



How to begin Community Engagement

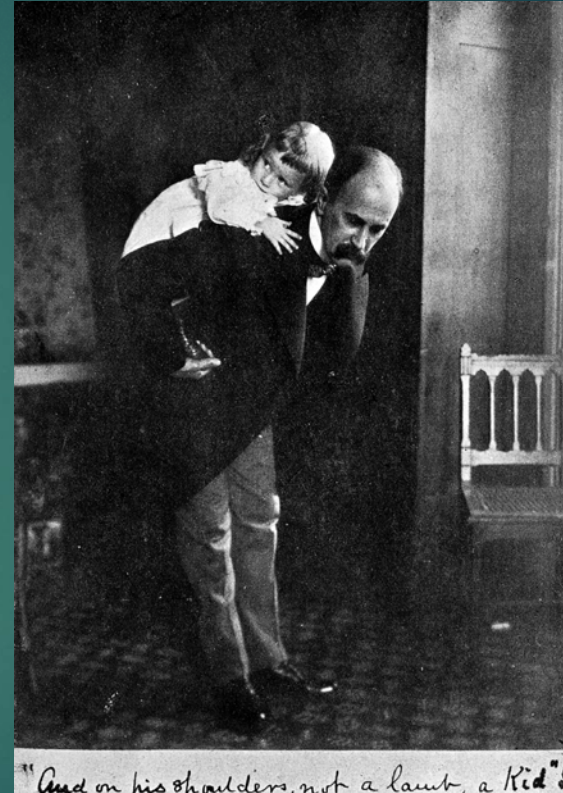
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THAILAND MOPH – U.S. CDC COLLABORATION (TUC)

“The good physician treats the disease; the great physician treats the patient who has the disease.”

“Listen to the patient, he is telling you the diagnosis.”

Sir William Osler, 1st Baronet (July 12, 1849 – December 29, 1919), a Canadian physician and one of the four founding professors of Johns Hopkins Hospital



“If you know the enemy
and know yourself you
need not fear the results
of a hundred battles.”

“Every battle is won
before it is fought.”

Sun Tzu (Wu), a Chinese general, military strategist, and philosopher who lived in the Spring and Autumn period of ancient China, was traditionally credited as the author of *The Art of War*, a widely influential work of military strategy that has affected both Western and Eastern philosophy



Do you agree that?

- ▶ In fighting against any disease, we are mostly fighting against the poor knowledge and poor behaviors of the affected population.
- ▶ The diseases, either communicable or non-communicable, are never the sickness of solitary individuals but of the larger group of individuals.
- ▶ In every steps of our lives, we need supports, both in prevention and treatment.
- ▶ We need the whole community to fight the disease together.

This is a long-standing wisdom represented by the story of the Chinese eight immortals collectively used their individual different powers to cross the great sea together.



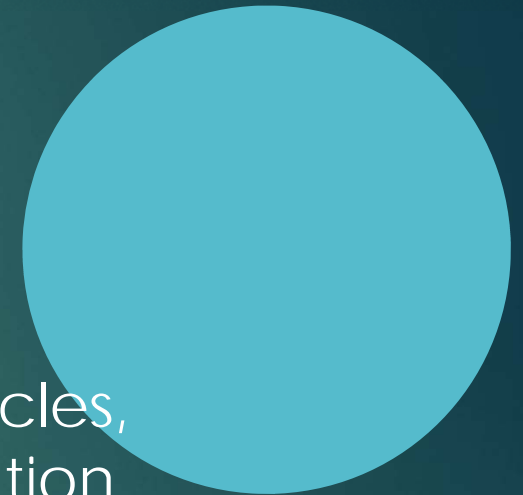
In this modern era, we call this **Crowdsourcing**. The best example of this power is the **Wikipedia**.

