



Climate and health public engagement Leadership program

Topic area: Public engagement

Session title: Introduction to public engagement deep dives

Funded by

Dalberg



Agenda

- | | | |
|----|--|-----------|
| 01 | Overview of stage 3 | (20 mins) |
| 02 | Storytelling for PE: Self, Us & Now | (30 mins) |
| | (break) | (10 mins) |
| 03 | PE storytelling for various stakeholders | (35 mins) |
| 04 | PE priorities & closing | (25 mins) |

1

Overview

Overall learning journey*



Stages



Core PE growth



Individual elements of core PE growth

Climate change,
Health and PE topics

Leadership topics

3

Catalysing change

Catalysing change is to grow the movement of public engagement at the intersection of climate change and health

2

Building PE toolkit

Building a PE toolkit to enable diverse, inclusive, equitable public engagement in their work

1

Establishing readiness

Establishing readiness by situating the PE transformation journey at the intersection of climate change and health



*The learning journey is spread across 12 months

01:

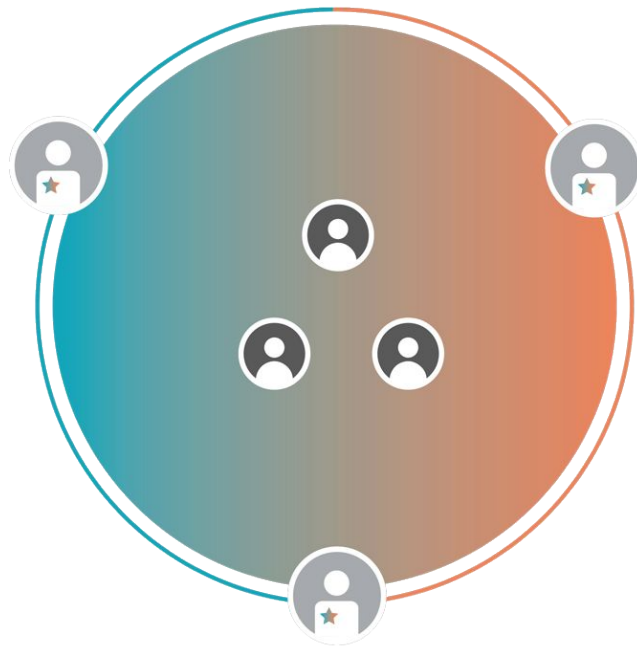
Establishing readiness

Establishing readiness by situating the PE transformation journey at the intersection of climate change and health.

This part of the program will anchor individual PE leadership journeys at the **intersection of climate change and health**.

Changemakers will work to **articulate their PE leadership journey's higher-level purpose, values, and vision** through introspection, sharing, and reflection sessions with the cohort.

This work will set the stage to **build readiness to adopt the processes, mindset shifts and practical strategies** for PE mechanisms in the changemaker's approach.



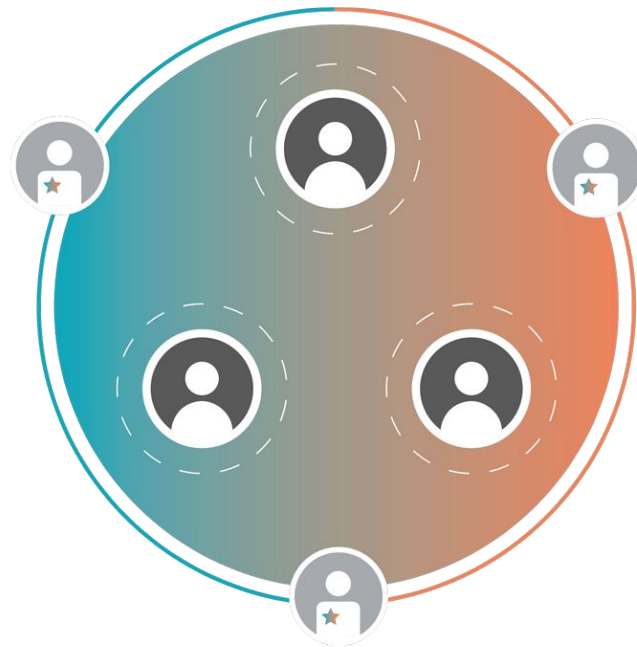


02:

Building PE toolkit

Building a PE toolkit to enable diverse, inclusive, equitable public engagement in their work.

Changemakers will gain the **tangible and practical tools and mechanisms** (such as stakeholder mapping, adaptive leadership, and strategic communications) to **identify opportunity areas for PE in their work** and tailor these skills to their specific needs and growth areas.



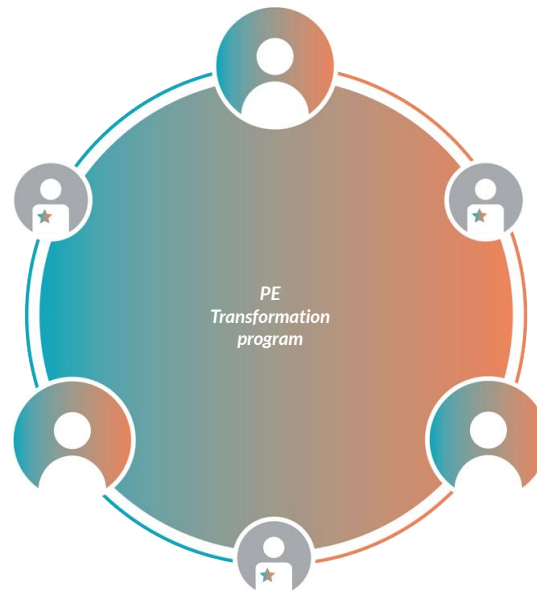


03:

Catalysing change

Catalysing change is to grow the movement of public engagement at the intersection of climate change and health.

Changemakers will work to **envision the systemic endgame of their work** mitigating or adapting to the health impacts of climate change and chart pathways to continue on the leadership journey for sustained PE.



