



Te Tāhū Hauora
Health Quality & Safety
Commission

Mobilising Communities for Change

Community Engagement



Alex Nicholas

COMMUNITY ORGANISING FOR WELLBEING

It starts with people

He aha te mea nui o te ao

What is the most important thing in the world?

He tangata, he tangata, he tangata

It is the people, it is the people, it is the people

Whakatauki

Honouring Te Tiriti o Waitangi with equity at the forefront, underpins all this mahi.



What is community engagement?

- **Community** – the people most negatively affected by health and social outcomes
- **Engagement** – connecting with ‘community’ in ways that acknowledge, protect and enhance their mana (inherent power and influence)

Community engagement is connecting with people most negatively affected by health and social outcomes in ways that acknowledge, protect and enhance their mana.



Why does community
engagement matter to
me? (My story)



Community Organising

Leadership, Organizing and Action: Leading Change

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Identify & develop leadership

- 'FOB' 5

Va'a



Lead
Organiser
Alex



Atelaite



Fono



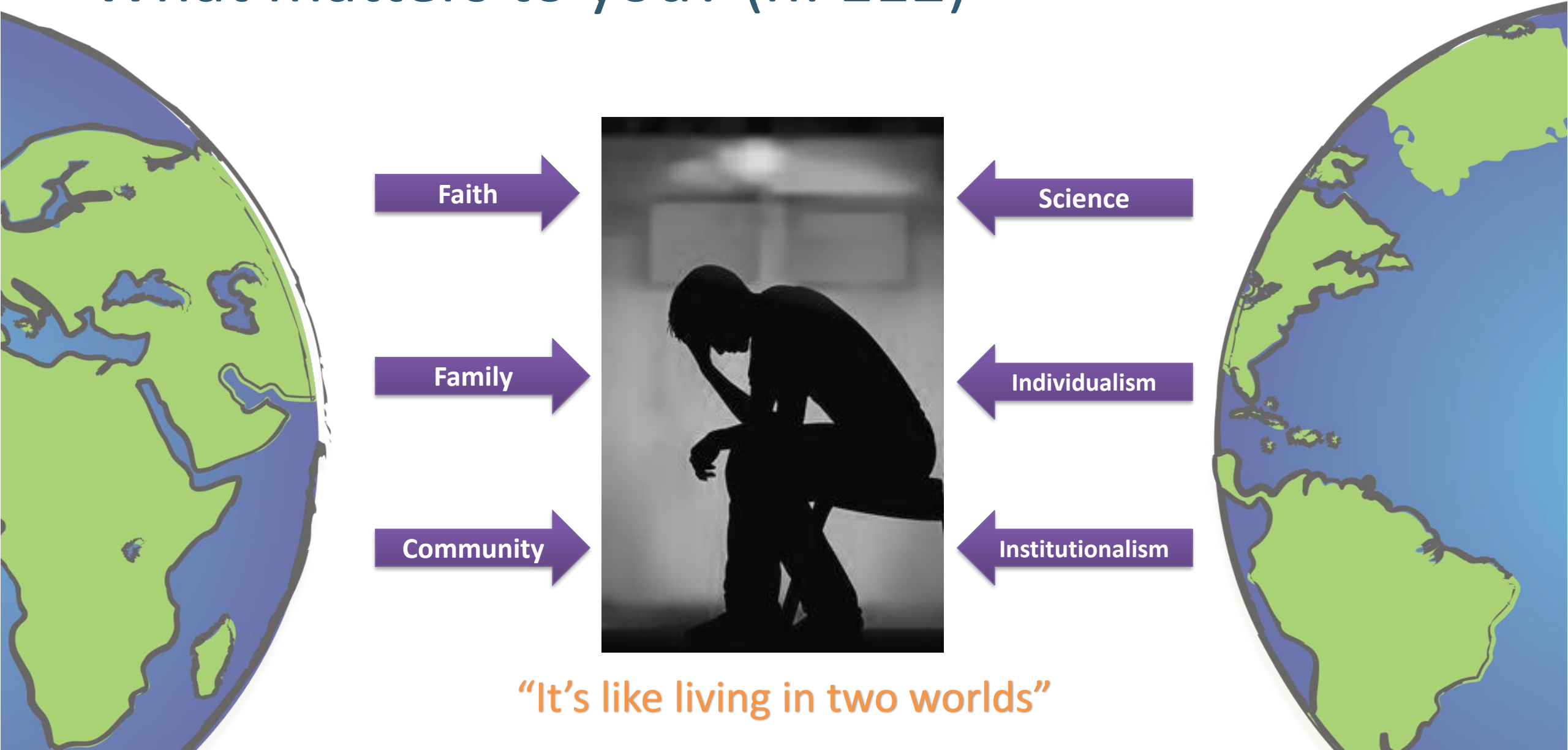
Lomas



Kava



What matters to you? (n: 112)



“It’s like living in two worlds”

