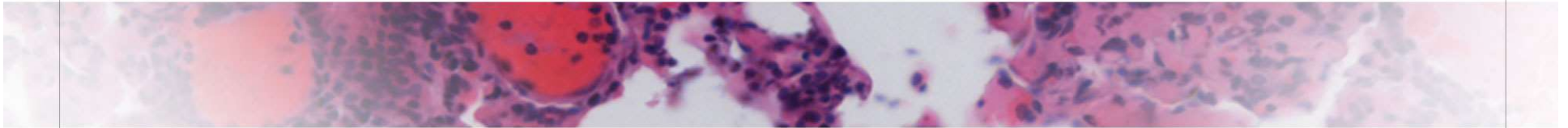




American Society of Hematology
Helping hematologists conquer blood diseases worldwide



Community Engagement

Sonja Smith

Lifespan Comprehensive Sickle Cell Center
The University of Alabama at Birmingham

Scenario #1

- The Sickle Cell Foundation of Gamma sets up a table at a local community health event
- At the table, they have:
 - Information about Foundation
 - Sickle cell fact sheets
 - Hand sanitizer
 - Candy giveaways
- They have 97 people visit their table
- **Rate on a scale of 1-5 (1 = lowest, 5 = highest) the effectiveness of this strategy**



Scenario #2

- The Alpha Sickle Cell Foundation's executive director has tasked the Director of Community Outreach (DCO) with developing new programming for clients
- The DCO meets with a few staff members and decides the best starting place is to conduct a three-month survey of client needs
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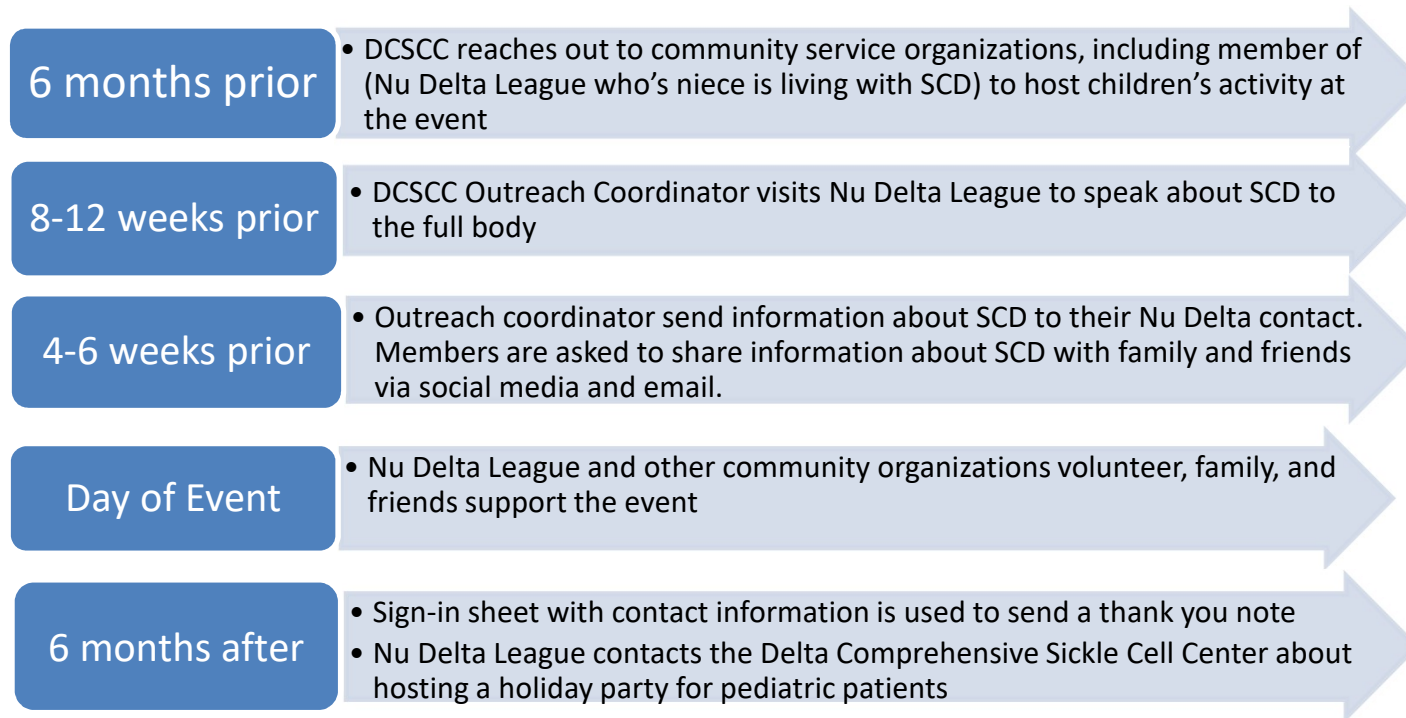
Scenario #3