Overview

Community at the centre of public engagement

1. Defining agenda and identifying opportunities

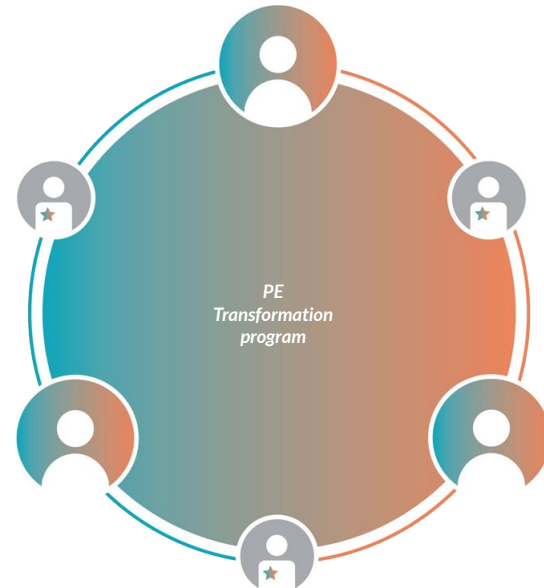
Involving communities in building agendas and shaping the opportunity space, ***reflecting their contexts, histories, needs and aspirations***

2. Researching and data-gathering

Working with communities throughout the learning process, ***sharing agency*** and building capacity.

3. Implementing for impact

Engaging in collective action, shifting power so ***communities have greater agency*** and ownership in bringing new approaches and solutions to life



PE deep dives of stage 3 - overview

We are introducing two shifts in Stage 3 structure:

1. Your individual PE journey and core PE journey are happening in parallel. This means that your remaining **coaching sessions are interspersed with cohort sessions**.
2. We are introducing **optional responsive hours**: Optional responsive hours are sessions between changemakers and coaches and/or other experts to provide specific, additional support. **This is optional, driven by changemaker needs.** Coaches and the program team will support changemakers in finding and connecting with relevant experts subject to whether they are in our networks and willing to engage. **Scheduling in this duration is driven by the changemaker.**

Introduction to public engagement	Coaching and optional responsive hours	Deep dive on PE for community engagement	Coaching and optional responsive hours	Deep dive on PE for policy making	Coaching and optional responsive hours	Deep dive on PE for fundraising	Coaching and optional responsive hours
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The intermittent coaching and optional responsive hours will allow for working more deeply on individual PE priorities. Please take a moment to review the schedule [here](#).

PE deep dives of stage 3

Date	April 28	Week of May 8 & 15	May 25	May 26	Week of June 5 & 12	June 22	June 23
Session	Introduction to PE	Coaching & optional responsive hours	Principles and mindsets for engaging equitably in communities we work	Practice of equitable PE in communities	Coaching & optional responsive hours	Principles of engaging with policymakers	Deep dive on engaging policy-makers

Date	Week of July 10 & 17	July 27	July 28	Week of Aug 7 & 14	Aug 25	Week of Aug 28 & Sept 4	Sept 22
Session	Coaching & optional responsive hours	Principles of public engagement in fundraising	Deep dive on PE for fundraising	Coaching & optional responsive hours	Deep dive on collaboration strategies for PE	Coaching & optional responsive hours	Program closing ceremony

Evolution of PE at Wellcome

To have the greatest possible impact on human health we need to enable the broadest range of people to contribute to, and benefit from, science's potential to change the world.

In supporting Community Engagement, we aim to do 3 things:

1. **Build agendas for research together.** Research that achieves equitable impact must be informed by the people affected by it. We seek to understand more about the needs, concerns, and values of the key stakeholders in the research we fund.
2. **Deliver on our strategies by augmenting scientific knowledge through community input.** We design ways for community generated data or participatory action research to augment scientific and clinical data.
3. **Gain license to operate.** Wellcome is a private foundation operating in the public realm of health research, taking seriously the needs, concerns and values of the communities most impacted by our research is both the responsible thing to do, and a way to demonstrate our trustworthiness.

3 pillars of community engagement

3 ways we engage communities across the strategy

Building agendas together with communities

Context informed decision making:

- Deliberative engagement with affected communities to unpack tensions, acceptance and barriers in research practice.
- Advisory networks

UPSTREAM

Community led data & engagement in research

Trust in research and addressing research gaps:

- Effective and human centered clinical trials
- Community generated data
- Participatory action research
- Community analysis

