the best practices which can be used in future projects. This report has considered the best suitable approaches, techniques, principles and practices used within the previous project and which can be used in the future. Furthermore, with a reflective view of the ideas and concepts of community engagement, the report has discussed the differences that “active consultation, effective communication, participation of the stakeholders and inclusion” can have within the engagement of the community.

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