- The Greater Beta Sickle Cell Foundation is partnering with the Epsilon Sickle Cell Clinic to host a patient appreciation party
- The party is held at a local, well-liked park
- On nice days, parking can be a challenge
- Volunteers are staff and family members of the two organizations
- There is a sign-in sheet that asks for contact information (name and email) and affiliation (client, staff, or volunteer)
- **Rate on a scale of 1-5 (1 = lowest, 5 = highest) the effectiveness of this strategy**



Scenario #4

Delta Comprehensive Sickle Cell Center (DCSCC) is hosting a patient appreciation event.



Rate on a scale of 1-5 (1 = lowest, 5 = highest) the effectiveness of this strategy



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Scenario #5

- Zeta Adult Sickle Cell Clinic has formed an advisory board made up of physicians, researchers, patients, and allies of sickle cell disease
- The Zeta Adult Clinic shares all possible clinical trial/research opportunities with the Advisory Board for their advice, thoughts, and concerns
- The Zeta Adult Clinic will only move forward with clinical trials after they have been approved by the Advisory Board and modified based on the Board's recommendations
- **Rate on a scale of 1-5 (1 = lowest, 5 = highest) the effectiveness of this strategy**



Which is What??

MARKETING, OUTREACH, & COMMUNITY ENGAGEMENT



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Community Engagement



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Community Engagement vs. Marketing

- Community Engagement
 - Process of building relationships with community members who will work side-by-side with you as an ongoing partner, in any and every way imaginable
 - Building an army of support for your mission
 - End goal of making the community a better place to live
- Marketing
 - Process of planning and executing the conception
 - Pricing
 - Promotion and distribution of ideas, goods, and services
 - Create exchanges that satisfy individual and organizational goals

http://www.help4nonprofits.com/NP_Mktg_Marketing-vs-CommunityEngagement_Art.htm



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Community Outreach vs. Engagement

- Community Outreach
 - Short-term
 - Marketing
 - What can A do for B?
 - One group benefits most
 - Transactional
 - Directional
- Community Engagement
 - Long-term
 - Relationship building
 - What can A and B do together?
 - Community benefits
 - Connecting
 - Cyclical

<https://leadingdifferently.com/2019/06/06/community-outreach-vs-community-engagement/>



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Community engagement is...