MIDSTREAM

Community role in ensuring uptake & impact

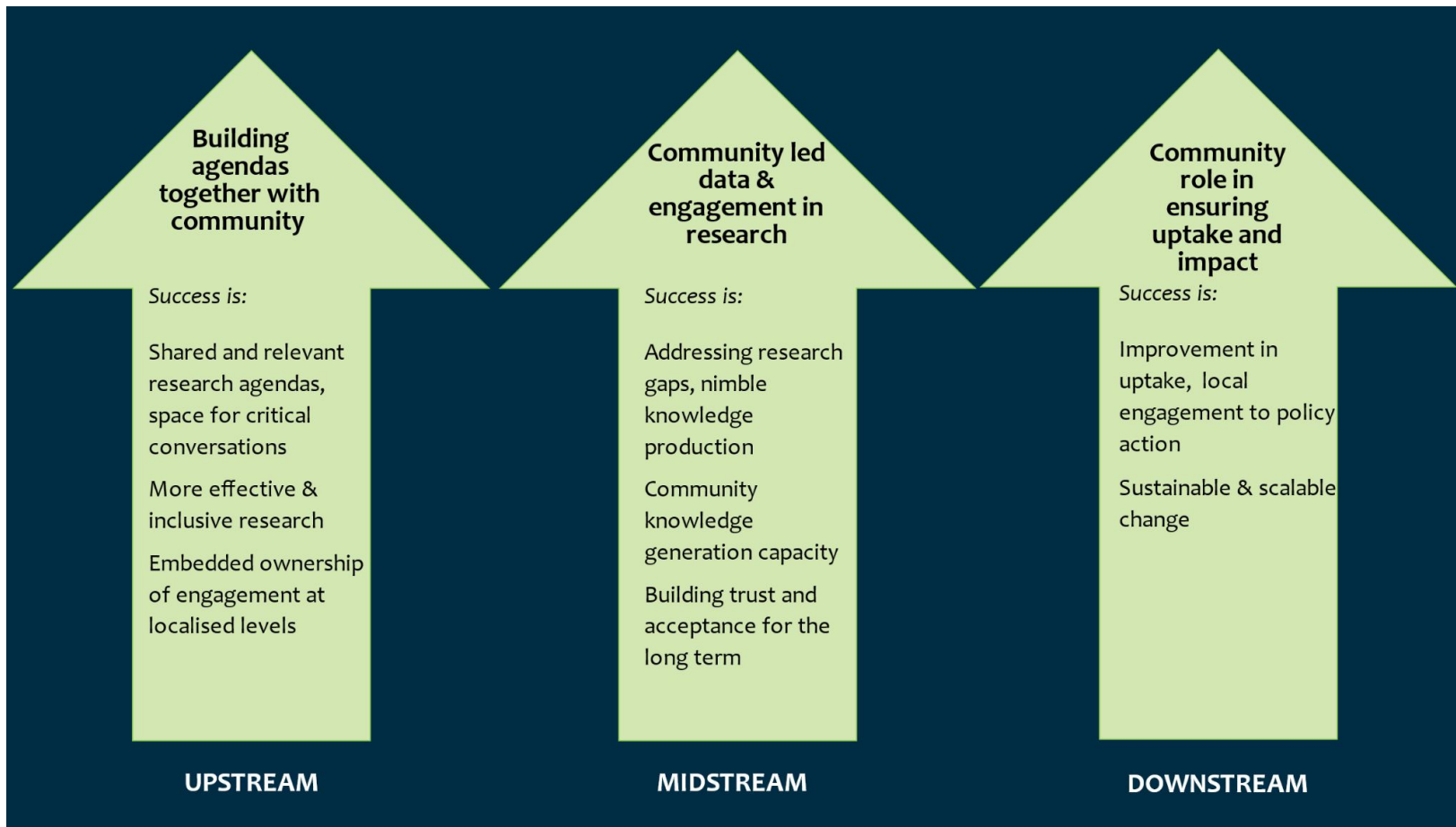
Embedded and sustained impact, shared learning:

- Equipping community leaders with latest evidence and research
- Amplifying community voices
- Involvement of affected communities in creating our campaigning and policy work.

DOWNSTREAM

What does success look like?

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Future directions

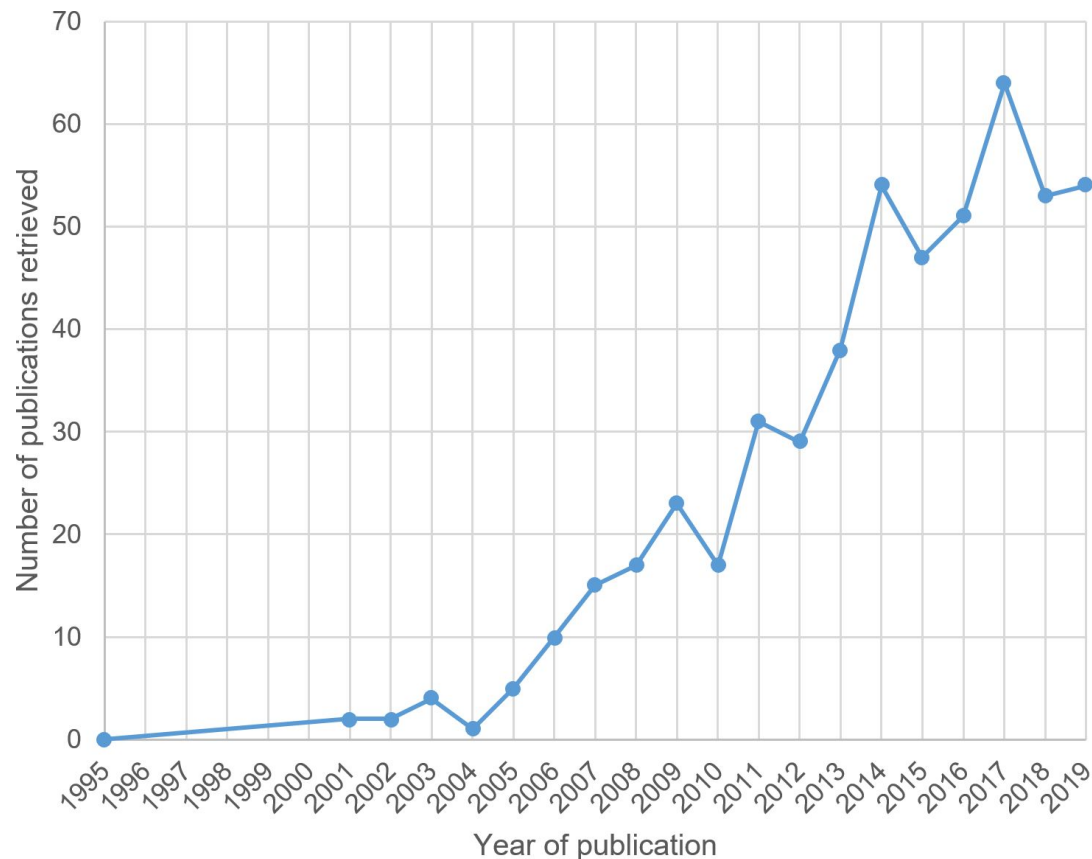
- **Developing infrastructure** for sustainable relationships in key geographies
- **Work with global partners** to join up investment, approaches, communities of practice and evidence of Community Engagement
- **Improving the evidence base** for PE with our partners
- **Devolve resources and funding** to those best placed to deliver equitable public participation and impactful programmes.



