

## Community Engagement Indicators and Measures

The following information may be helpful when planning MCH community engagement to identify outputs, outcomes and measures.

Standards/Indicators of Community Engagement	Measures of Community Engagement <i>Community Member</i> is defined as a member of the affected/priority population (e.g. families, youth, women).
Membership inclusivity / representation	<ul style="list-style-type: none"> <li>• % of members representative of affected population</li> <li>• % of members representative of diverse perspectives, skills, abilities and demographics</li> </ul>
Stakeholder participation	<ul style="list-style-type: none"> <li>• # or % of meetings community member attends</li> <li>• Event attendance</li> <li>• Survey response rate</li> <li>• Rating of amount of community member participation by neutral observer (self-report Likert scale of 1 to 5)</li> <li>• Rating of quality of community member participation by neutral observer (self-report Likert scale of 1 to 5)</li> <li>• # of consultation meetings with Community Engagement Coaches, family or youth advisors</li> <li>• # of changes in program planning, implementation or evaluation influenced by Community Engagement Coaches, family or youth advisors</li> </ul>
Participation support (compensation, child care, transportation, translation, food)	<ul style="list-style-type: none"> <li>• % budget allocated to supporting community member engagement</li> <li>• # of dollars spent on supporting community member participation</li> <li>• # of hours spent coordinating community member support</li> <li>• Rating of community member satisfaction with engagement effort specific to support (self-report Likert scale 1 to 5)</li> </ul>
Engagement planning	<ul style="list-style-type: none"> <li>• # of consultation meetings with Community Engagement Coaches, family or youth advisors</li> <li>• # of community engagement standards addressed in community engagement plans</li> <li>• Assessment of alignment between program need, capacity, and community involvement continuum (self-report or Community Engagement Coaching assessment)</li> <li>• % budget allocated to community engagement</li> <li>• # of dollars spent on community engagement</li> <li>• # of staff hours spent on community engagement planning, implementation, and evaluation</li> <li>• % implementation of recruitment activities</li> </ul>
Group member role definition	<ul style="list-style-type: none"> <li>• Approval of team charter by community members?</li> <li>• % community members who agree or strongly agree on having a clearly defined role (self-report Likert scale)</li> </ul>
Member trust	<ul style="list-style-type: none"> <li>• % of community members who agree or strongly agree on Work Together survey "trust" items</li> </ul>

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Stakeholder relationships	<ul style="list-style-type: none"> <li>• # of hours spent on team-building, meals, social activities</li> <li>• % community members who rate relationships as strong or very strong (would have to research a survey tool)</li> </ul>
Safety of environment	<ul style="list-style-type: none"> <li>• % community members who respond agree or strongly agree to the following survey items: ground rules upheld, equal opportunity to influence decisions, process responds fairly to member needs, staff respectful/knowledgeable of community member's culture</li> <li>• Rating of safety of environment by neutral observer (need to research tool)</li> </ul>
Local public health agency support on community engagement	<ul style="list-style-type: none"> <li>• # of state staff hours spent consulting with local public health agencies regarding community engagement</li> </ul>
Stakeholder input or influence	<ul style="list-style-type: none"> <li>• # of changes in program planning, implementation or evaluation influenced by state, family or youth advisors</li> <li>• % community members agree or strongly agree that their input influenced decisions (need to research survey tool)</li> </ul>
Stakeholder personal and professional development	<ul style="list-style-type: none"> <li>• # of hours spent on community member individual growth and development</li> <li>• % funding allocated to community member individual growth and development</li> <li>• Skills/knowledge gained by community members (pre/post-survey)</li> <li>• # of individual development opportunities and resources shared with community members</li> </ul>
Stakeholder Engagement Satisfaction	<ul style="list-style-type: none"> <li>• % community members who report satisfaction with level and type of engagement</li> <li>• % professionals who report satisfaction with level and type of community engagement</li> </ul>

**Community Engagement Outcomes** - These may be short-, medium-, or long-term outcomes resulting from community engagement strategies or activities.

- Increased satisfaction of priority population
- Increased awareness and acceptance of health issues and policy/program strategies among priority population
- Increased use of best practice program planning, implementation and evaluation methods
- Policies exist that are informed/supported by families, youth, and/or women (and therefore more effective)
- Funds are obtained or leveraged due to increased community engagement (Funds are obtained because of valuable engagement and/or because of effectiveness of public health efforts.)
- Policies are implemented that reflect the needs of the priority population.
- Systems are family, youth, women-centered.
- System changes that are supported/informed by community members are implemented.
- Increased knowledge, skills, and /or motivation of both engaged community members to participate in preventive behaviors.
- Increased preventative behaviors of priority population.
- Decreased incidence/prevalence of disease.
- Increased access to health care services.