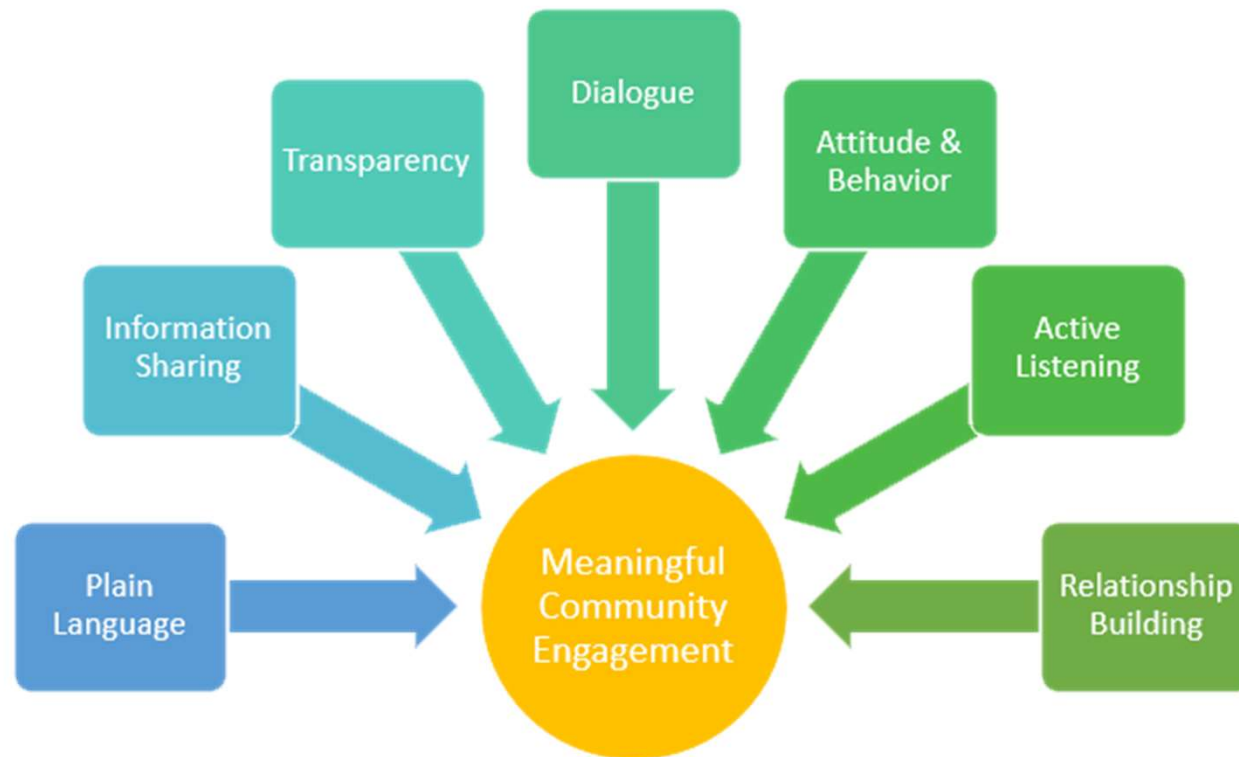
...the process of **working collaboratively** with and through groups of people affiliated by geographic proximity, special interest, or similar situations to address issues affecting the well-being of those people. It is a powerful vehicle for bringing about **environmental and behavioral changes** that will improve the health of the community and its members. It often involves partnerships and coalitions that help **mobilize resources** and influence systems, change relationships among partners, and serve as **catalysts for changing policies, programs, and practices** (CDC, 1997).

<https://aese.psu.edu/research/centers/cecd/engagement-toolbox/engagement/what-is-community-engagement>