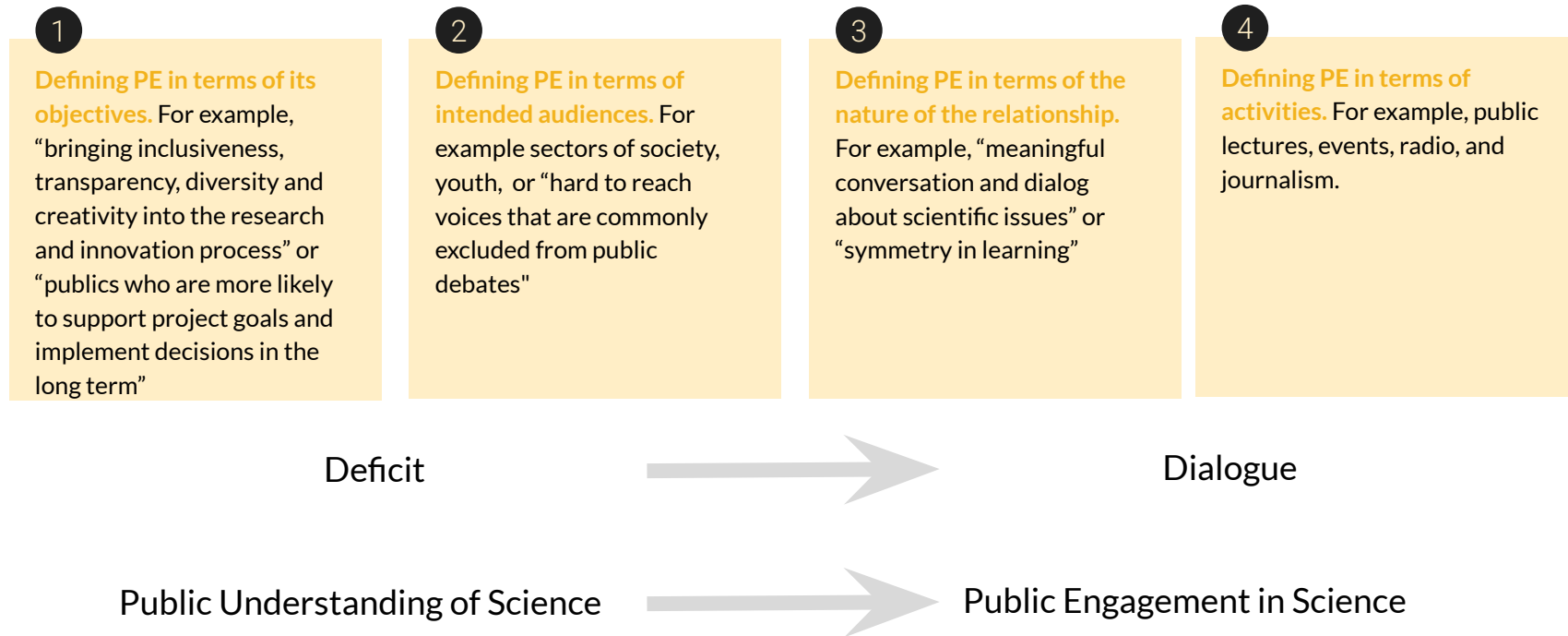
Trends in Public Engagement

Growth in the occurrence of the combination of the terms '**public engagement**' and '**science**' in titles or abstracts in the Web of Science from 1995–2019

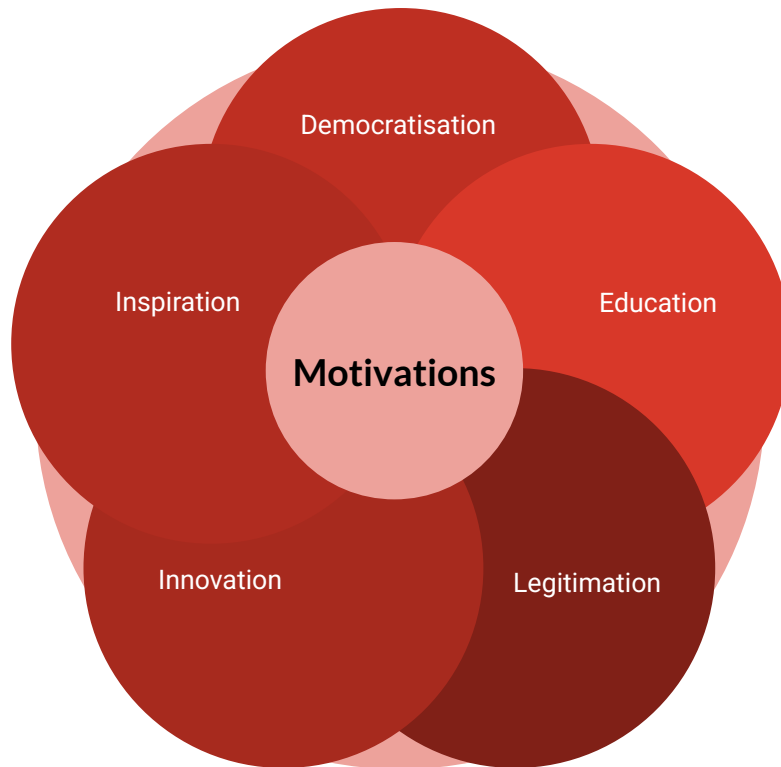
<https://doi.org/10.1371/journal.pone.0254201>



1 Trends in definitions of Public Engagement



Trends in motivations in Public Engagement



Public Understanding of Science



Public Engagement in Science

Trends that illuminate the challenges in Public Engagement

Traditional				Innovative
1	Uni-directional Engagement	×	✓	<ul style="list-style-type: none"> Participation and Inclusion
2	Tick boxing	×	✓	<ul style="list-style-type: none"> From design to evaluation
3	Engagement/Research distinct	×	✓	<ul style="list-style-type: none"> Continuous didactic processes
4	Us vs Them	×	✓	<ul style="list-style-type: none"> Knowledge co-production and
5	As External	×	✓	<ul style="list-style-type: none"> Diverse skill sets