Build community & capacity

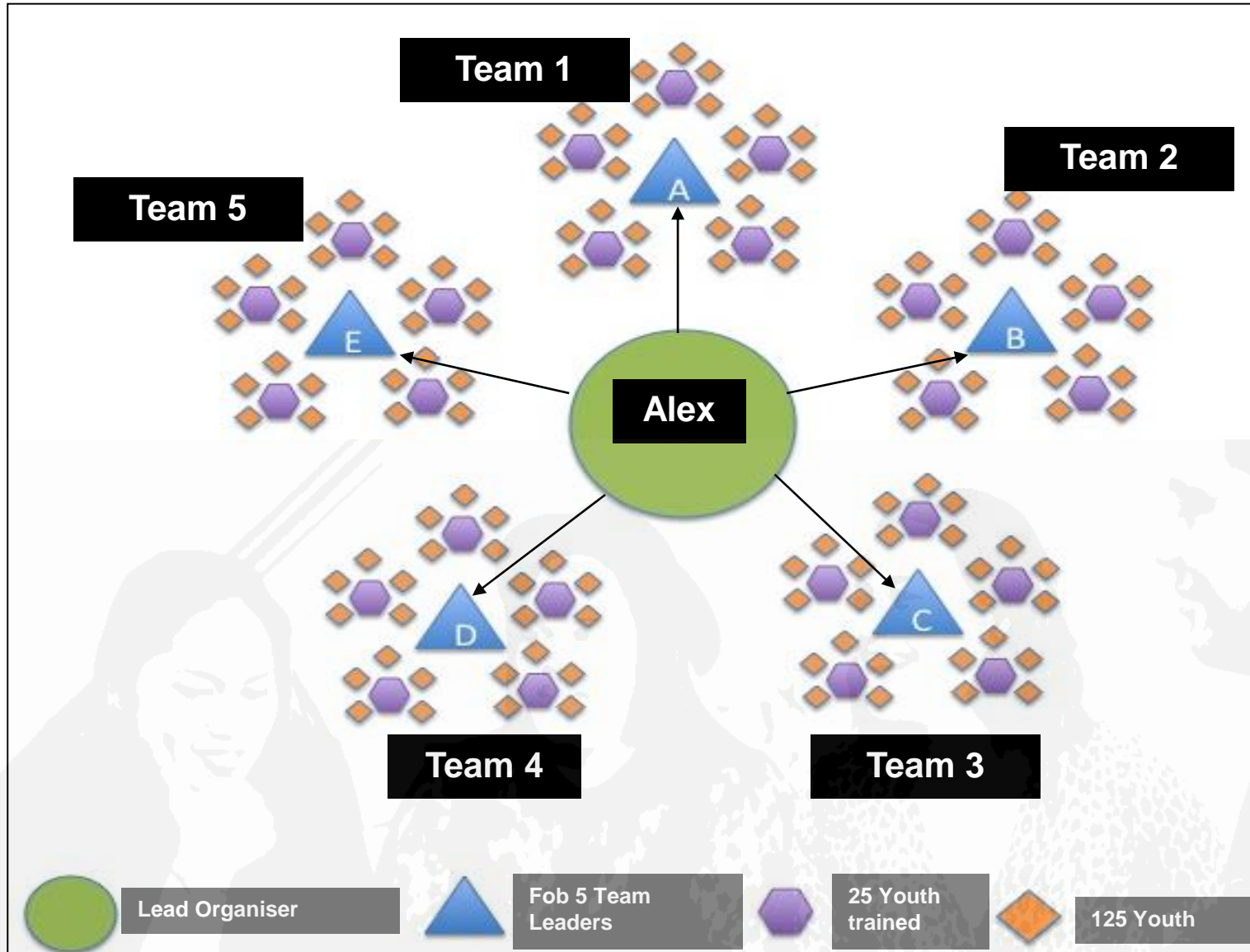
- US experts trained **25** youth in organising (with Alex & NZ-based training team)



Campaign Timeline (strategy)



'Snowflake' team (structure)



Mobilising communities & partnership

- Nearly **1000** youth & community



Weds 9th October
10am-8pm
@
The Dream
Centre, Manukau

**FREE
EVENT
WORKSHOPS
FOOD**

HANDLE THE JANDAL

'CONNECT TO DOWNLOAD' WORKSHOP CONFERENCE

Handle the Jandal is a community YOUTH-LED campaign aimed at improving Pacific Youth Mental Health & Wellbeing in South Auckland by addressing the issue of handling PRESSURE!

WE ALL EXPERIENCE PRESSURE, WE'RE HUMAN SO LET'S IMPROVE THE WAY WE HANDLE IT! Come and connect with other Pacific Youth, learn new skills and have fun at the largest Pacific Youth workshop event in South Auckland!

We're stronger together!

Register Now.. Limited spaces for 150 youth

SEND AN EMAIL TO:
HANDLETHEJANDAL2013@GMAIL.COM

TELL US YOUR NAME,
MOBILE NUMBER, EMAIL &
ADDRESS!

Featuring workshops & performances by:

- ReQuest Dance Crew
- Joshua Iosefo aka "Brown Brother" and the cast from "Struggle Street" (Pacific youth stage production)
- Vaka Taa Pacific Youth Mental Health Team

Handle the Jandal & LotuMoui present...