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Community Engagement

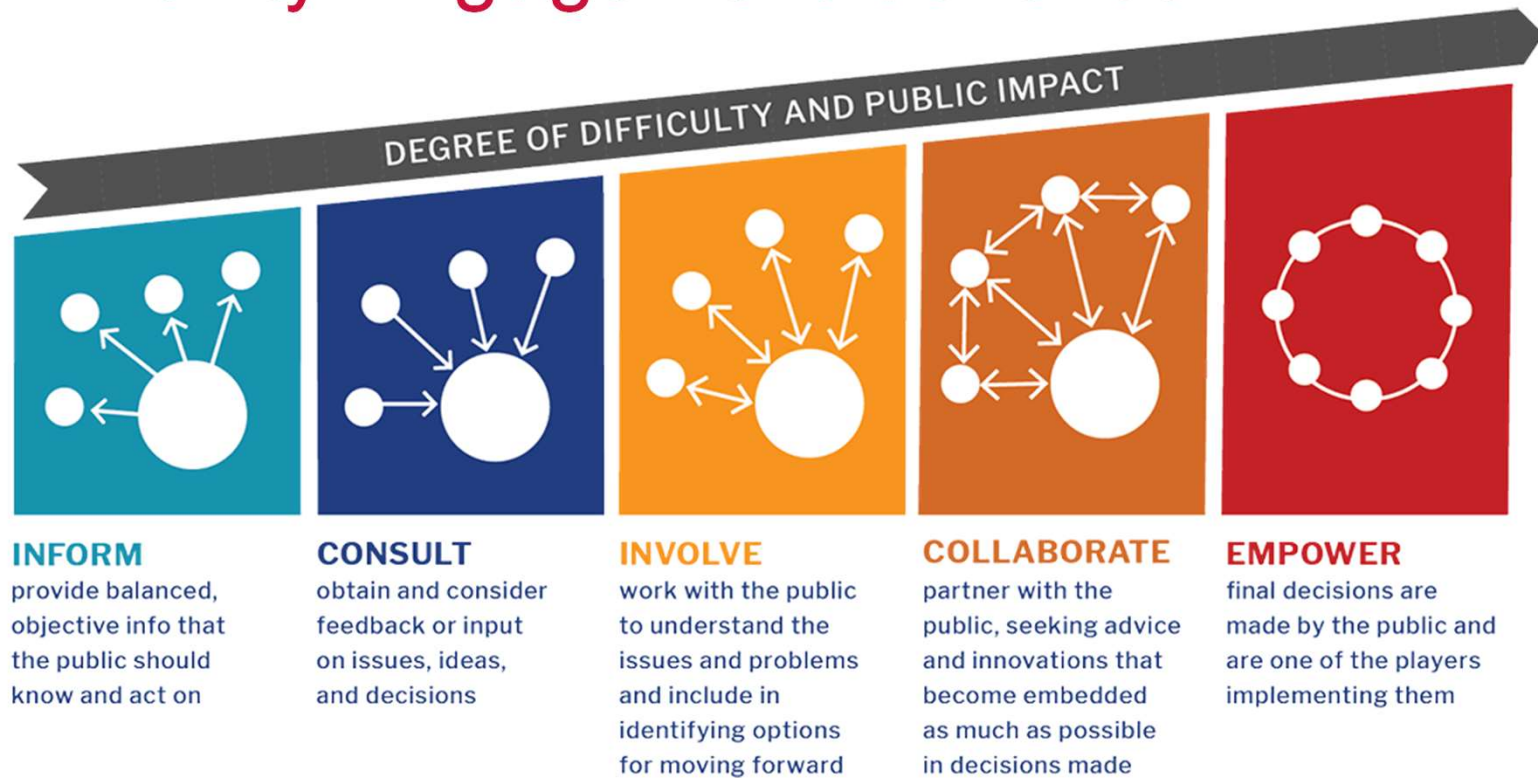


<https://scdhec.gov/environment/community-engagement>



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Community Engagement Continuum

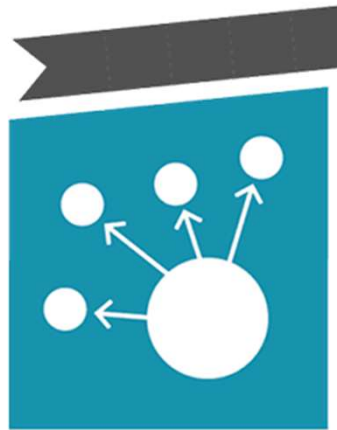


https://catalyst.harvard.edu/community-engagement/ce/hcat_cenrsm-609054b6e6eab-60905877881e6-60e5fddf1d9aa-60e5fde78af7a-60e608bce3dc1-610bf7b4ea9f3-610bf7bfc5a4a-610bf7ca4e18d-610bf7d6d488e-610bf87a165f2-610bf87f3fa04/



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Community Engagement Continuum



INFORM

provide balanced,
objective info that
the public should
know and act on

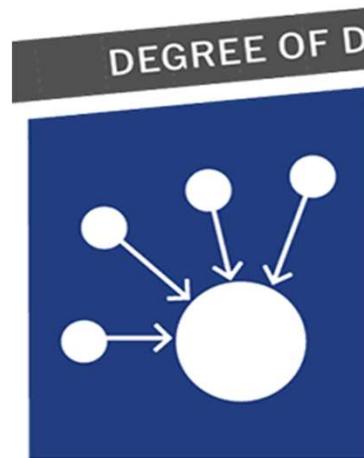
- Fact sheets
- Open houses
- Presentations
- Billboards
- Videos
- Tabling events
- Social media
- Signs in clinics

https://catalyst.harvard.edu/community-engagement/ce/hcat_cenrsm-609054b6e6eab-60905877881e6-60e5fddf1d9aa-60e5fde78af7a-60e608bce3dc1-610bf7b4ea9f3-610bf7bfc5a4a-610bf7ca4e18d-610bf7d6d488e-610bf87a165f2-610bf87f3fa04/