Trends in Public Engagement - From What to How

One public



Many publics

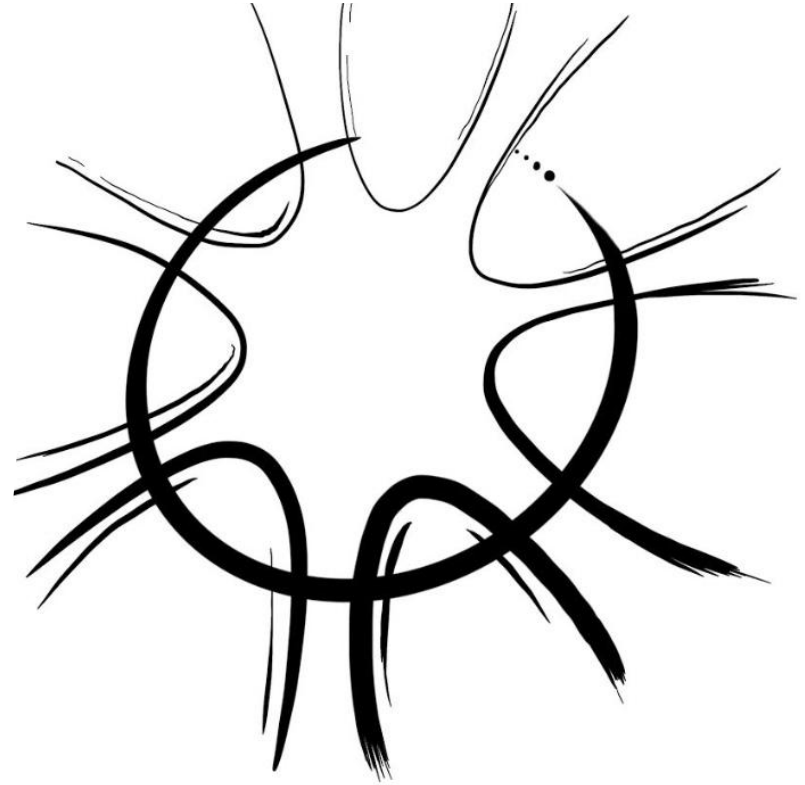
Who needs to be involved and why?

1 Overview

Trends in Public Engagement - From What to How

P.20

Dalberg



Who needs to be involved and why?

02 Storytelling for PE: Self, Us & Now

2 Storytelling for PE

Storytelling is our oldest social change tool

- Storytelling is humanity's oldest "technology" to create social change. When we narrate our histories and activate our imaginations, we foster a process of collective "meaning-making".
- Meaning-making is the way we selectively choose information, sequence it, bound it (identify a beginning, middle & end), and then use this interpretation to identify courses of action.
- When we tell stories together, and over time, we can **activate *collective agency*, the ability for groups to cohere and create a shared future.**



A specific type of Storytelling has become dominant

- Modern, capitalistic storytelling often features **linear storylines and heroic actors overcoming problems**. This has become the dominant way of crafting stories in many industries and sectors, including the nonprofit/social sector.
- These stories exist to **influence (“sell”) rather than cohere**: they position individuals/organizations as powerful agents who address social challenges through single solutions.
- Often, these stories **reinforce existing power narratives** about who and how social change should happen, ultimately **limiting the set of options available for systems change**.



Why Storytelling and Systems?

- Systems approaches require many **stakeholders, often with differing viewpoints**, to come together over long periods of time to affect change.
- **Heroic, linear narratives are particularly dangerous** for complex, systemic issues because they prioritize single solutions, often from privileged actors.
- We need to revitalize Storytelling practices that **keep groups together** while learning: considering viewpoints, testing and experimenting, evaluating, learning from failure and trying again.



Rethinking Storytelling

From Transaction



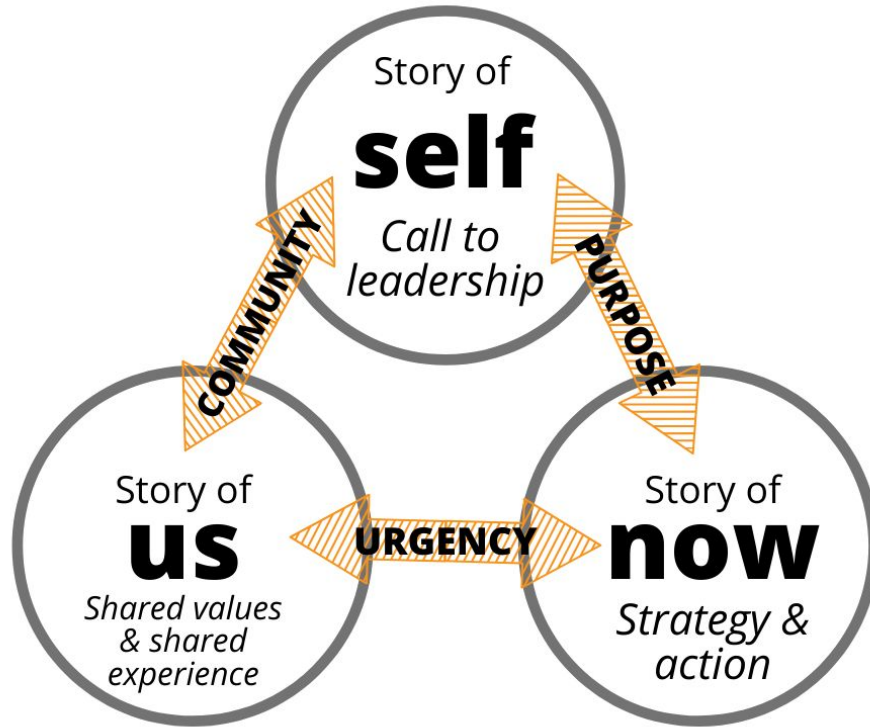
- How does Storytelling as a *product* convince others to think or do in specific ways?

To Transformation



- How does Storytelling as a *practice* bring us together by reshaping how we see a system?

