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Assessment 2

Community Engagement

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Part B Reflection

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Introduction

Community engagement refers to the method of working unitedly along with the group of people who are linked by physical proximity, shared interests, or comparable circumstances to resolve concerns affecting those people's well-being. It has been considered as one of the most effective methods to meet high standards, accessible and united care. Organizations, on the other hand, are still looking for the finest and most efficient ways to involve citizens in the development of healthcare services (De Weger 2018). **This paper is focusing on two such community engagement projects UNESCO, and Room to Read which are planned for the well-being and betterment of this society.** The first plan addresses the discrimination issue in society and how the community engagement plan helps to educate the people, and eliminate stratification from the society. Since we have been witnessing so much discrimination in society on the basis of gender, class, creed, religion, nationality. The project aims to apply effective measures and to remove the issue from its root. On the other hand, the second project is organized by Room to Read, whose aim is to provide the ray of literacy to low-income background children and girls. They believe the key to success is literacy and thus, providing a room to read would help developing society.

Comparison and Analysis

The first project UNESCO launched in 2016 has focused on the discrimination issue, and education (UNESCO.org 2021). It has primarily covered all the areas of stratification starting from gender biases to race discrimination. We human beings are social animals and our nature finds the potential community and discriminates against the weaker group of the society. Discrimination is illegal under the law. However, due to the uncertainty of rational decisions, it is frequently difficult for the judiciary to determine if anybody has discriminated. Most of the time people themselves don't understand that they are being dominated by the strong section of the society (Kleinberg 2018). The thought of discrimination arises due to the lack of education and awareness and

community participants are one of the active members of this discrimination. Mostly, the older section of the society is prejudiced against people from different sections of the society however, the worst impact is faced by youngsters. The thought of stratification is carried out to this generation and a part of society gets abandoned from their basic rights. **Anyhow, UNESCO project aims to break the prejudice from the older generation through education. UNESCO believe education is the key behind breaking all the stratification from both the sections, old and young.** They have collaborated with professors, NGOs, and the government to raise funds and make the program a successful one. Their initial launching platform was Facebook, as it is one of the influential social media platforms.

Whereas, Room to Read which was founded in 2000, works together with the native groups, administration, and sponsor organizations to make the primary school kid's effective learners and readers. Alongside, it has taken the responsibility of girls to make them complete their secondary education with the basic knowledge to make key life decisions. The program is a non-profit global plan focusing mainly on the Asian and African literacy systems. Currently, it is working across sixteen countries, with a world network of investors and volunteers, it has approximately 16000 employees worldwide (Drkfoundation.org 2021). They set quantifiable objectives and are driven to gathering actionable data to guarantee that their initiatives are delivered with integrity and effectiveness while minimizing costs. According to the CEO of Room to Read, they are looking forward to educating most of the vulnerable students across the globe as the data says one-third of global children remain untouched from education. The program is greatly supported by authors and other influential personalities to raise funds (Home 2021).

Evaluation

Approaches and effectiveness

UNESCO approaches to mitigate the social stratification from the older generation through education since it's affecting the youngsters. Our society is gradually leading towards a loophole that focuses more on the differences of the community and tries to demoralize individuals. This is eventually destroying people's mental health, and stopping societal development. **Thus, UNESCO initiative is looking forward to setting up an education program because they consider education can help fight the problem from its root.** The older section of the society is somewhat detached from the current flow of thoughts, ideology, development, and vision; therefore, an education plan will help them to learn the new ideologies and thoughts that believe every individual is equal

irrespective of their background. Since this is a new plan, I feel it will be quite tough to implement the ideas but looking forward to applying the schemes effectively. The only solution is, making the community aware of the negative impact of their thoughts on society and youngsters, and lead them to the right path. Whereas, Room to reading envisages a world where all students have access to high-quality schooling that allows them to achieve their true potential and make a positive contribution to their communities and the globe. In order to achieve their major goal of "Expanding Plan Access, Coherence, and Effectiveness," they devised the Strategic Plan 2020-2024 and enlisted Oliver Wyman's help (Wyman 2021).

Mode of communication/communication medium

Communication plays an important role in community engagement programs. As it fosters citizen engagement and acceptability, which are major elements for any project's success. For community engagement, communication is like an umbrella that embraces direct engagement, sharing of information, and collaboration at all stages. Both are essential for establishing community trust, gaining support and participation, and spotting disputes while they are still manageable. As a result, active citizen interactions and relationships are crucial for the successful implementation and long-term sustainability of community education projects. It is more about utilizing the huge amount of information and experience that stakeholders possess in order to develop practical, effective, and long-term solutions. **UNESCO has initially planned its setup over Facebook since it is one of the most influential social media of the 21st century to uphold the importance of education (Facebook.com 2021).** Alongside, they are also planning to utilize other platforms such as Twitter, WhatsApp, and Instagram. All these are effective social media platforms that can help promote the program to a large number of audiences across the globe and bring stakeholders. However, in contrast, Room to Read's stories, work, success, and other events are covered by recognized media outlets. They believe the media outlets help them influence broader audiences in order to get more support and reach out to even more needy children more rapidly (Media 2021).

