

# Skills Building Workshop Community Engagement

**STOP  
STOCKOUTS**



# WHO/WHY/WHAT IS SSP?

In 2013, the project organically began working on medicine monitoring which showed prevalence of stockouts in various provinces in South Africa after Umthatha, EC crisis in 2012.

Consortium; TAC, MSF, Section 27, SAHIVSOC, RuDASA, Rural Health Project



# OVERVIEW

Community and stakeholder engagement is an emerging discipline that is becoming a requirement for all organisations to become skilled in this undertaking. The program has relevance to people at all levels of organisations and these skills are transferable across all industries for change.

# SKILLS OUTCOMES

On successful completion of this skills building workshop, participants will have the skills to:

- develop a process to identify and engage with communities/stakeholders
- understand the different levels of stakeholder engagement
- identify the parameters of a project and establish clear community expectations
- develop a community engagement plan
- develop and create successful community engagement initiatives

# PREPARE FOR COMMUNITY ENGAGEMENT

This section covers effective approaches to identifying and understanding the various communities targeted to be involved in engagement activities or programs. It includes development of an analytical framework, defining and assessing the composition of the target community, identifying community cultural systems and protocols and building a community profile. Upon completion of this section participants will be able to:

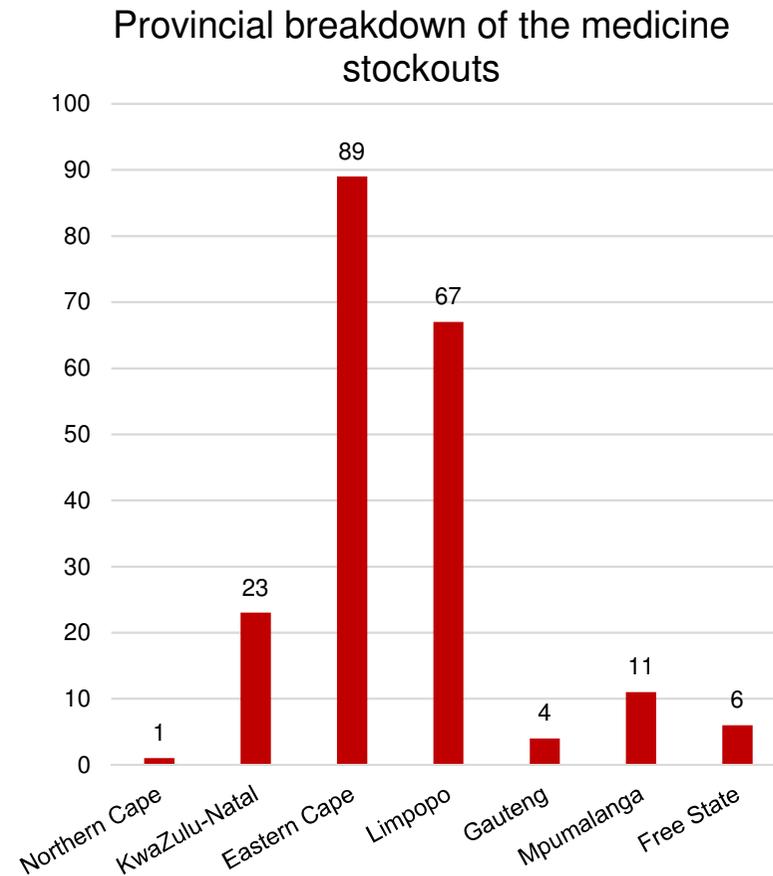
- Develop an analytical framework
- Define the target community
- Assess community features
- Build a community profile