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Community Engagement Continuum



CONSULT

obtain and consider
feedback or input
on issues, ideas,
and decisions

- Keep you informed
- Listen to your concerns
- Provide feedback

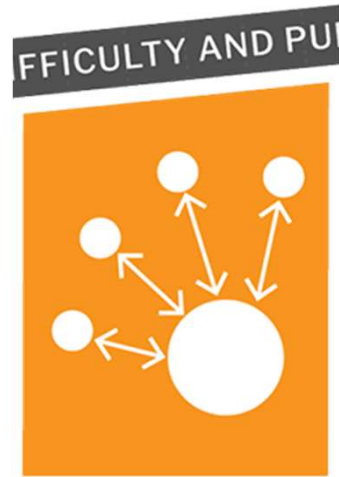
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Community Engagement Continuum

You are making us
think differently about
the issue.



INVOLVE

work with the public
to understand the
issues and problems
and include in
identifying options
for moving forward

We will work with you to ensure:

- Feedback & concerns are reflected in outcomes
- How we used your input:
 - House Meetings
 - Polling
 - Community forums
 - Interactive workshops
 - Advocacy

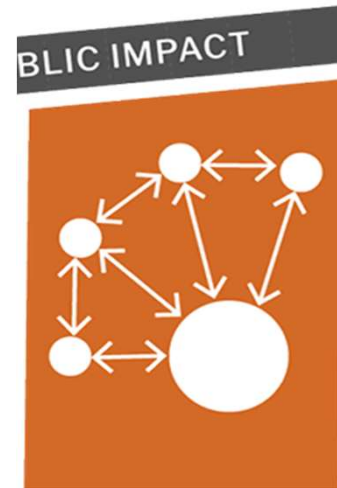
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Community Engagement Continuum

- Your leadership is critical to addressing the issue
- Incorporate your recommendations:
 - Memorandum of Understanding with Community Based Organizations
 - Community organizing
 - Advisory boards



COLLABORATE

partner with the public, seeking advice and innovations that become embedded as much as possible in decisions made

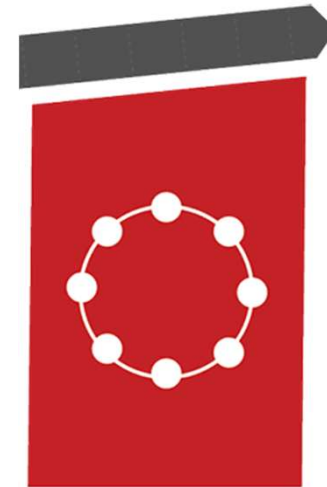
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Community Engagement Continuum

- Transformative Solutions
- Implement what you decide:
 - Community driven planning
 - Consensus building
 - Participatory action research
 - Participatory budgeting
 - Cooperatives



