

**Without community  
engagement, there are no  
sustainable solutions for  
arbovirus prevention**

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# What is community engagement?

- ▶ “the process of working with and through groups of people affiliated by geographic proximity, special interest, or similar situation to address a common concern or well-being of those people.” (Giles, 2021)
- ▶ Goals:
  - build trust,
  - enlist new and diverse perspectives,
  - create better communication, and
  - improve health outcomes as successful projects evolve into lasting collaborations

“Much of the current wisdom regarding community engagement consists of **vague statements** and **platitudes** about the importance of diverse participation.”

Julian et al. (2023).

*Note: Emphasis added*

Community engagement:

# We need to understand why people do or do not carry out prevention behaviours (i.e., vector control, surveillance, vaccination)

## Some behaviours are not feasible:

How to eliminate used tires when most trash collection services won't accept them?



## Some behaviours are not acceptable:

“Scrub, rinse and refill once a week” is not possible when the container cannot be emptied.



## Some behaviours are not sustainable:

People are willing to clean up public areas, but not if the problem re-occurs due to lack of waste disposal services.



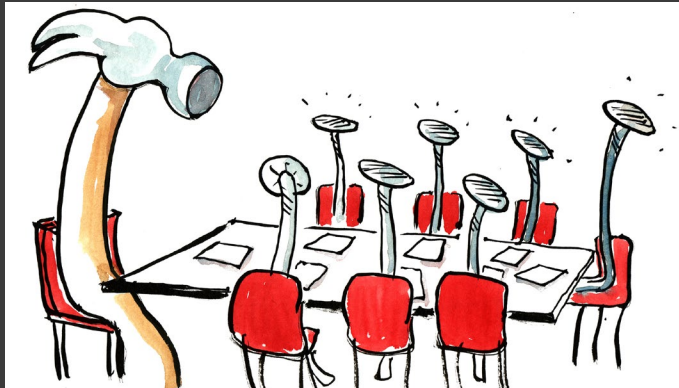
# We need strategies that build multisectoral participation to identify and implement long-term sustainable solutions

Why aren't  
people from  
Stakeholder  
groups X, Y & Z  
actively  
involved?

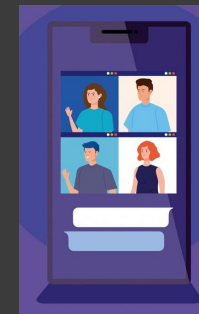
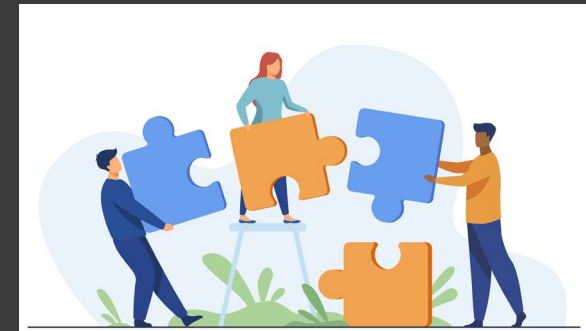


# We need community engagement strategies that enable participation of all stakeholders

Do we encourage and prioritize Stakeholder-identified outcomes?



How can we make it easier for Stakeholder groups to participate in meaningful ways?



In summary,

## **We need community engagement approaches that reflect complex urban environments and meet program, community & individual needs**

- ▶ Integrate community engagement for arbovirus prevention into existing initiatives such as *Resilient Cities* and the *Healthy Cities* movement
- ▶ Ensure skilled career staff lead community engagement processes that cut across ministries, organizations, and programs to sustain
  - high levels of trust and partnership among stakeholder groups and
  - stakeholder decisions for solutions and strategies to achieve shared outcomes
- ▶ Fund long-term community engagement processes that
  - focus on problem solving and
  - achieve outcomes valued by stakeholder communities, not just those of vector control programs

# References

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- ▶ Julian DA, et al. (2023). Refocusing the Translational Research Paradigm on Problem-solving and Community Engagement: Recommendations from a Critical Review of the Literature. *Collaborations: A Journal of Community-Based Research and Practice*, 6(1): 3, pp. 1–13. doi: <https://doi.org/10.33596/coll.101>
- ▶ McCloskey DJ, et al. (2011). *Principles of Community Engagement* (2nd ed.). CDC. [https://www.atsdr.cdc.gov/communityengagement/pdf/PCE\\_Report\\_508\\_FINAL.pdf](https://www.atsdr.cdc.gov/communityengagement/pdf/PCE_Report_508_FINAL.pdf)