Rise 2 Conquer

PRIZES & GIVEAWAYS, MUSIC, ARTS, WORKSHOPS, LUNCH & DINNER PROVIDED.

and more!

Handle the Jandal is a Pacific youth-led campaign building resilient youth leaders. LotuMoui works in partnership with Pacific churches to improve Pacific health. Together, RISE 2 CONQUER will host **1000** youth to inspire positive change.

Special appearance
BY WORLD CHAMP HIP HOP SENSATION THE ROYAL FAMILY DANCE CREW!

**THURSDAY
24 APRIL
9AM-8PM**

Vodafone Events Centre Manukau

Register today and go in the draw to win an iPod at www.youthline.co.nz/rise2conquer

#rise2conquer **YOUTH FOCUSED | YOUTH LED | YOUTH DRIVEN**




MIDDLEMORE
FOUNDATION



Building capacity

- FOB squad trained **100** youth & launched 3 sub-campaigns to address what mattered to them...
 1. Parent-youth **relationships**
 2. **Depression** amongst youth
 3. Inequitable **education** outcomes

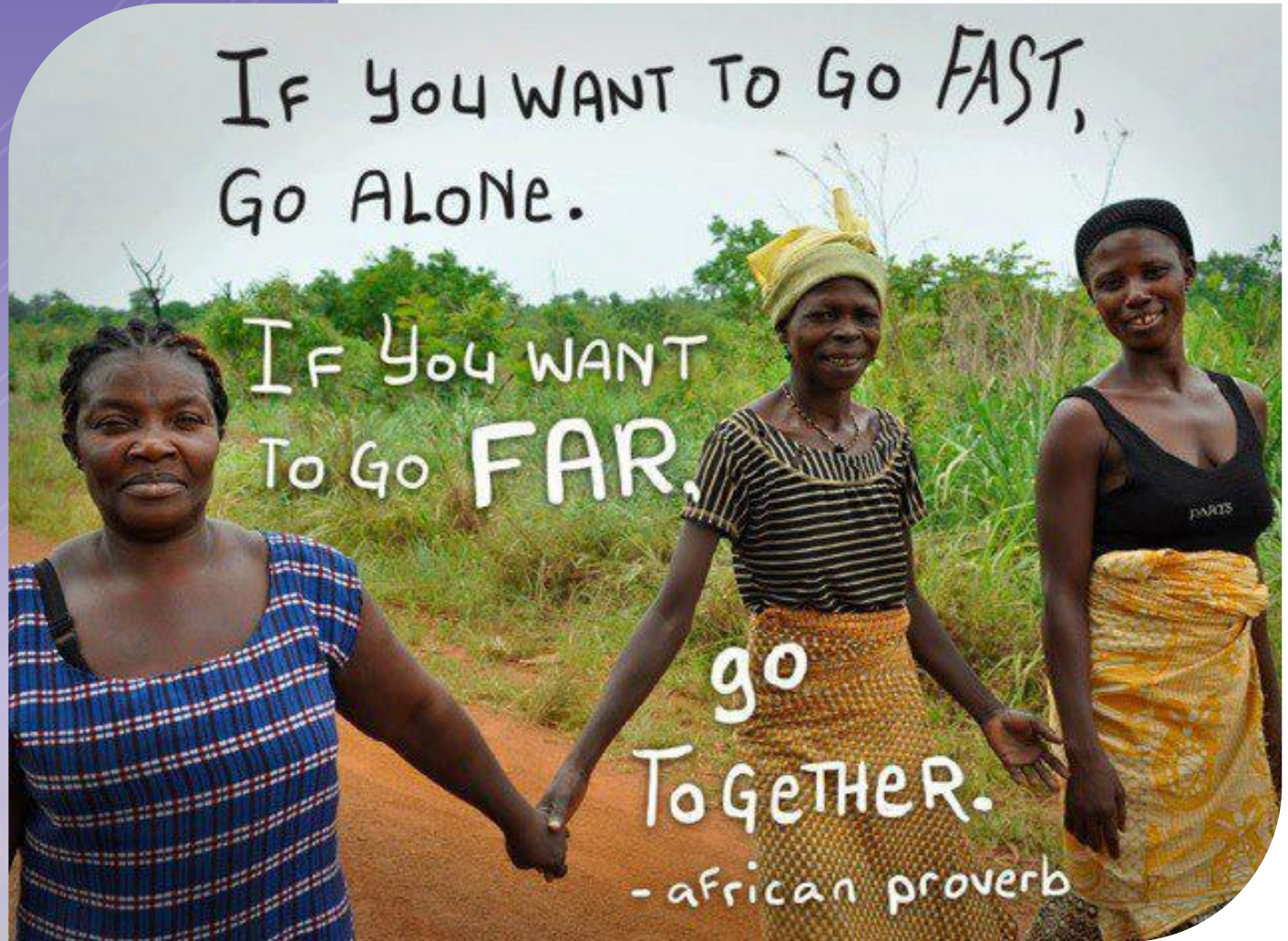


IF YOU WANT TO GO FAST,
GO ALONE.