To begin community engagement:

- ▶ First, we have to know the community
- ▶ Then, we have to know how to engage/mobilize the community

Know the community about:

- ▶ Underlying problems
- ▶ Current situations
- ▶ Key players and stake holders
- ▶ Current and future facilitators and obstacles, including relevant stigma and discrimination
- ▶ Possible associated factors (our hypothesis)



Get the clear picture of community

Who is doing what?	Where and when
Who are the community: demo	Where is the community
Who is the leader/influencer	When is the community
Who need help/study	When is the best time to visit
Who is the connector/gate keeper	What time of the day/year it happens
What is the dynamics at play	Is the community the breeding ground

How to know the community

- ▶ Ask around from those who know the community, the gate keeper, the connector, or the leader
- ▶ Make appropriate introduction of yourself and ask them to show you the community or grant you access to survey the community
- ▶ Ask as many people in the community as possible to get accurate knowledge of the community
- ▶ Do the field test yourself, hearsay is NOT the best source
- ▶ Talk to the community often, repeat the process as many times as possible

It is like you are wooing a girl/boy. You must put effort in visiting/knowing her/his extended family very often.

Keep a good record

- ▶ Deposition filing
- ▶ Cataloging
- ▶ Spread sheet
- ▶ Timeline
- ▶ Geographic Mapping
- ▶ String mapping
- ▶ Etc.

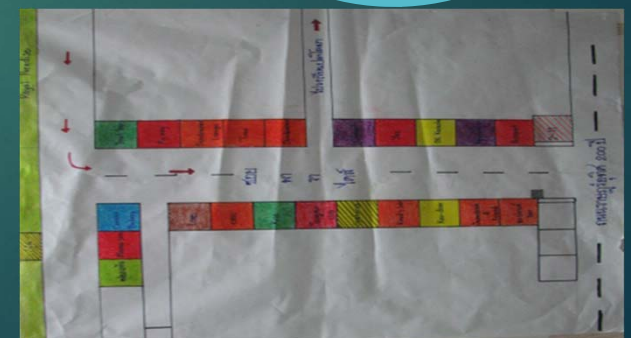


Method

► Community Mapping

to gather the information about community
to encourage and support the use of information

- Identify community
- Identify team and tools
- collecting information (number, network, peer leader, segment, area, etc.)
- validation and using mapping output
- Hot spot mapping
- Network mapping/ Social Network mapping

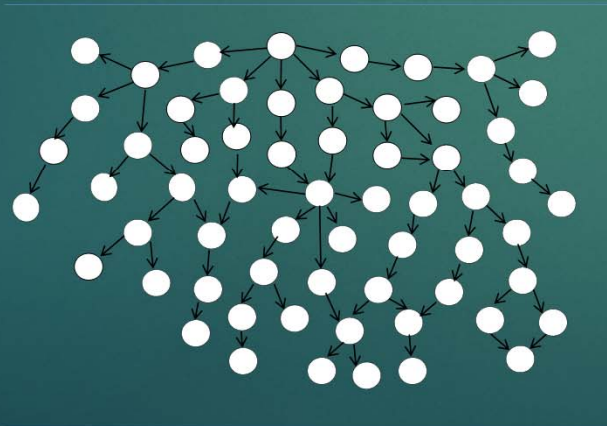


Method

▶ **Community Analysis/ Community Assessment**

to understand community norms, behaviors, beliefs, perceptions, and community life

- Structured surveys and interviewing
- Focus group discussions or consultation with sectors of the community
- Participatory rapid appraisal (PRA)



Engage/mobilize the community to:

- ▶ Ensure the same understanding of the situations
- ▶ Adjusting the differences or misunderstanding
- ▶ Empowering the community at both individual and community levels
- ▶ Advocating for the enabling environment and policies to improve the situations
- ▶ Seek acceptance of our proposed studies

You won't get the girl/boy's hands in marriage if you are in conflict with and don't contribute to her/his family.

