

# How will we Engage the Community?

Walk through these questions. Talk to your CE Advisor. The goal is to ensure that CE is feasible and useful.

<b>Trigger</b>	Why are we initiating this CE initiative? What is the need, challenge or opportunity?	Triggers include: New Policy or Program, Public Demand, Values or Evidence Alignment, Observed Need, Evaluation, Legislative or Regulatory Requirement, Risk Management, LHIN Priority, Impasse
<b>Stage of Decision Making</b>	Where are we in the decision-making cycle? How much time and flexibility do we have for engagement?	Stages in the Decision-Making Cycle include: Define the Issue, Gather Datam, Set Decision Criteria, Develop Alternatives, Evaluate Alternatives, Make Decision, Implement Decision, Evaluate Decision
<b>Intent/Desired Outcomes</b>	What is the intent or purpose of this CE initiative? How will results be used? By whom? For what purpose? What commitment are we making to the community?	Purposes include: to suggest or explore, to validate or test, to make choices or reconcile (Do you want to have divergent generative conversations, or convergent deliberative conversations?)
<b>Objectives</b>	What are the "SMART" objectives of this CE initiative? How will we recognize and measure success?	SMART = Specific, Measurable, Attainable, Relevant, Time-Bound
<b>Audience</b>	Who is (are) the primary target and secondary target audience(s) of this CE initiative?	Map them on a matrix of highly involved to hard to involve, and highly impacted and hardly impacted. See Appendix: 5a
<b>Methods</b>	How will we engage the community?	See IAP2s list of possibilities. Appendix 6a
<b>Management and Reporting</b>	Do we have the necessary skills and capacity to develop and manage the project; analyze and report on the data we will collect; and evaluate the process and its outcomes?	
<b>Evaluation</b>	How will we evaluate the CE process and its outcomes? What was achieved? How will success be measured? How will the results be communicated?	