IF YOU WANT
TO GO FAR,

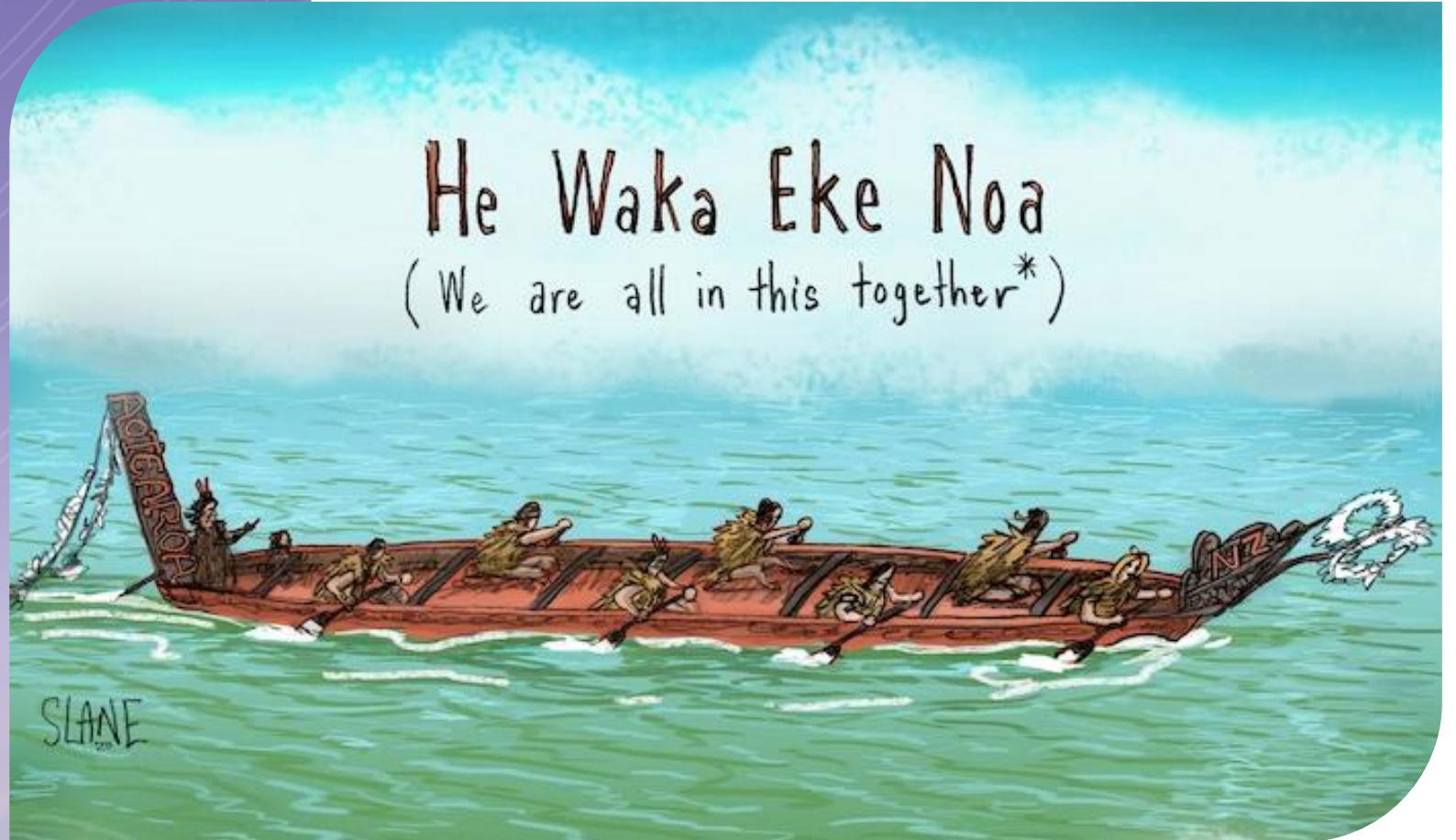
go
TOGETHER.

- african proverb



Why don't
we do it / or
do it well?

He Waka Eke Noa
(We are all in this together*)



