

ASSESSMENT 1: COMMUNITY ENGAGEMENT

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Course: BA Business Management

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Assignment Date: 28/11/2022

Introduction

Community engagement aims to enhance community members' participation to achieve long-term, sustainable outcomes, procedures, linkages, dialogue, decision-making, and execution in projects (Barrera, 2018). Community engagement strategically manages community member-organization relationships, communication, and interactions to affect the results of community projects (Budig et al., 2018). This can take different forms, including agencies, organised groups, or individuals. Using building a community health care center as the chosen project, this report aims to describe and analyse the project's best practices focusing on the community engagement principles, standards, and benefits of stakeholders' participation. This will also identify the strategies for engaging the stakeholders and how social media platforms can support the project objectives and goals. The report will give a conclusion covering the main/key element discussed. These will be supported by literature from books, articles, and journals that are relevant and reliable.

Description of the project (Building of community health Centre)

The project is to construct a community health care center at Foleshill (UK). The Communities Health Unit will offer fundamental medical services to its community (Lee, 2020). The Community Health Unit offers non-admitted patient group activities, physical evaluations, and treatments. Other services include health education and promotion, community support, and health education. The Community Health Unit can provide administrative and logistical support for the entirety of the Unit or individual modules (Le Blanc, 2020). The community Health Unit

will provide Medical Fitness services. Additionally, the Unit is responsible for providing ward services for patients in the community. Care Units can be as simple as a single room or as complex as a multi-purpose clinic housed within a larger medical facility or in a separate structure.

The majority of the time, the services of a Community Health Unit are delivered outside of hospitals. Home healthcare will be typically delivered by certified medical professionals or registered nurses, who utilize the Unit as a central location. The Community Health Center will also have High-RDL facilities. Primary care, as well as treatments from other specialties, will be provided by medical centers and polyclinics. The layout of the facility will be suitable for the provided services (Firestone et al., 2018). The community health care services, will include men's and women's healthcare, early childhood intervention services, Antenatal/ Postnatal Services, Aged Care Services, Family Medicine and Wellbeing Services, Antenatal/ Postnatal Services, Child, Youth, and Family Health Services (Quick and Bryson, 2022). In addition, it will provide Chronic Disease Management Services, Dietetics & Nutrition Services, Counselling Services, Outpatients Care, and Post-Acute Care Services (also refer to Outpatients Unit, Multicultural Health Services, and lastly Possible Rehabilitation and Allied Health Services, including Rehabilitation and Allied Health Unit also includes the following specialties: physiotherapy, occupational therapy, podiatry, chiropractic, social work, speech pathology, psychology, and audiology (Kimminau et al., 2018).

Best practices of the project

First, the community project needs to have a project brief, thus creating a guideline for the project (Firestone et al., 2018). The project also includes clear and consistent communication, maintaining a schedule and cadence, planning the correction actions and setbacks, and closely monitoring the project for scope creep. The needs of the stakeholders drive project decisions. Nevertheless, the project management is obligated to present the aims and goals of the project to all of the stakeholders right away. Members of the project team, managers, sponsors, and value are all included in presenting the community health centre's aims and goals. The community project manager/ local authority has also identified the project's scope; the purpose is important. It is important to keep the project's purpose real by communicating it to the stakeholders and team members. It presents the project, the problem that needs to be solved, and the motivation to assist every end-user clearly and concisely (Budig et al., 2018). In building the community health center, these activities involved include planning, organising, controlling, and monitoring. Community members are directly involved in the project, e.g., providing skilled and unskilled labor in building the community health center (Le Blanc, 2020). The project also uses communication channels that the stakeholders can reach, and generally, the community members should also be adopted in building the community health care project. These include social media and prints, such as notice boards that the community members can easily access.

Community engagement principles,

According to avid Mathews, Kettering Foundation (2008), seven principles should be followed to ensure positive community engagement. These principles can be discussed below:

Careful planning and preparation

Proper planning and preparation of the community project should be done. Make sure that the process's design, community, and gathering of participants serve both the process's clearly defined purpose and the participants' needs by engaging in adequate and inclusive planning (Reynolds and Sariola, 2018).

Demographic diversity and inclusion

This is the second principle of community engagement that should be considered in this community health center project. Include a wide variety of people's perspectives, thoughts, and facts to guarantee legitimate democratic outcomes and high-quality results (Quick and Bryson, 2022). This is only possible when persons from different community demographics are incorporated into the project.

Collaboration and shared purpose

The third principle of community engagement must be considered in the project. This involves supporting the community institutions, the governments, and other participants to share common goals, e.g., improving health and living standards (Bobbio, 2019). Participants, government and community institutions, and other groups collaborate to advance the common good and receive support and encouragement.

Openness and learning

To encourage community engagement, there must be openness and learning involved in the project. This can involve listening to each participant and stakeholder, e.g., the government, institutions, and community members, to explore new ideas without having predetermined

outcomes (Ferreira et al., 2020). The community engagement activities should be rigorously evaluated. The information by the community should be learned and applied to generate new options for the project.

Transparency and trust

The project processes must be clear and open for the community to be fully engaged. Additionally, there should be public records for the community and the stakeholders, such as the organisers and sponsors, through digital and traditional platforms such as notice boards (South and Phillips, 2014). Additionally, the range of views by the community and ideas should also be expressed and recorded.