Key factors in engaging community

▶ Shared decision-making

respect, beneficence, fair, common goals, helping hands, co-learning

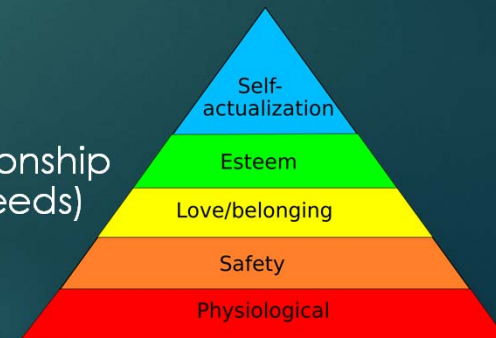
▶ Communication and approach style

modesty, friendliness, caring, trust-worthy, translation and teaching of the scientific language/theory/wisdom (digested and directive infographic), learning of local language/theory/wisdom, means of communication (online/offline), protection of privacy and confidentiality, fun and relaxing

NOTE: Be SPECIFIC, CLEAR, PUNCTUAL, REASONABLE, INCLUSIVE, COMPREHENSIVE to community's daily lives (WHAT, WHO, WHERE, WHEN, HOW)

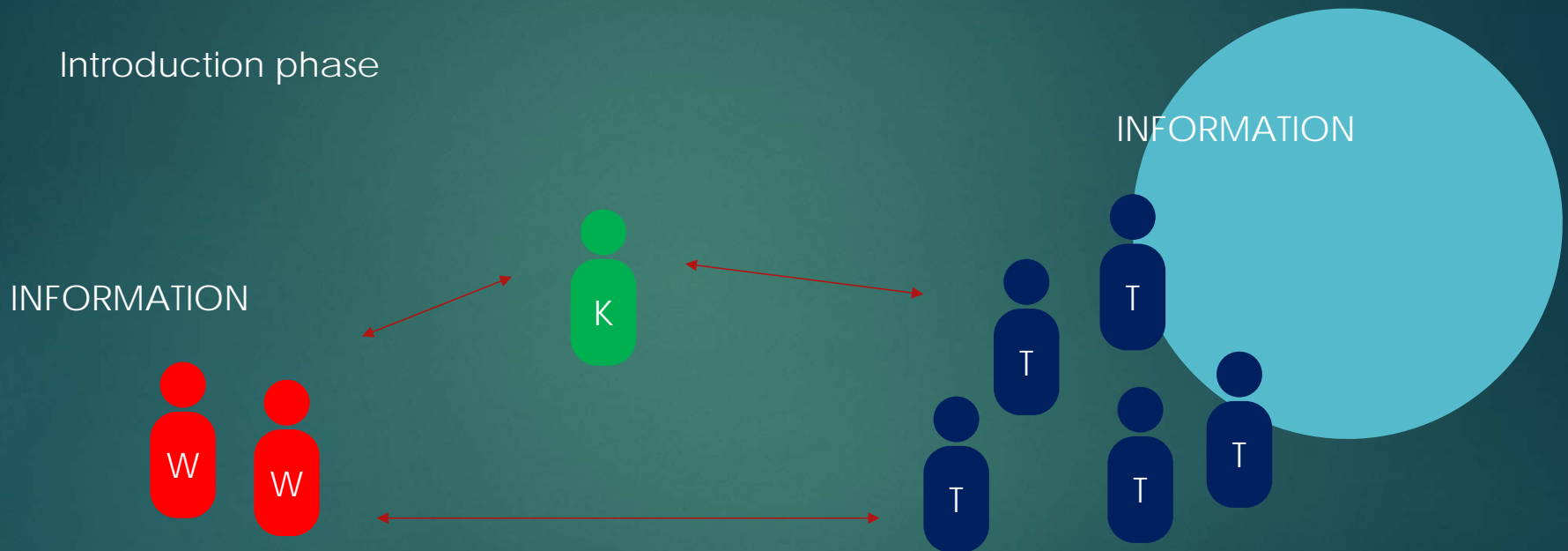
▶ Sustainability

matter to community, regular visits, engaging activities, long-term relationship (after-program activities), comprehensiveness (Maslow's hierarchy of needs)