Power



VS



Defining Power

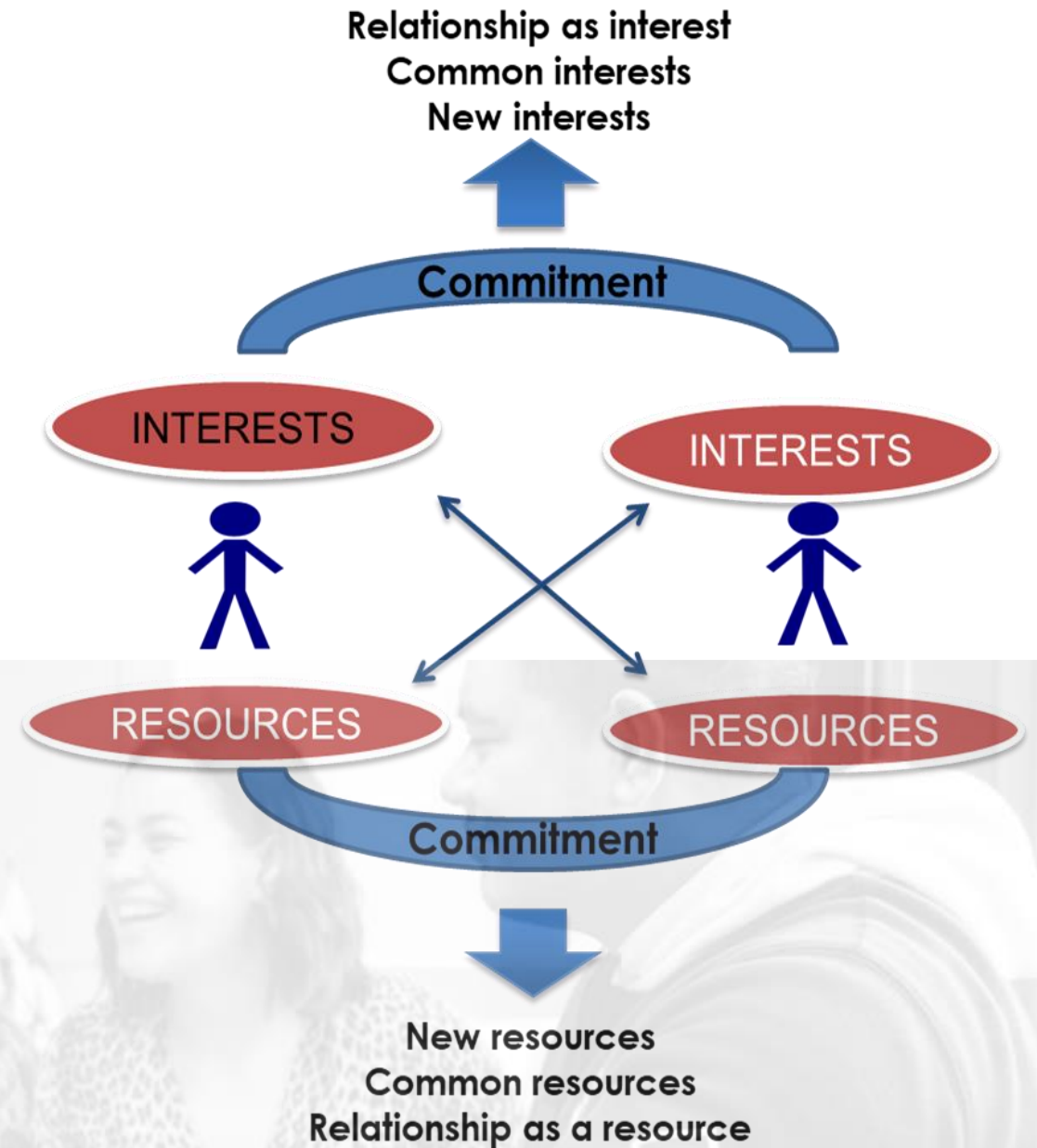
Power is the ability
to achieve purpose.

Rev. Martin Luther King



Defining Power in Organising

- The capacity we can create by combining our resources and using them creatively to achieve a common purpose.
- Not a thing, quality, or trait – it is the influence created by the relationship between interests and resources.