Impact and actions

The sixth principle is the impact and actions where the communication's participation should emphasise to make a difference, and the participants should also be made aware of the potential (Bobbio, 2019). When the community is engaged knowing that their participation would lead to socio-economic benefits for the community, their engagement in the projects is likely to increase.

Sustained Engagement and Participatory Culture

Continued participation and active community participation Develop a culture of participation by instituting programs and creating organizations that foster high-quality ongoing public engagement (Barrera, 2018). This includes Affiliations, also known as formal and informal memberships, in online media groups such as Friendster, Facebook, message boards, meta gaming, and other similar communities are part of the participatory culture.

Strategies suitable for engaging them (social media platforms)

Facebook

Facebook has close to 2.6 billion active users on a monthly basis. It is ideal for disseminating community development projects, not only the development of health care centres in the case but also others such as newly opened parks, job opportunities, new ordinances, and other development initiatives. Residents are better informed about the projects' activities and progress when photographs are regularly shared and uploaded through Facebook (Lee, 2020). Facebook Live broadcasts live content. Using Facebook Live, it is simple to communicate with a sizeable audience, provide answers to inquiries, and make public announcements. Participant questions and live reactions are unique features. For instance, Las Vegas, Nevada, routinely notifies inhabitants via social media (Brown et al., 2020). A daily city news segment is broadcast on Facebook Live and is hosted by the social media team. This makes Facebook a suitable strategy for the community for the healthcare center project. Community service projects and off-the-cuff discussions of popular culture can also be covered through Facebook.

YouTube

This social media platform can be used to engage the community. YouTube is a platform for online video streaming used by many cities to broadcast their own video content (Reynolds and Sariola, 2018). It is possible to use it as a technique of sharing remote meetings and virtual town halls with members of the community. These meetings can be hosted in person or via videoconferencing. There is also the possibility that cities will use YouTube to broadcast "State of the City" addresses given by city leaders in addition to other key public announcements. Its

degree of interaction is comparable to that of Facebook, making it an effective medium for communicating information with the community about the project (health center project)

Twitter

This can target the learned group in the community as it is not likely to be used by middle or illiterate individuals. Twitter is perfect for sharing rapid updates in real-time. Cities are required to select the most significant announcements and pieces of news to tweet to comply with the character limit of 280 (Kimminau et al., 2018). Twitter is very popular among users between the ages of 18 and 25, many of whom do not follow community project operations in the community project. Twitter has the potential to increase both the effectiveness and the transparency of governance of the community project. An example of its success is that during COVID-19, many cities use Twitter to make brief announcements regarding emergencies. Twitter is increasingly being used in place of calling 311 in several communities. Additionally, through the use of Twitter, feedback, inquiries, and responses in variant languages all day, every day can be made about the community project.

Instagram

Instagram is ideally suited for telling stories through images. Instagram allows images to be accompanied by captions, although the narrative function is particularly useful for highlighting cities. Longer public announcements, instructions, and community news can be provided through the use of Instagram stories for the city (Kimminau et al., 2018). On Instagram, city authorities can publish announcements, which other city accounts, including general city accounts and department and agency accounts, can then re-share with their respective audiences. This will

boost community engagement. Instagram can also engage the community about the health center project. With the increasing use of smartphones, Instagram has outgrown the communities.

LinkedIn

Through this, the skilled and unskilled labor needed to develop the community health center can be searched, identified, and recruited within the community. The government has utilized LinkedIn for many years. LinkedIn offers various usefulness, one of which is the ability for towns to post job openings and recruit new employees (Beresford, 2019). This shows it can be used in community engagement. Through community project leadership, the community can be actively encouraged, and users are able to follow and join topic-specific groups for collaborative problem-solving and sharing best practices (Beresford, 2019). Many communities and local officials use LinkedIn to share their thoughts, creating success in the community project.

Benefits of social media and engagement of the community in community projects.

Social media allows for direct and transparent engagement of the residents/communities. The community can ask questions, post views, and comment on community projects through social media (Ferreira et al., 2020). Social media can also be used to target a specific audience, e.g., using Twitter to target highly learned individuals. Social media can be used to share videos and photos about the progress and is accessible while creating fun. Lastly, it supports data-driven communication. Community engagement has an array of benefits (Brown et al., 2020). Through the use of community engagement knowledge, the community project's planning and implementation can be improved. It also ensures project acceptability and ensures project

sustainability. It also promotes local resource mobilisation and produces a more equitable distribution of benefits.

Conclusion

Community engagement is key to the success of community projects. In this case, the community project is building a community health center to provide health services and products to the community. Community engagement ensures the project's acceptability, equitable distribution of benefits, project sustainability, building more community trust in the projects, drives for local resources and funding by the community, creates a greater sense of community ownership, transparency, and, lastly, understanding the community needs and aspirations. According to avid Mathews, Kettering Foundation (2008), seven principles should be followed to ensure positive community engagement. These include careful planning and preparation, Sustained Engagement and Participatory Culture, Demographic diversity and inclusion, Openness and learning, Collaboration and shared purpose, Impact, and actions, transparency and trust. Social media platforms that include Facebook, Instagram, twitter, LinkedIn, and YouTube can be used suitably to engage the stakeholders and the community in the project. The social media platforms/strategies allow the community to ask questions, post views, and give comments about the community projects and ensure transparent community engagement.

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