NJHI Upstream Action Acceleration Learning Collaborative Session

Authentic Community Engagement

August 21, 2019
Zoom Tips

NJHI Upstream Action Acceleration
Learning Collaborative Session

Authentic Community Engagement

August 21, 2019
Learning Outcomes

- Bridge connections among Upstream Action Acceleration coalition partners for learning and networking.
- Learn tips about authentic community engagement to support your healthy community efforts.
- Hear examples and experiences from Upstream Action Acceleration coalitions.
- Be informed about the next Learning Collaborative events.
Community Engagement

An intentional process of empowering adult and/or youth residents to authentically engage in and contribute to the planning and implementation of solutions within their own communities.
Spectrum of Engagement

Common Engagement Models

“Hail Caesar!”

“I’ll take care of it.”

“Who’s in charge here?”
Collaborative Engagement Model

From the Organizing: People, Power, Change Handbook
A Case for Engagement
PASSPORT TO HEALTH – ENGAGING THE COMMUNITY

COREY WU-JUNG, MS, RD
SHAPING ELIZABETH PROJECT DIRECTOR
August 21, 2019

CATHY HART
DEPUTY EXECUTIVE DIRECTOR
HOUSING AUTHORITY OF THE CITY OF ELIZABETH
LIBRARY COLLABORATION TEAM

Lead Partners

• Elizabeth Public Library

• City of Elizabeth

• The Gateway Family YMCA

Co-Partners

• Lifelong Elizabeth, JFS

• Trinitas

• UC Health Department

• NJ Youth Corp
OUR PLAN

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- Empower individuals to embark of a journey toward better health throughout 2019
- Quarterly events – theme, screenings, incentives
- Passport – place to record ht/wt, BP, BS, recommended screenings
- Coordination of events throughout the city

Join Us on the Journey
<table>
<thead>
<tr>
<th>DATE</th>
<th>THEME</th>
<th>GIVEAWAY</th>
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<tbody>
<tr>
<td>February 9</td>
<td>AHA’s Know Your Numbers</td>
<td>Cookbook</td>
</tr>
<tr>
<td>April 27</td>
<td>Cancer Prevention and Awareness</td>
<td>Physical Activity Kit</td>
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<tr>
<td>July 27</td>
<td>Safety &amp; Emergency Preparedness</td>
<td>Emergency Preparedness Kit</td>
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<tr>
<td>November 9</td>
<td>Celebration: Continuing on Your Health Journey</td>
<td>Raffle prizes</td>
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PASSPORT

Place to record health numbers and set goals

Reminders of necessary screenings

Encourage attendance at other events around the city

More stamps, more entries to win raffles
MRVALAG MOBILE MARKET

LEAD PARTNERS

Housing Authority of the City of Elizabeth
The Community FoodBank of NJ
The Gateway Family YMCA
Bayway Family Success Center

IMPACT

249,311 Pounds of Fresh Produce Distributed
412,306 Pounds of Healthy Food Distributed
182 residents per market (Average)
219 residents registered
Opened to Community July 2017 with 2nd Market
June 2019 opened 3rd Market
ADDITIONAL IMPACT
AUTHENTIC COMMUNITY ENGAGEMENT

GREATER NEWARK HUD TENANT COALITION | NEWARK NJ
AUTHENTIC COMMUNITY ENGAGEMENT

CREATE SAFE SPACE(S): HOW CAN WE HELP WITH COMFORT?

INTRODUCTIONS:

(1) DOOR KNOCKING (2) ONE-ON-ONES (3) NETWORKING (4) SURVEYS, SOCIAL ORGANIZING (5) POLITICAL / CAMPAIGN ORGANIZING

PLACES:

(1) LOCAL BUSINESSES (2) PUBLIC TRANSPORTATION (3) ON SITE (Housing) (4) COMMUNITY EVENTS (5) LOCAL PARKS & SCHOOLS, CITY HALL
AUTHENTIC COMMUNITY ENGAGEMENT

WHAT’S THE ISSUE? WHAT’S THE SOLUTION?: ASSISTING COMMUNITY LEADERSHIP

COALITION BUILDING* (1) IDENTIFYING LEADERSHIP (2) FIND COMMON ISSUES (3) PRIORITIZING THE ISSUES (4) CREATE STRATEGY

*KEY POINTS Who’s creating the narrative?
AUTHENTIC COMMUNITY ENGAGEMENT

CHANGING THE NARRATOR: WHO’S STORY IS BEING TOLD & WHO’S TELLING IT?

DIRECTLY IMPACTED TENANTS
New Jersey Health Initiatives

Shaping Elizabeth
- Corey Wu-Jung
- Cathy Hart

Greater Newark/Ironbound
- Daniel Joseph Wiley
- Victor “Inuk” Gavilanes

Healthy Places by Design
- Bob Atkins
- Joanne Lee
- Tim Schwantes
Upstream Action Acceleration

Events & Activities

In-Person Convening – Register by September 3!
September 23-24, 2019 in Perth Amboy

Webinars – Third Wednesdays, 1:00-2:15 pm
October 16, 2019

Affinity Groups – Ongoing

UAA Web Page of Resources –
https://www.njhi.org/upstream-action-acceleration-learning-collaborative/
Chat-in your feedback:

+ liked, helpful

- not helpful, suggestion for improvement

Thank you!

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