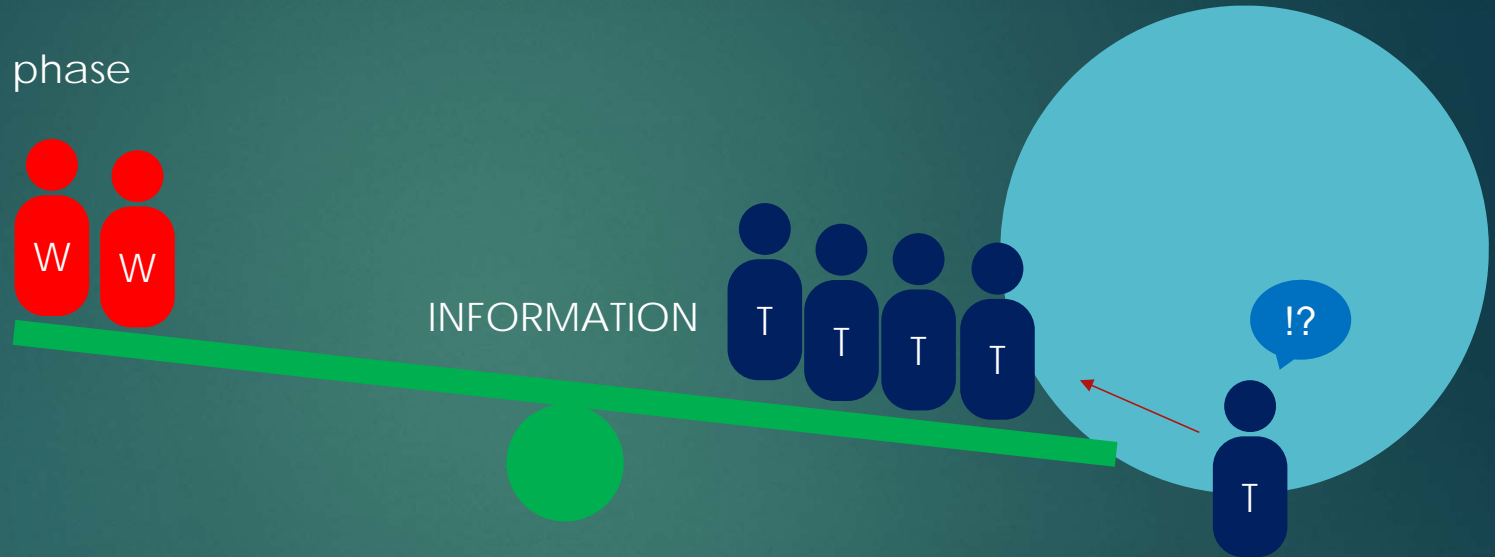
Phases of Community Engagement

Introduction phase



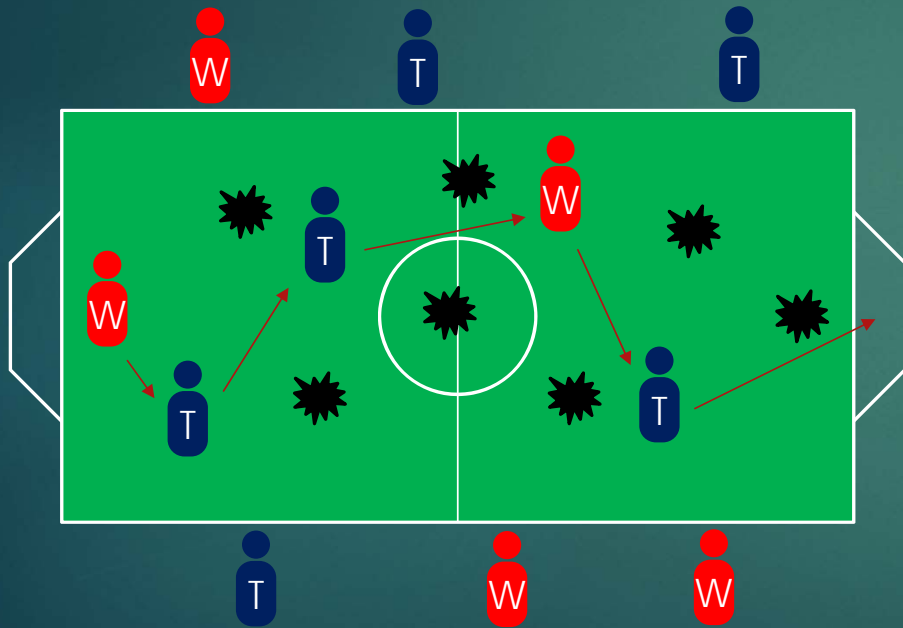
Phases of Community Engagement

Adjustment phase

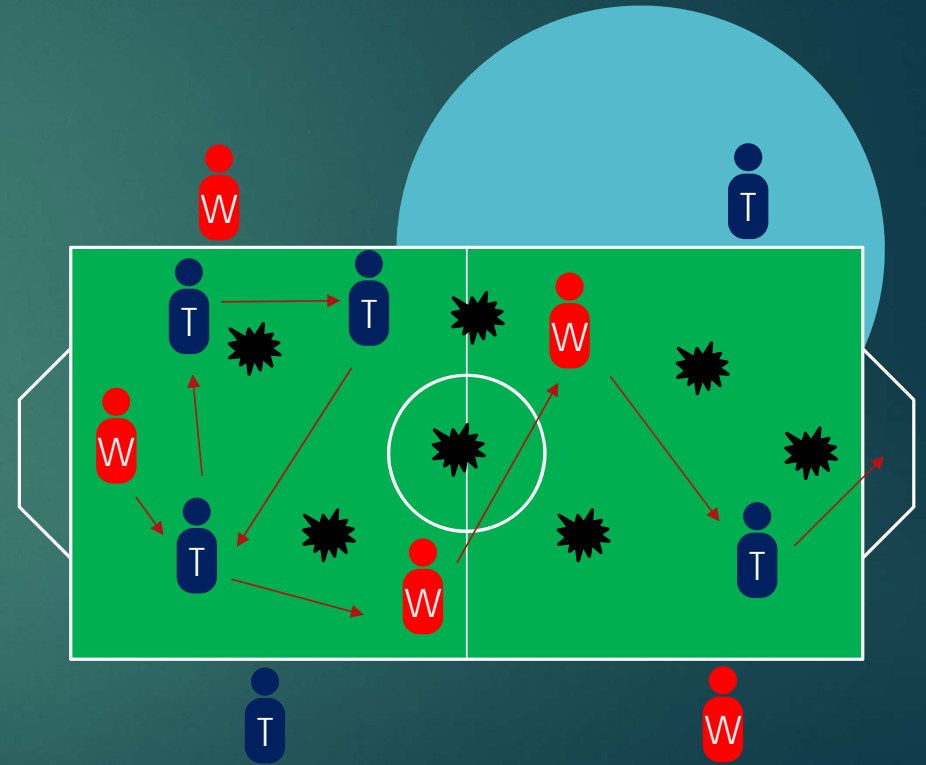


Phases of Community Engagement

Planning phase