The story of self, us and now



1 A story of self: Why were you called to motivate others to join you in this action? What stories can you share that will enable others to “get you.” How can you enable others to experience sources the values that move you not only to act, but to lead? *Focus on this section, trying to identify key choice points that set you on your path.*

2. A story of us: To what values, experiences, or aspirations of your community – in this case your cohort at the very least – will you appeal to when you call on them to join you in action? What stories do you share that can express these values? *Describe this “us” in two or three sentences.*

3. A story of now: What urgent challenge do you hope to inspire others to take action on? What is your vision of successful action? What choice will you call on members of your community – in this case, your cohort – to make if they are to meet this challenge successfully? How can they act together to achieve this outcome? And how can they begin now, at this moment? *Describe this “now” in two or three sentences.*

Read [here](#)

Group share: Story of self

1. What are sources of your own calling of working at the CxH intersection?

List every job or project that you have ever been involved with that are connected with these values (or not). Be expansive; include things like camping in the wild, serving in a youth group, going to a political rally, organizing a cultural club, experiencing a moment of transcendence. List classes you have taken, projects you have led, and work that you have done that connects with your values.

2. What critical choice points can you recall?

Some of the moments you recall may be painful as well as hopeful. Most people who want to make the world a better place have stories of pain, which taught them that the world needs changing, and stories of hope, which persuaded them of the possibility. You may have felt excluded, put down or powerless, as well as courageous, recognized, and inspired. Be sure to attend to the moments of “challenge” as well as to the moments of “hope” – and to learn to be able to articulate these moments in ways that can enable others to understand who you are. It is the combination of “criticality” and “hopefulness” that creates the energy for change.

3. What stories can you tell about these choice points?

What factors were behind your decision to pursue a career in public work?

Was there pressure to make different choices?

How did you deal with conflicting influences?

Who in your life was the person who introduced you to your “calling” or who encouraged you to become active? Why do you think that they did this?

Whom do you credit the most with your involvement now in work for your cause?

Why storytelling for change is complex

Systems change when people change how they relate to others, who they are in relationship with, and what they believe they are capable of doing.

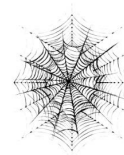
- Build empathy
- Shift mindsets
- Heal
- Build new connections
- Teach and learn
- See new possibilities/futures



STORY AS LIGHT



STORY AS GLUE



STORY AS WEB

Why storytelling for change is complex

What makes it hard to tell stories about systems change?

- Power and Trust
- Complex nature of the system
- Skills resources and capacity
- Readiness to receive stories
- Bias



BREAK

03 PE storytelling for various stakeholders

Multipronged storytelling: **The #Cityzens4CleanAir Campaign**

PE Goal: Despite an urgent need for healthy urban environments, the continent's mostly unplanned urban development, coupled with **unresponsive governance** in growing cities, offer few opportunities for health creation and disease prevention, with most **urban residents** also experiencing environmental vulnerability.

Target audience and motivations	<i>Grassroot</i>	<i>Grasstops</i>
	Specific focus on youth citizens in urban environments . Focus on 'citizen science', gathering data and research , and using those insights to inform advocacy and awareness raising.	The aim to engage with decision-makers at multiple levels in iterative processes. Local government stakeholders within urban environments and global stakeholders at COP27.

What does success look like?

- Development of an advocacy campaign that engages grasstops decision makers.
- Youth participation and downstream awareness raising through urban runs.

Multipronged engagement - The #Cityzens4CleanAir Campaign

Becoming a

UrbanBetter Cityzen Run Leader

01

We'll work with you to design running experiments and prepare you for the pack run you'll lead in a first workshop

02

You'll recruit other young people to join social pack runs with you in your neighbourhood

5-10km
in distance

03

During your first run, you'll wear a small monitor that will track air quality.

04

In all your runs, you'll use an app to capture information (photos, videos, audio, text) on features of the environment that influence air quality and your ability to run safely in your city

05

After the runs, we'll analyse the data you collect on air quality and on what makes it easier or more difficult to run safely and share these findings with you in a second workshop.

You'll also get to find out what other Run Leaders found during their runs in other parts of the city.

06

Together with other Run Leaders, we'll work with you to co-develop advocacy messages in the second workshop using the data you collected during the runs.

07

Throughout, you'll share your involvement on social media and encourage friends and peers to join you.

08

In November, you'll join youth across the continent to participate in advocacy activities for clean air and runnable cities in your city while COP27 is happening in Egypt.

Multipronged engagement

Citizens4CleanAir Run CAPE TOWN

The Citizens for Clean Air campaign aims to amplify youth voices with advocacy on air pollution, climate and health using citizen scientist data generated by young people. The campaign aims to highlight:

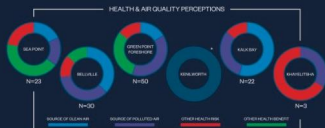
- the existing inadequacies in the measurement of air quality within rapidly urbanising African cities and the importance of access to healthy public spaces conducive to physical activity,
- the crucial role that young people can and should play in developing interventions that shape the urban health environment for health and climate resilience.

Using an open call for applications, young people aged 18-35 years in Cape Town, Accra and Lagos were invited to apply to be citizen scientists.

In Cape Town, successful applicants attended a 2-day workshop on 20-21 July 2022 to co-design and implement a campaign on clean air, physical activity and healthy public space. The citizen scientists, also known as Run Leaders each designed a running route and recruited members of the public to join them on their run. The routes were designed to capture diverse socio-economic levels across the city (see map below).

On the 30th of July 2022, Run Leaders, joined by over 60 runners, took to the streets of Cape Town to run their designated 5-10km routes. During the runs, they collected data on air quality using wearable sensors. Using a bespoke mobile application, citizen scientists also captured multimedia (photo, audio, video, text) geocoded data on aspects of the built environment that influence health and perceived sources of polluted or clean air encountered during the run.

The results from the data stories generated by these citizen scientists highlight the importance of publicly available and localised air quality data. This project further demonstrates the feasibility and (as yet untapped) potential of engaging youth in participatory measurement and decision making for healthy climate-resilient cities.



6 NEIGHBOURHOODS



UrbanBetter

Oni et al.

Link

PE storytelling for various stakeholders

Multipronged engagement

Run Leaders were re-convened in a second workshop in each city to review the results from the data they generated during their runs and used this information to design an advocacy campaign that they implemented in October and November in the run up to, and at, the COP27 meeting in Egypt.