Talking about Power

OLD POWER

Currency

Held by a few

Pushed down

Commanded

Closed

Transactions

NEW POWER

Current

Held by many

Pulled in

Shared

Open

Relationships

OLD POWER VALUES

NEW POWER VALUES

Managerialism, institutionalism,
representative governance

Informal, opt-in decision making; self-
organization; networked governance

Exclusivity, competition, authority,
resource consolidation

Open source collaboration, crowd
wisdom, sharing

Discretion, confidentiality, separation
between private and public spheres

Radical transparency

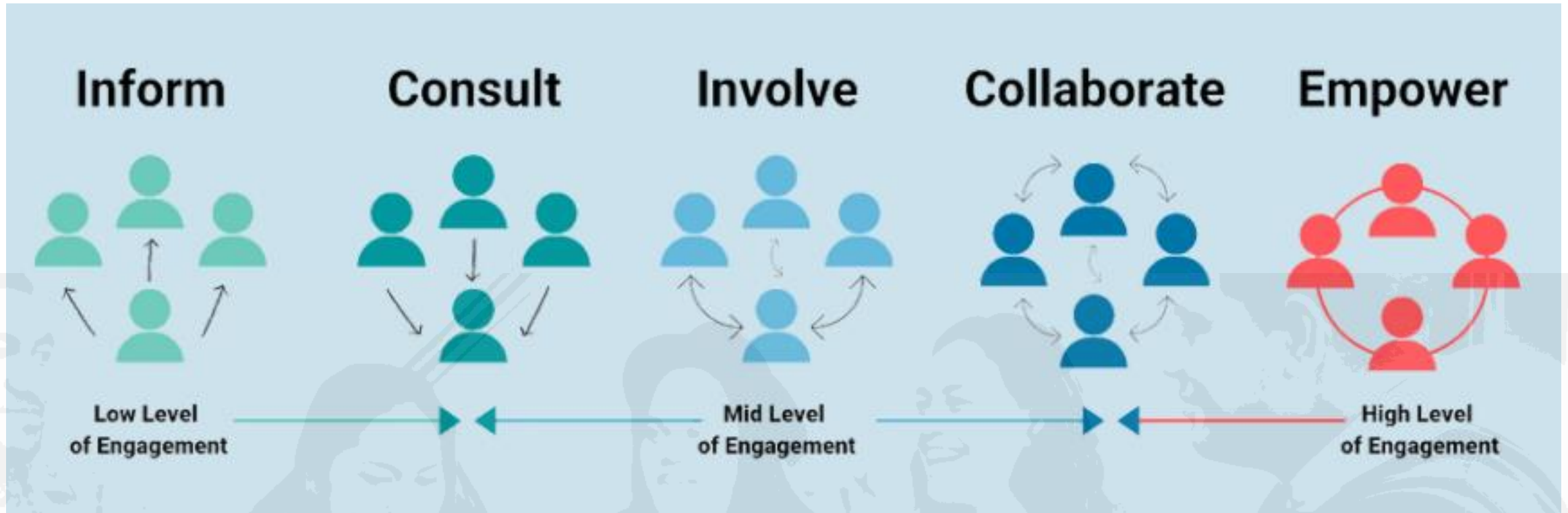
Professionalism, specialization

Do-it-ourselves, “maker culture”

Long-term affiliation and loyalty,
less overall participation

Short-term, conditional affiliation;
more overall participation

Engagement Spectrum



Ladder of Engagement



Partners share trusting, respectful relationships that enable experience, expertise, and perspectives to be clearly reflected in system planning and improvement efforts.

Partner with the public in each aspect of the decision, including the development of alternatives and the identification of the preferred solution.

Work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.

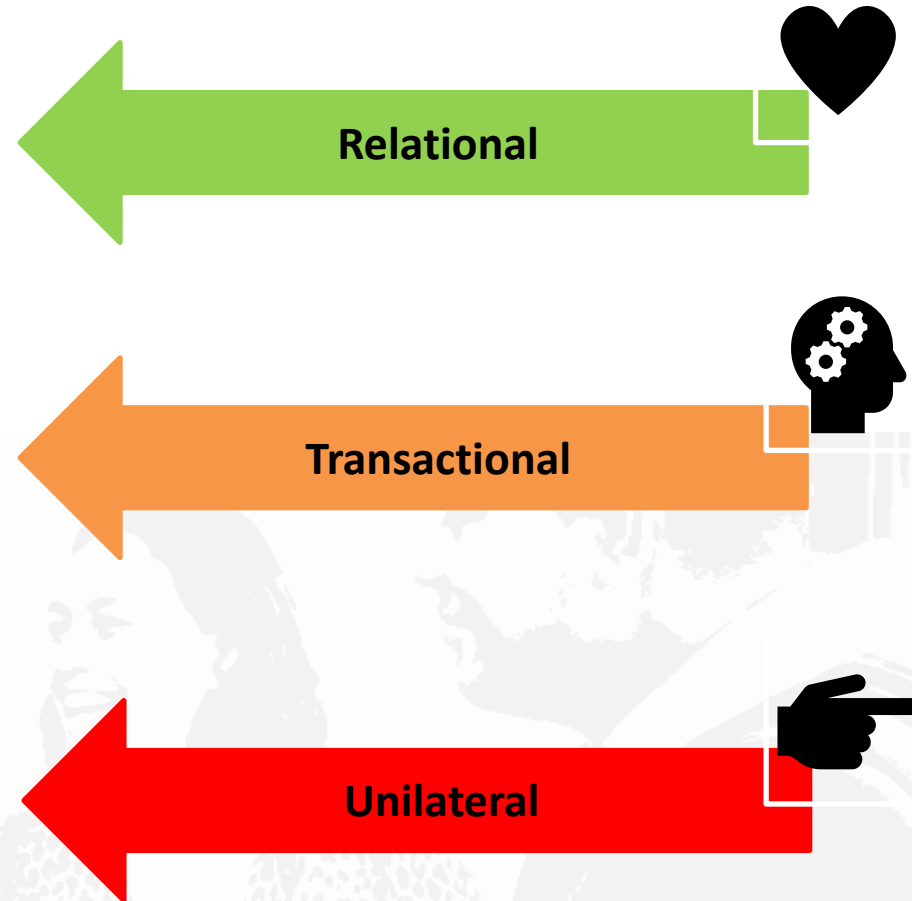
Obtain public feedback on analysis and alternatives.

Provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.

Organisation-led initiatives, in which the community may be consulted with minimal opportunities for feedback.

Organisation-led initiatives, in which the community understands the purpose but has no input on how they are planned.