# Breakdown of stockouts by province and medicines

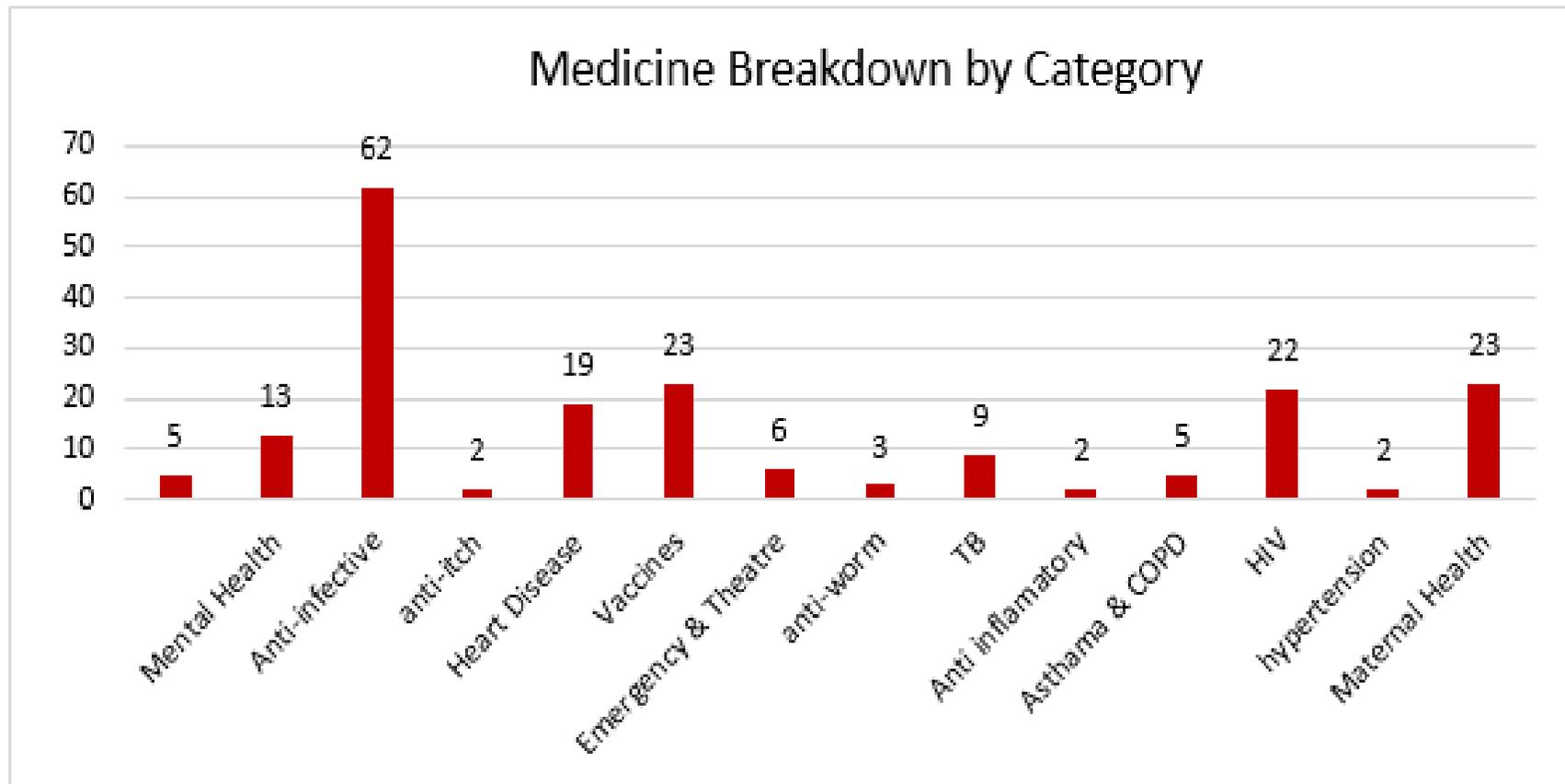
What does that actually mean to the work we do and how we can improve this?

What could be the factors decline in numbers where patients or health care users don't report stockouts?

How do we interpret data to effectively manage or adjust to meet needs of communities on lack of access to services?



# Breakdown by medicines/drugs stockouts



# Build and maintain community relationships

## 101 Skills on Community Engagement

- Set the parameters for relationships or partnerships
- Provide information relating to community engagement
- Build community engagement capacity
- Build community problem-solving capacity

# Develop and implement community engagement strategies

This section covers the design and implementation of effective activities or programs that involve the community in government policy development, planning and decision making processes. It includes issue analysis, scoping, designing, implementing, reporting and evaluating on community engagement activities or programs. Upon completion of this section participants will be able to:

- Conduct an issue analysis
- Scope community engagement activity or program
- Design community engagement activity or program
- Implement community engagement activity or program
- Report on the outcomes of community engagement

# The benefits of engaging stakeholders and the community include:

- Good decision making - resulting from accessing good/additional information
- Establishing new networks and relationships (and further developing existing networks)
- Strengthening communities by keeping them informed about local health issues
- Building trust and confidence amongst stakeholders and the community
- Contributing to the identification and development of leadership in community in relation to SSP
- Provide 'a say' to those who tend to be less involved in or have barriers to participating in decision making processes
- Extending democratic processes to stakeholders and the community in regard to community health and human rights
- More ownership of solutions to current problems and a higher level of responsibility for creating that future
- Fostering a sense of belonging and empowerment from working together

# SUSTAINABILITY



## **Remember one size doesn't fit all**

Decide the appropriate method of engagement for each stakeholder and the community. There may be options to engage groups of stakeholders together and others may be engaged individually or through methods other than face-to-face, such as surveys or web based questionnaires. Some of the engagement tools may require customising for different stakeholders or stakeholder groups.

# COMMUNITY DRIVEN EVIDENCE GENERATIONS

- SSP for example is looking to communities at all levels to report stockouts- without CDEG-there is really no evidence of stockouts
- Our database is as good as junk status?
- Reframing with outcome focus not problem focus in our activities- “Yebo, okulasayo amastockouts aphelile”

## SSP Community Engagement Activities

- Community Dialogues
- Citizen Journalism
- Community Workshops
- Awareness raising (Health talks)
- Theatre, Poetry, etc.

Communication through:

- Local radio stations, SSP paraphernalia

# Consider the following questions

- Why do you need to engage?
- What would a successful engagement look like?

Some of the reasons you would engage stakeholders and the community include:

- Meeting the obligations of a funding agreement
- Developing and delivering on SSP objectives
- Gathering local knowledge
- Identifying emerging issues
- Developing community ownership and responsibility
- Educating the community
- Improving the design and delivery of a program or initiative for SSP at a local level
- Developing ideas and solutions to local health issues
- Obtaining feedback on a plan of SSP
- Identifying and developing partnerships
- Seeking funding and resources
- Making decisions
- Providing feedback on the success (or otherwise) of SSP

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