<https://www.theguardian.com/global-development/2023/apr/19/a-precision-approach-to-activism-distance-runners-join-fight-against-africas-air-pollution-acc>

<https://youtu.be/hV6R8un7MS0>



Grasstop storytelling: State of Aadhar

PE Goal: Dalberg's goal was to produce a "neutral" assessment of how the digital identity system has fared in the last 10 years. This assessment was crafted in service of improving scope of inclusion of marginalised population to access services.

Target audience and motivations	Grassroot	Grasstops (primary audience)
	<p>Specific focus on historically marginalised, sexual and gender minorities: involved in research to elevate lived experiences of exclusion and consequences.</p> <p>Low income segments of people: involved in research stories of success and unintended consequences of digitising identity.</p>	<p>Government of India: Bureaucrats and State govt. Departments wanting to understand how the world's largest digital identity program can be improved to better serve the population.</p> <p>National media: public and private publishing stakeholders for building dialogue with civil society organisations</p>

What does success look like?

After the release of the assessment in a public event in the national capital, in the presence of ex-chief justice of India's Supreme court:

- Close door discussion with relevant Govt. departments to help understand the findings. Post launch the data was made available digitally in the public domain.
- Collaboration with national publications on highlighting the need for inclusion of marginalised communities. See more in the [press](#) section.

Grasstop storytelling: State of Aadhaar

The study distils insights drawn from two national household surveys on Aadhaar, conducted between May and September 2019, and subsequent human-centred design research. Capturing the experiences and perspectives of over 167,000 residents, together these surveys represent the largest primary dataset on the use of Aadhaar and, more broadly, digital ID anywhere in the world. <https://stateofaadhaar.in/index.php>

Perceptions, Satisfaction, and Trust

2.4 Perceptions, Satisfaction, and Trust

A majority of residents say they benefit from Aadhaar. For a minority, Aadhaar has given them first-time access to identification—and subsequently to services such as bank accounts, SIM cards or PDS rations. For most residents, the fact that Aadhaar is universally accepted makes their lives easier. However, Aadhaar's most widely perceived benefit is also its greatest challenge: the same residents who appreciate Aadhaar's universality worry about the risks that come with linking all services to a single ID.

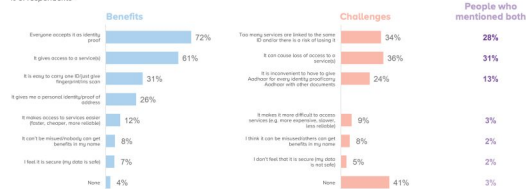
Most people trust the Aadhaar system to protect their data and their welfare benefits. However, a minority worries about the potential misuse of their Aadhaar, and 2% of people have experienced fraud that they see as being related to Aadhaar, diminishing their trust.

An overwhelming majority are satisfied with Aadhaar—even if they have had a difficult experience.

Most people have experienced clear benefits from Aadhaar. For the majority, the main benefit is the convenience of having a single, universally accepted ID.

Most people said they were benefiting directly from Aadhaar: 75% of people felt it had improved their lives. People especially appreciated that Aadhaar is universally accepted as proof of identity and/or address—a single ID that covers everything (72% of people considered this one of Aadhaar's top benefits; see Figure 12).

Figure 12: Benefits and challenges of Aadhaar that are perceived as most important
% of respondents¹

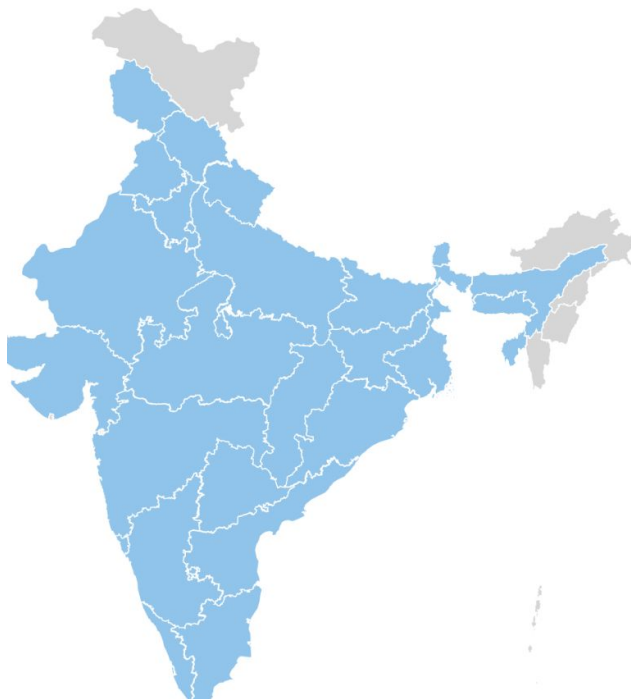


Source: State of Aadhaar in-depth survey, 2019 (n=107,320). Note: All respondents were asked to select up to 10 benefits and challenges that were important to them. There is no capping challenge to the benefit of 'it gives me a personal identity proof of my own'. Numbers in the text and the chart may not match due to rounding.

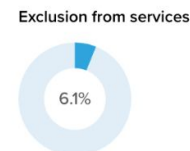
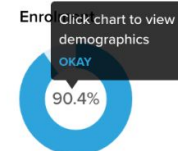
However, many people recognise the ways in which Aadhaar's universality is both a benefit and a risk—and some people find Aadhaar inconvenient

Residents' views were nuanced. One-fourth (28%) of residents considered Aadhaar's ubiquity to be both a benefit and a concern. One-third (31%) worried about tying many services to one ID—and the potential of losing access to all at once—even as they appreciated that Aadhaar provides access to services (see Figure 13).

Not everyone saw Aadhaar as convenient: some (24%) saw Aadhaar as one more document to provide—another bureaucratic hurdle in addition to the other documentation required to access their services.



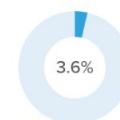
India



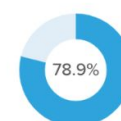
Satisfaction



Error rates



Ease of use



Grassroot storytelling: GSMA

PE Goal: GSMA partnered with Dalberg to understand barriers to internet adoption and use to partner with mobile operators to address the growing digital skills and literacy gap in Ghana and India. The aim was to advance understanding of the potential of mobile and internet use to advance livelihoods, amongst more vulnerable communities in both countries who are less likely to keep up with the pace of technological change.

