

# 'Engaging Effectively with Communities' Training Session Outline

## Context

This course involves exploring different levels of community engagement, the benefits of community engagement, and practical approaches to planning and implementation. Divisions working in collaboration with others, can achieve a greater focus on wellness within our communities.

**Importantly, this is not about doing community engagement for the sake of it; it's about understanding how it can make a difference, or add value, to our core business.**

## Relationship to Divisions

There are a number of contexts for Divisions. The training will explore each of them -

- engaging consumers and the general community
- engaging general practitioners and practice staff
- engaging other service providers
- participating in community engagement processes led by others.

## Course components - there are four sessions to the day:

### 1. Community engagement - what is it and what is it for?

Contexts | How do Divisions currently engage their 'community of interest'

### 2. Community engagement - principles for robust process

Making it count | Ensuring it is relevant | Tapping into collective wisdom | Danger of assumptions | Typical traps and how to avoid them | Principles for good practice

### 3. Planning for effective community engagement

How to scope conversations that are worth the effort | Setting some clear objectives for community engagement | Identifying the issues and the 'community of interest' | Making it easy for people to participate

### 4. How to do it?

Case Studies - examples of great practice | Techniques to consider | Responding to some typical challenges | Gathering ideas/stories from participants | Taking learning back to the workplace - what now?

## Course structure:

This course is interactive with participants learning many new and varied community engagement techniques throughout the day. The course will be delivered by:

- community engagement specialist, Max Hardy, Twyford Consulting (a Master Trainer for the International Association for Public Participation), and
- Anita Mansfield, Project Coordinator Engaging Communities, (on secondment from the Northern Rivers Division of General Practice.)

The training will commence at 9am and conclude around 4.30pm.

**We hope to see you at one of these 'engaging' courses being delivered from March to May 2007!**

## For additional information contact:

Anita Mansfield | Project Coordinator | Engaging Effectively with Communities | AGPN | Ph: 02 62280826 | Fax: 02 62280899 | Email: [amansfield@agpn.com.au](mailto:amansfield@agpn.com.au)