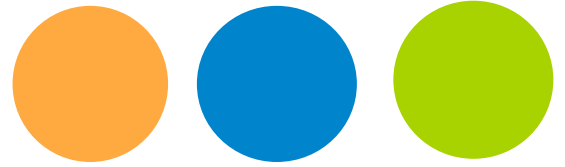


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SEATTLE

Strategies for Inclusive Engagement

Adapted from the Seattle Office for Civil Rights' "Inclusive Outreach and Public Engagement Guide"

"Effective community engagement takes careful planning and acknowledgement that each population that we work with is a unique opportunity to broaden our understanding of what makes a community."

1. Partner with Diverse Organizations and Agencies

Connect with organizations that are already culturally tied to the target community or are currently providing services to your target population. Create a network of services that eliminate gaps or reduce redundancies for the target population. Are there organizations that currently have relationships with your target populations that you can connect with (remember to consider power dynamics)? Have any organizations successfully implemented similar programs or initiatives that you can solicit advice from?

2. Engage Diversity: Build Personal Relationships with Racial/Ethnic Community

Connect with the individuals in the community/population by attending appropriate informal or community driven gatherings. Are there key individuals or constituents who you already know and should be building a relationship with?

3. Develop Alternative Methods for Engagement

Provide opportunities for social interaction and relationship building that focus on non-traditional methods of outreach: provide multiple ways for people to contribute input and feedback, such as videos and postcards. Work to include individuals who may not have access to Internet: distribute printed materials with telephone numbers as well as websites.

4. Maintain a Presence within the Community

Attend community-driven events and activities (think non-traditional). Be out regularly in the community: establish places that people can have sustained, informal interactions with you.

5. Increase Accessibility

Decrease barriers to attendance or effective communication. Select the most appropriate and effective communication method to promote engagement opportunities. When possible, have materials translated to encourage accessibility. Pay special attention to the language level used in your materials: literature should be straightforward and not include unexplained lingo.

6. Create a Welcoming Atmosphere

Provide opportunity for volunteers, or consult with individuals, who reflect the community or population. Choose gathering places that are comfortable and that are conducive to the interactions that you want to have. Focus on nonbiased behavior and your personal ability to appreciate diversity.

This is just one way of approaching inclusivity. Other methods and resources can be found at:

- Western States Center's Resources including Dismantling Racism, *A Resource Book for Social Change Groups*
- Center on American Racism and Social Justice iarsj.org

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