



Communication Skills

October 17, 2019, 1:00-3:15

Jesse Hemphill

Comprehensive Community Planning Workshop 2019

Topic Overview

Please provide a brief overview of your topic.

- This session provides tools for meaningful community consultation

Key Learnings

- Many challenges come from the fact that we don't have a communications plan
- Communications planning
 - What does a communications plan include: Who will we talk to, about what and how will we reach them?
 - Identifying key audiences
 - Be specific about who you are talking about
 - Come up with as many as possible
 - Use different tools for different audiences
 - Consider what the barriers to participation are for different groups of people and work to minimize those barriers
 - What are the benefits to participating in community engagement for those who come?
 - If you can't think of how you are actually benefitting people then don't bother them
 - Channels/tools for communication
 - Channels: where people find information (social media, website, bulletin board, word of mouth, newsletter, radio, texting). Identify what audience uses which channels
 - Tools: Postcards, articles, videos, posters, meetings, activities, open houses, podcasts, meetings
 - Objectives
 - Should think about this first
 - Why should we ask people to give up their precious time to come talk with us?
 - Objectives help us to determine what tools or channels we should use to communicate
 - Examples: provide information, community-driven plan, find out vision
 - Timeline, what will happen and when
 - Ex: get buy in for CCP



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- Success measures/indicators
 - Examples: How many people are on facebook page, how many people attend events, what is the response rate for a survey
- Key messages for each audience
- Dealing with engagement fatigue
 - How can you make the work you have to do the work you want to do?
 - Plan for joy: Bring joy into your events
- Best Practices
 - Prizes
 - Meals
 - Childcare
 - Learning from others
 - Family Meetings
 - Meet during workday (pay people)
 - Piggyback on other events
 - Connect through sports
 - Give the youth a role
 - Go into schools
 - Give skills training
 - Graphic recording
 - Celebrate success
 - Game-ifying activities

Further Resources and Links

- Comprehensive Community Planning Toolkit: Finding Bimadizowin
 - NADF CCP Toolkit Step 0.4 (pg. 28-37)
<http://www.nadf.org/upload/documents/ccp-toolkit-2018-v2.pdf>
- Mail Chimp
- IAP2 Spectrum of Engagement
- Social Planning and Research Council (SPARC) BC Community Engagement Toolkit
- BC CCP Handbook
- Books:
 - “Facilitators Guide to Participatory Decision Making” by Sam Kaner
 - “Gamestorming: A Playbook for Innovators, Rulebreakers and Changemakers” by Dave Gray, Sunni Brown and James Macanuffo
- Canva - www.canva.com
 - Canva App