Organisation-led initiatives, in which the community follows the organisations lead without understanding of the purpose.



Source: <https://greaterhamiltonhealthnetwork.ca/wp-content/uploads/2021/11/GHHN-Engagement-Strategy-FINAL.pdf>

Engagement methods



Relational

- Co-design
- Hui
- Storytelling
- Wānanga



Transactional

- Consumer advisor groups
- Surveys
- Focus groups
- Interviews
- Facebook
- Workshops
- Appreciative inquiry



Unilateral

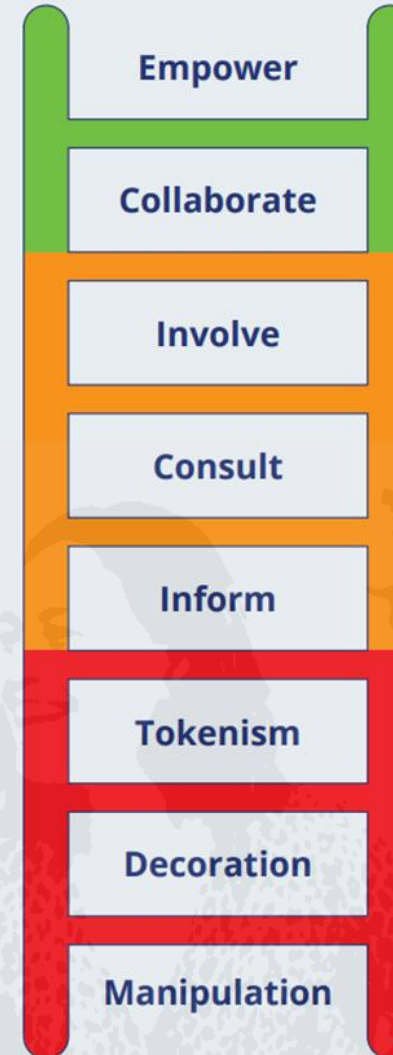
- Newsletter
- Blogs
- Media stories
- Webinars
- Twitter

RATE YOUR ENGAGEMENT APPROACH

Place a voting dot on the ladder where you rate a personal experience of being engaged OR your organisation's approach to community engagement.

*Share why.
(10mins)*

Ladder of Engagement



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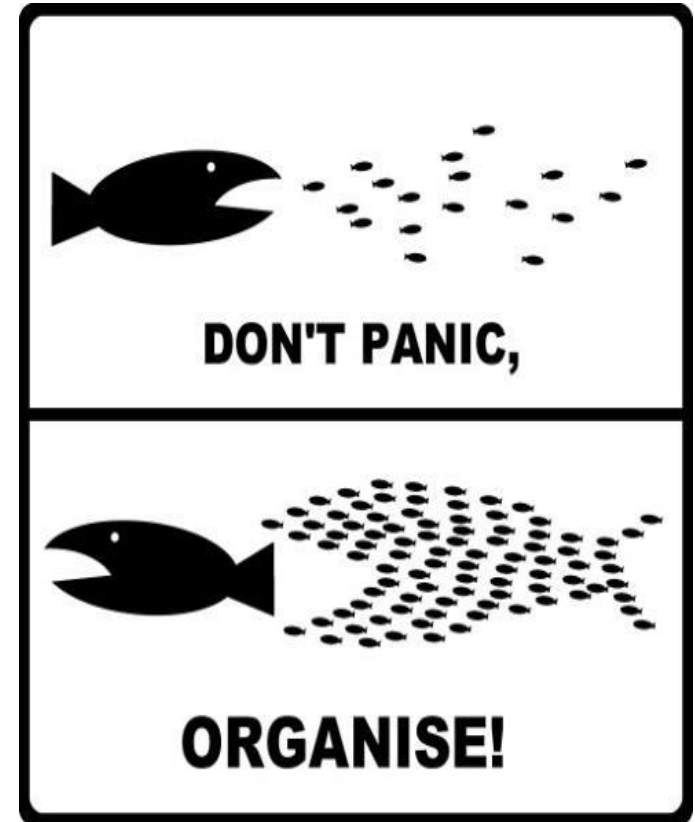
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Community Organising

A relational approach to community engagement determined by what matters to whānau

*Organising is an approach to change in which **people** acquire the **power** (capacity, resources) to achieve their **purpose** (change).*

- Makes change in the world
- Creates long term capacity
- Changes power by redirecting resources



Community organising's core components

Leaders



Community



Power
(from resources)