EMPOWER

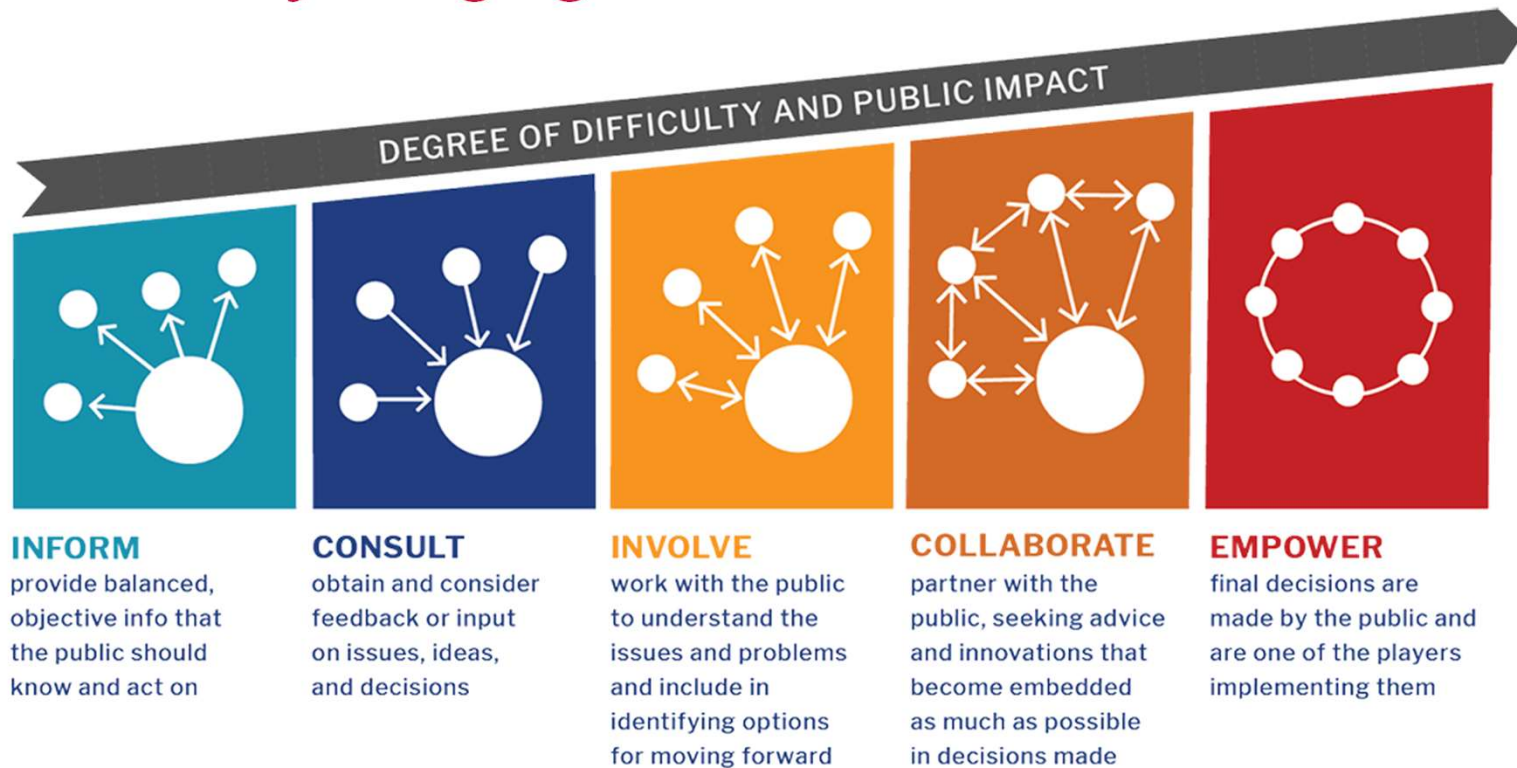
final decisions are
made by the public and
are one of the players
implementing them

https://catalyst.harvard.edu/community-engagement/ce/hcat_cenrsm-609054b6e6eab-60905877881e6-60e5fddf1d9aa-60e5fde78af7a-60e608bce3dc1-610bf7b4ea9f3-610bf7bfc5a4a-610bf7ca4e18d-610bf7d6d488e-610bf87a165f2-610bf87f3fa04/



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Community Engagement Continuum



