

NMAHC Health Council Workshop
Outreach, Stakeholder Engagement & Partnerships



December 20th, 2021

Anne Hays Egan with Susan Wilger and Susie Johnson

Stakeholder Engagement

Engage in Outreach

Reach and Involve a
Diverse Representation of
the Community

Bring a Diverse Mix of
People to Council Meetings

Involve People &
Groups in Events

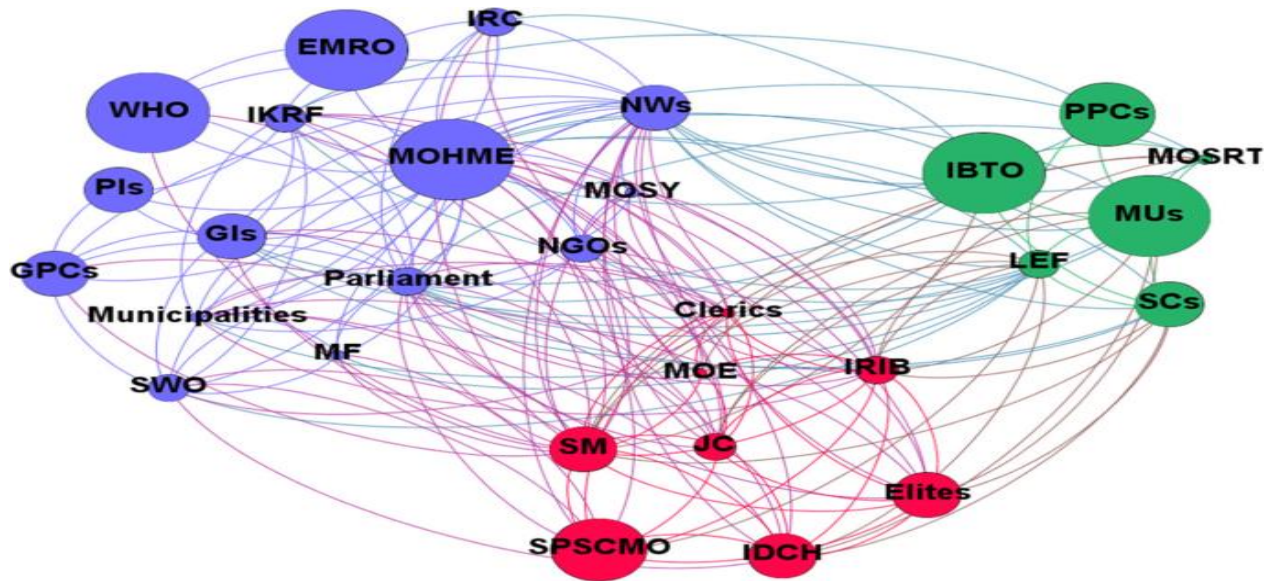
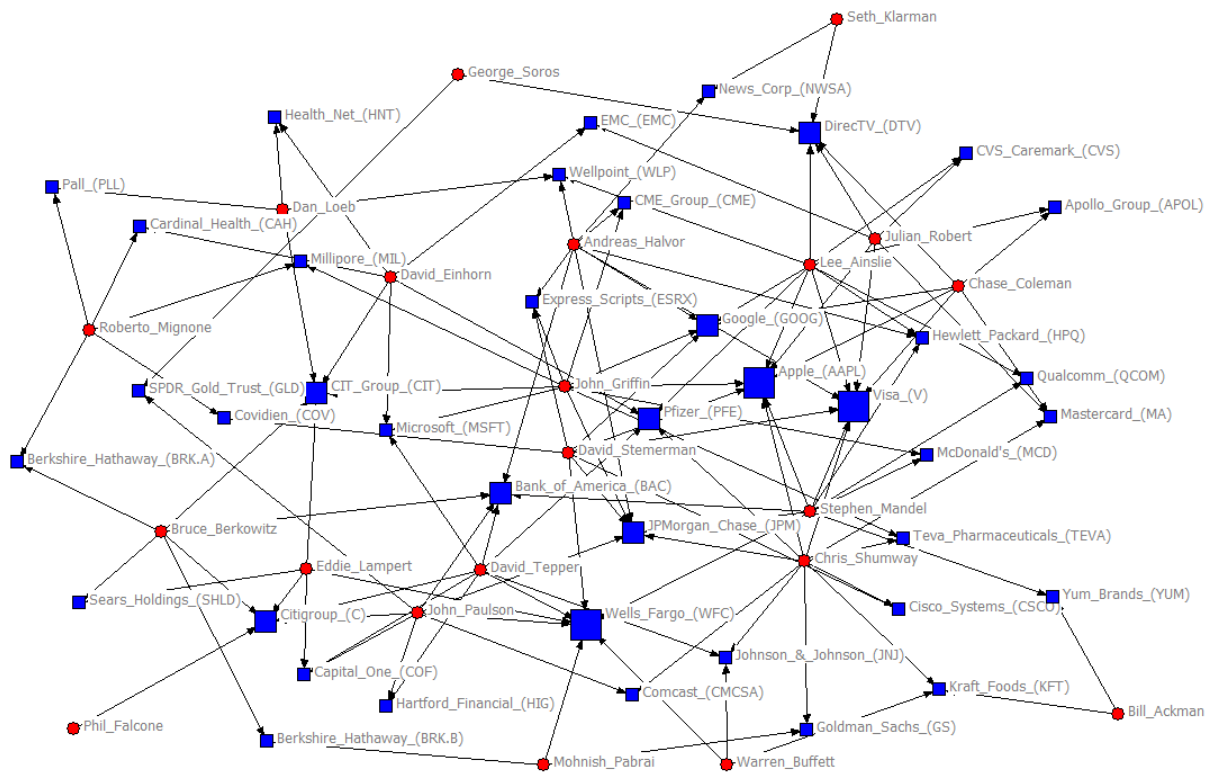
Build Relationships

Involve People &
Groups in HC Work in
Goal Areas

Engage in Community
Organizing

Develop Partnerships

Mapping Your Networks Provides a Roadmap for Outreach





Engagement Tools & Strategies Checklist

- General Outreach – to both the Health Council mailing list as well as the community. Normally through emails, website, newsletter, blasts. General outreach can also include articles in the newspaper, podcasts, radio interviews and other media.
- Digital Outreach – includes many types of social media, like Facebook, Instagram, and other platforms and apps. Videos, podcasts, storytelling and other methods. These offer Health Councils the opportunity to use infographics, interviews, data and stories to engage to share your work and its impact.
- Sector Specific Outreach – involves groups that work in areas of need, planning priorities, DOH SHIP, and council goal areas. This allows individual, agencies and groups working in different areas to collaborate and make a stronger collective impact.
- Personal Contacts & Relationship Building - our relationships are what connect and energize us. We build those one-on-one, and through group activities together: meetings, discussions, planning, mapping, events, working in goal areas. Through relationships, we share how being involved makes a difference. People see how engagement benefits their organization and supports it in a larger landscape.
- Shared Leadership – involving diverse voices, equity focus, with diverse stakeholders in meetings, task forces and projects to collectively shape plans and council work. Engaging the community in planning, and multiple community agencies in collaborative work to plan, develop council goals, engage in community organizing, public policy, and shared funding.
- Equity-Based Community Organizing – reaching out to and engaging different groups and networks, with a focus on greater inclusion, power mapping and power sharing. Involvement of many voices in making positive change. This includes a wide range of engagement strategies, from emails to phone trees, meetings, and specific actions to implement strategies in goal areas.