

Connecting Public Dialogue to Action and Change

Fundamental to Our Approach

- Building a strong diverse coalition
- Embedding a racial equity lens
- Integrating an Intergenerational Lens
- Moving to Action and Change

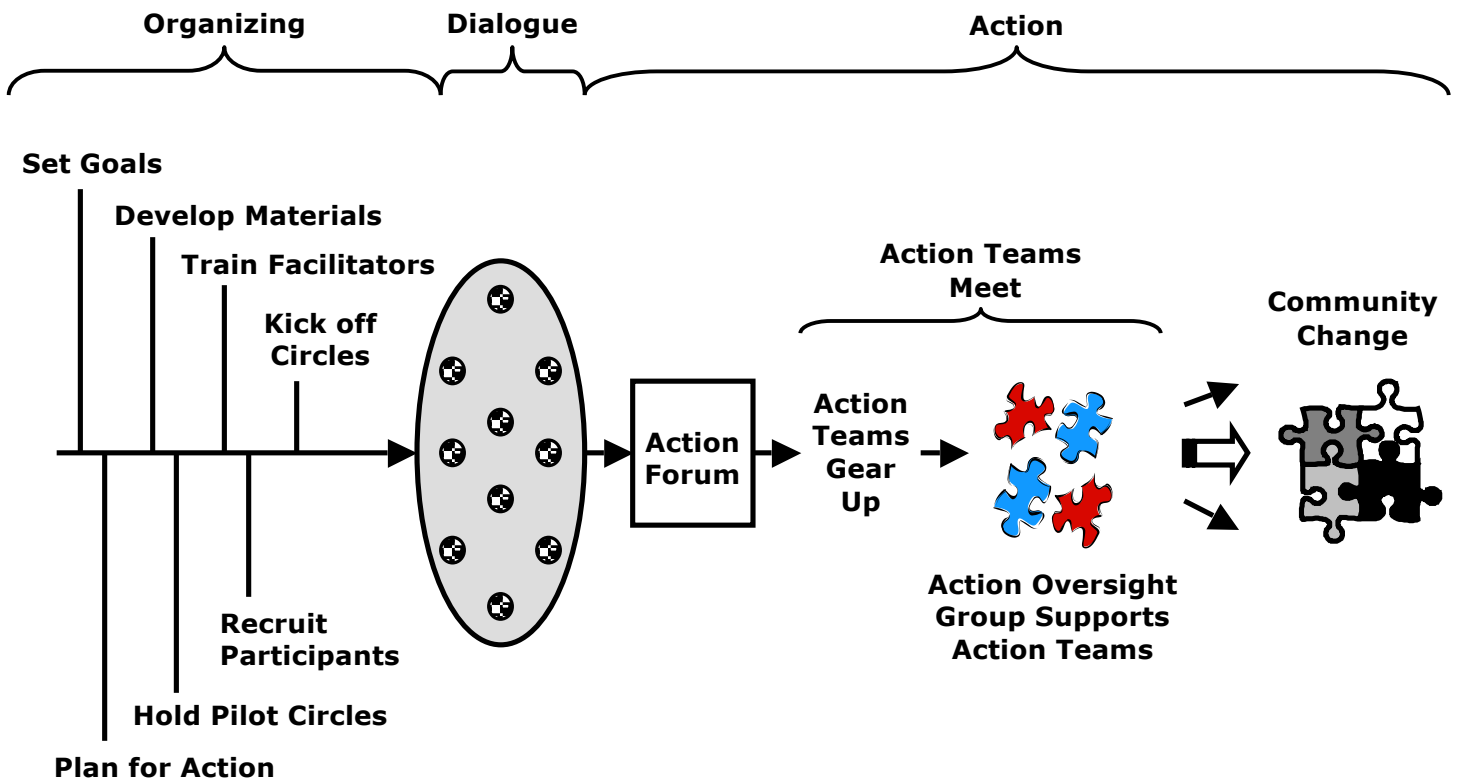
Pathways to Change	Institutional and Policy Impact <ul style="list-style-type: none">❑ Input to decision makers❑ Stakeholder processes❑ Direct action
	Collective Action <ul style="list-style-type: none">❑ New partnerships & collaborations❑ Action groups / task forces❑ Direct action
	Individual Change <ul style="list-style-type: none">❑ New attitudes, behaviors, & beliefs❑ Increased public participation❑ New leaders emerge

Overview

It can be helpful to think about public engagement in three phases, with **communications** and **evaluation** woven into the process, from beginning to end.

- **Organizing** (developing a Steering Group, planning, and recruitment)
- **Dialogue** (small-group discussions, also called study circles)
- **Action** (individual, collective, institutional, and policy changes)

Overview of a Three-Phase Public Engagement Process



Public engagement projects that lead to real change have:

- clear goals. (Review them often!)
- committed, skilled leadership, at each stage of the work.
- planning and flexibility.
- diverse community voices and groups.
- staffing (paid or volunteer) to support the work.
- resources (financial, administrative, logistical, etc.).
- connections to (or involvement of) decision makers.
- ability to support short- and long-term activities.
- staying power.



Collaborative Action