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Using What We've Learned

SCENARIO DO-OVER



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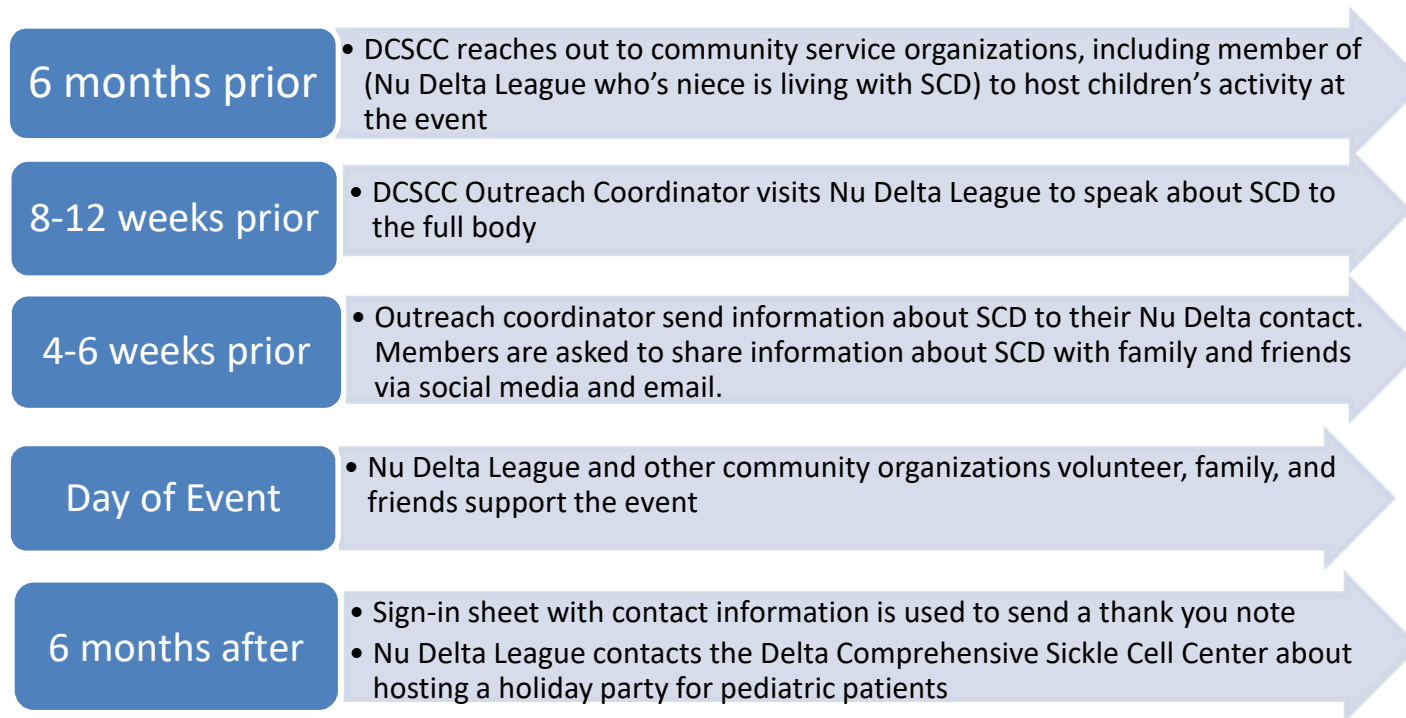
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Create a Timeline

	Activity	Objective	Audience	Activity Action Plan	Communication Plan	Communications Plan Owner	Deadlines	Measurements of Success
April	Community Partner Presentations	Educate community partners on SCD ahead of May and June activities to encourage participation.	Community partners: -Junior League -Birmingham Panhellenic Council (grad chapters) -UAB Panhellenic Council (undergrads) -Central Alabama Caribbean Association	Attend meetings to give a presentation on SCD that includes a section on "how you can help" to create long-term partners.	1. Develop a community engagement PowerPoint presentation. 2. Make contact with partners + present at meetings. 3. Follow-up with and maintain contact with partners to encourage members to share information about SCD.	Shaunte Austin	March - June 2022	1. Community partners volunteer at May and June events. 2. Partners have at least 5 members present to volunteer.
May	Blood Drive	Blood donations and share information about SCD.						
	Party in the Park Birmingham	Give patients an opportunity to have fun outside clinic with staff	Patients -- Adult and Peds	1. Ask volunteers to provide activities for patients at a local park. 2. Invite all volunteer groups we have previously engaged.	1. Encourage volunteers to share about SCD, blood and bone marrow donations. 2. Develop and disseminate information on the ALSTATE project	Shaunte Austin	Event date: April 30 (Birmingham)	1. Patient attendance (75+) 2. Collect 2 contacts to communicate with volunteer events.
	Party in the Park Montgomery	Give patients an opportunity to have fun outside clinic with staff	Patients -- Adult and Peds	1. Ask volunteers to provide activities for patients at a	1. Encourage volunteers to share about SCD, blood and bone marrow	Shaunte Austin	Event date: May 1 (Montgomery/Tuske)	1. Patient attendance (50+) 2. Collect 15 new