Stakeholder's participation and inclusion

Stakeholders are the key factor for community education programs, they contribute broadly to the development of society. They provide an opportunity to the targeted audience to question their programs and policies, and how they will help to evolve their life. The stakeholders also enhance the confidence in programs and give learning opportunities for both the project crew and the communities strengthens accountability and increases capacity. Involving community

stakeholders in the planning process and throughout the project can be beneficial. Community stakeholders mostly have skills and knowledge that projects like this lack, and they may contribute valuable project input. Expressing interest in stakeholders and seeking their feedback on project planning, execution, administration, and assessment are also excellent learning opportunities. Engaging stakeholders to share their thoughts and opinions can improve relationships by making them feel welcomed and respected. Fostering stakeholder voices and participation is a strategic decision that can have a long-term impact on the project. Interaction brings together a diverse set of perspectives from many stakeholders, resulting in increased impact and successful implementation (Next Generation 2017). Thus, the UNESCO education program is engaged with a wide range of stakeholders such as professors, NGOs, government, and so on to bring a remarkable change in their implementation. Also, the stakeholders can help them apply their strategy more effectively with more noble ideas. Whereas, Room to Read is already touching the sky of success with its stakeholders like authors, local communities, governments, and sponsor partners (Media 2021). Thus, we can say that Room to Read's stakeholders are more influential and have better plans than the communication engagement program.

Both the programs are working in order to embrace diversity and inclusion all across the globe. The education program to discrimination and Room to Read is providing education to make the community aware of their rights, and envision today's ideology and thought. The first plan is trying to mitigate social stratification from the old generation and Room to Read is fostering literacy for low-income group students and girls.

Process of conducting research and community mapping

As we are discussing two community education programs, it is important to know their mode of research to get an idea of their future prospectus. Primarily, the community engagement research process includes the following segments:

1. Point of Research- in this stage the program is supposed to identify the problem.
2. Design Proposal- this is the most stage where the program needs to propose its idea to eradicate the issue, policies, and source of their fund
3. Analysing the community- the program needs to understand its target audience and study them thoroughly to be more effective

4. Implementation of the plan- since the program is all set with its strategy, plan and target audience it is time to implement the idea

5. Data collection- this stage is about seeing if the idea is working or not

UNESCO, the education, and discrimination community engagement program has applied this traditional research process to conduct its research and it's yet to get the results. Whereas, Room to reading believes in researching through data and examining individual projects. They focus on the data and compare themselves with other government schools to evaluate their effectiveness. Room to Read is dedicated to conducting comparative evaluations in order to gather honest and unbiased input on how they are doing and how they can raise the quality and efficacy of their programs (Roomtoread.org 2021). The community map helps to gather in-depth ideas about community assets and resources within a specific area. The community education program has evaluated that their targeted community are people who hold discriminatory views against other people whereas Room to Read focused on the lower-income student and girls. A community map helps in highlighting individuals, organizations and institutions that can be utilized for a service project (Sperling 2017)

Impact analysis for two projects

UNESCO education program is planning to impact society by educating community participants and the old generation by educating them against discrimination. The large of this society believe in gender, caste, creed, religion, nationality, and many other social stratifications and they try to abandon a particular section on this basis. Thus, this program is trying to educate those people against social stratification and its side effects as it's affecting the younger generation. However, Room to read which has already started walking on the path of success has provided an advantage to 18 million students across 16 countries. It has impacted almost 37,000 communities and planning for its strategic plan 2020-2024. Uncountable students are being benefited by this program and they have successfully spread the ray of light all across the globe. Thus, Room to read is leading the path of development and is more impactful (Drkfoundation.org 2021)

Evaluation of best practices

After analysing both the programs it is quite clear that community education programs are playing a crucial part in our society. While most of the people out there are still abandoned from the study, programs like this are reaching to spread awareness and literacy. Both the plans are effective and approachable to the audience, and most of us have been benefited from such programs. However,

when it comes to choosing the best one, I would say Room to Read has achieved many milestones since, it's an effective educational program that is reaching out to people to make them independent, self-efficient, and aware. Alongside, being an effective program Room to Read is trying to benefit a large part of the community which is quite tough for the community education program at this moment. It is transparent that Room to Read is way ahead of community education programs.

Conclusion

Community engagement programs are adding to the development of society, and the programs discussed in this paper are doing well with their plans. While the **UNESCO education program** is still to cover a lot more, Room to Read is already on top of success. Room to Read is successfully reaching a broader section of society whereas, the community education program is still in its initial stage and doing its best to educate the community.

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