Change



Power built from resources

People



Skills



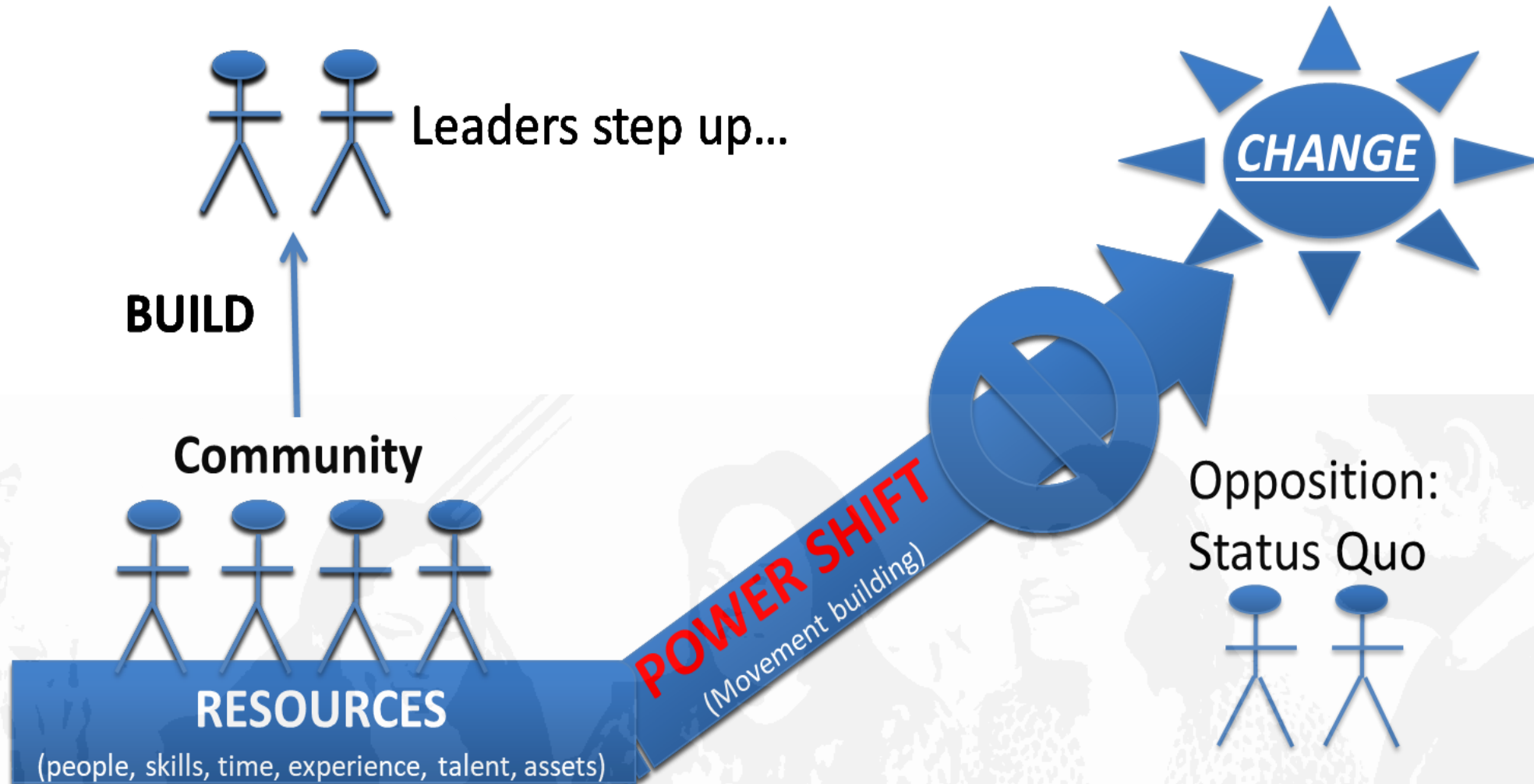
Assets



Time



Organising Dynamics



Leadership

Taking responsibility for enabling others to achieve purpose in the face of uncertainty

The background of the slide features a row of light blue silhouettes of diverse people. On the right side, one silhouette is rendered in solid black, standing out from the rest and representing a leader. The text is overlaid on a light orange rounded rectangle on the left side of the image.

Five Organising Practices

Disorganisation	Leadership Practices	Organisation
Passive	Shared Story	Motivated
Divided (siloed)	Relational Commitment	United
Drift	Clear Structure	Purposeful
Reactive	Creative Strategy	Initiative
Inaction	Effective Action	Change

Practices in Action

LEADERSHIP -----> values

constituency

goals

shared action
shared strategy
shared structure
shared commitment
shared story

resources

Moving from building to using power

Shared Story

Relational Commitment

Clear Structure

Creative Strategy

Effective Action

BUILDING
POWER

USING
POWER

Tipping the balance of Power

What ways can you/your organisation share power (resources, time, decisions) with communities you serve?



First steps

1. Identify & develop community leadership
2. Build community around those leaders
3. Build power with that community (shared resources to achieve change that matters to them)



Te Wero

The greatest test for the conductors of **new power** will be their willingness to engage with the challenges of the **least powerful**.

Source: <https://hbr.org/2014/12/understanding-new-power>





Te Tāhū Hauora
Health Quality & Safety
Commission

Ngā mihi & Meitaki ma'ata

Alexandra Nicholas

Community Organising for Wellbeing Expert

anicholas24@gmail.com

- Workshops in community organising leadership practices
- 1:1 and group coaching
- Strategic advice in community-led programme/project development and delivery

Email for full list of offerings

Alex Nicholas

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