Looking Ahead	Looking Ahead Activity Owner
1. Collaborate with UAB School of Dentistry for information to share with patients	1. Shaunte Austin
2. Engage local dentists for dental health giveaways for patients -- McCalla Dentistry & Contemporary Smiles	2. Shaunte Austin
3. Have dental health tips/facts in peds -- pull dental health tips/facts by January 10, 2022	3. Shaunte Austin
4. Assist community groups with creating teams for challenge beginning February	4. Shaunte Austin
Visit community groups raising funds for Rare Diseases Day to speak on SCD and need for transportation funds	Shaunte Austin



Dos and Don'ts of Marketing

OUTREACH MATERIALS



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Evolution/Hooked (Retrospective) ClubNight PRESENTS

FOOTPRINTS

A JOURNEY back INTO THE FOOTPRINTS OF DUBLIN'S Old Skool Dance Scene

★ FOR ONE NIGHT ONLY ★

OFFICIAL REUNION OF THE 4 DECK WIZARDS.....

KENO FLANAGAN & DJ ORBIT
(HOUSE SPECIAL, THE ORMOND, TEMPLE THEATRE, TEMPLE OF SOUND)

TEMPLE THEATRE RESIDENT DJ...
DARREN FLYNN
(SPIRIT OF SPACE)

ASYLUM DUBLIN RESIDENT
DJ PRESSURE
(DJ PRESSURE-PRIDE)

RESIDENT DJ'S
GARY QUIGLEY
JAMIE SLATTERY
PAUL NEWHOUSE
MARK WALSH
SHANE MOLLOY

SPECIAL GUESTS
SOPHIE D KATE
BOZZIE
LAYNEE
TIM FINN
AL KIRWAN
JAYCEE
JOE SWEENEY

(UPSTAIRS)

SENAN SHORRT
MICK MORRISON

SATURDAY MARCH 29TH, VOODOO LOUNGE DUBLIN, 6PM TILL 3AM, OVER
18'S LD ESSENTIAL R.O.A.R. ADMISSION 12 EURO facebook.com/evohook



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- Time: 3:00 PM
- When: Sunday, May 1st
- Where: Fox Street
- Cost: \$5



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THE PIANO SCHOOL

Group Lesson



5th graders 3:00
6th graders 4:00
7th graders 5:00

IMPORTANT!!!

Preschool children will
come August 8.



Games!!!

July 27
3:00

Prizes



REFRESHMENTS

COME SHOW WHAT YOU KNOW!!

BE SURE AND
BRING
YOUR MUSIC!!



PARENTS: PLEASE PICK
UP CHILDREN
PROMPTLY!!!

**THE RIGHT NOTE
PIANO STUDIO**
27.07.16
Wed | from 3pm
Group Lessons
5th Graders 3pm
6th Graders 4pm
7th Graders 5pm
Games - Prizes - Refreshments
Don't forget your music sheets
Pre-School group starting 10.09.16
Parents - Please remember to pickup your children



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PARKING SCHEDULE			
	M-F	SAT	SUN
7am	(P) FREE	(P) FREE	(P) FREE
8am	(R) [Red Diagonal Stripes]	(P) 1 HR	
8 ³⁰ am	(R) [Red Diagonal Stripes]	(R) [Red Diagonal Stripes]	
4pm	(P) 1 HR	(P) 1 HR	
7pm	(P) FREE	(P) FREE	



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Contact

- Sonja Smith
- UAB Lifespan Comprehensive Sickle Cell Center
- SonjaSmith@uabmc.edu

**“JUST
THE
FACTS”**