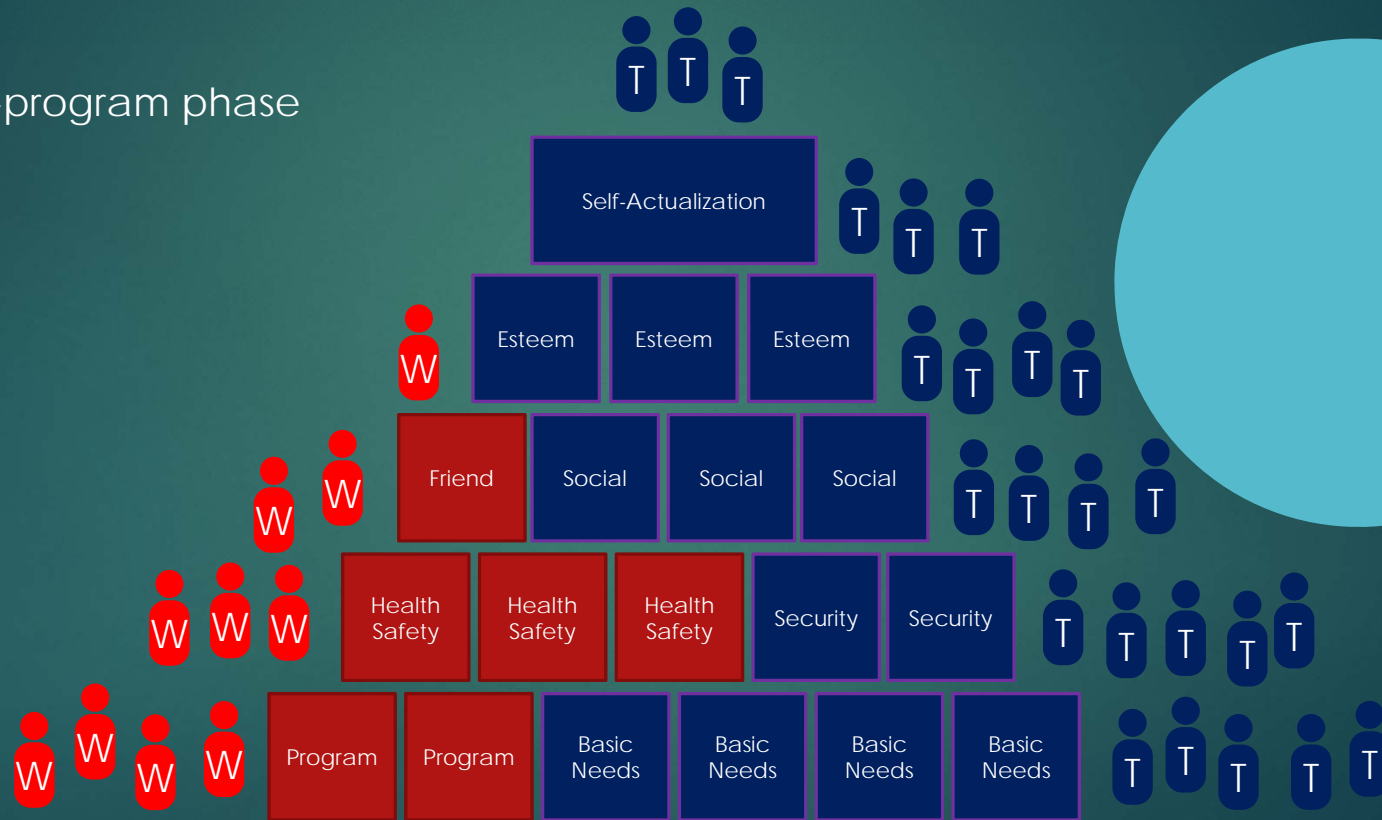
PLAN A



PLAN B

Phases of Community Engagement

After-program phase



Maslow's hierarchy of needs

Examples of extra activities

- ▶ Mini event/game/contest/prize collection/walk rally/concert
- ▶ Arts & crafts/healthy cooking/health education/counselling and coping/empowering/sport/math/IT workshop
- ▶ Trending/movie/fashion/music/book club
- ▶ Blog posting/experience sharing platform

Most importantly, it must be the activity the community wants

References

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