Target audience and motivations

Grassroot (primary audience)

Grasstops

Women in rural India and youth in peri-urban Ghana: seeking to better connect, learn and find new opportunities for economic empowerment, but who may not have knowledge on how the internet could help

Mobile network operators in India and Ghana: video and animation formats created for distribution through various in-person and digital channels, aiming to reach core and untapped markets, increasing demand for internet-based services.

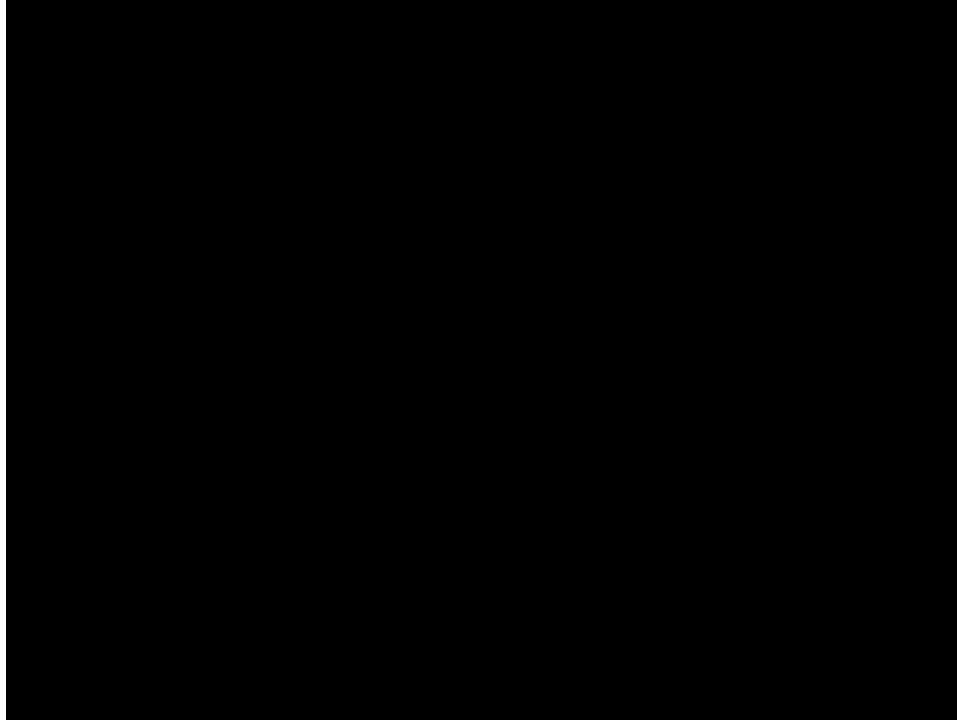
What does success look like?

- Pilots across regions, scaling to more regions
- Adaptation to include additional local use cases to ensure they resonate with communities
- Investment in additional learning and support programs around the core materials

PE storytelling for various stakeholders

Grassroot storytelling: GSMA

How can I share messages I've received on WhatsApp with others?



Grassroot storytelling: Eh!Woza

Eh!woza operates at the intersection of science communication, youth advocacy, community engagement, and skills development to merge the biomedicine of disease with its social impact.

PE Goal: Develop infrastructure for sustainable relationships in key geographies, work with global partners to join up communities of practice and evidence of Community Engagement.

Target audience and motivations

Grassroot

Eh!Woza enlist beneficiaries as active partners and facilitate access to accurate information while promoting honest conversations, storytelling, and representation of health and disease. Over the long term, their aim is to encourage positive health-seeking behaviour, engender trust, and ultimately decrease stigma.

What does success look like?

- Contribute to developing shared and relevant research agendas which are more effective and inclusive within the HIV + TB space.
- Increased trust in research and science, community uptake and access to research outputs e.g. therapeutics

Grassroot storytelling: Eh!Woza



Grasstop storytelling: KWTRP Researcher

This project focused on 1) sickle cell disease (SCD) researchers' need for a better understanding patients' experience and views to improve their working relationship with research participants, and 2) the stigmatization of SCD-affected families by community members due to lack of understanding and myths about the disease.

PE Goal: Building agendas together with communities for context informed decision making, engagement in research to facilitate trust in research and to increase uptake of research outputs.

Target audience and motivations	<i>Grassroot</i>	<i>Grasstops</i>
	Patients and Patient Families	Researchers and Healthcare workers
What does success look like?	<ul style="list-style-type: none"> • Better health literacy, trust in interventions, fuller dialogues around care and ability to decrease fear and stigma. • Access and uptake of research opportunities (trials, studys) and their outputs. 	<ul style="list-style-type: none"> • Contributing to a culture for engagement and embedding this as a core area of ongoing practice within the research program. • Researchers understand patients' experience and views to improve their working relationship with research participants.

Grasstop storytelling: KWTRP Researcher

This was completed via in-depth engagement with children living with SCD and their families, the project created four stories inspired by real-life events, portraying the myths, misconceptions, and success stories around people living with SCD. The comic is used in the community and through KWTRP's school program



04 PE priorities

Exercise step 1 - PE Priorities north star

Name:

STORY OF NOW

What is your urgent PE goal? What might be priorities in the next 3-6 months? What could you achieve through successful PE? What "action" might you call upon in service of the vision? Write no more than 2-3 sentences.

STORY OF US**Key stakeholders**

List 1-2 stakeholders in your grassroots and grasstops, who are the target for PE efforts. Refer to stakeholder mapping from systems thinking session. Remember to look at the stakeholders from the CxH intersection lens.

Motivations to tap and actions to call

What will make them act urgently in alignment with your priorities? What might they gain? What might inhibit them from acting and how will your PE efforts influence and mobilise them? Refer to the values, loyalties and losses(VLL) exercise from Adaptive leadership. If you have not mentioned them earlier, repeat the VLL exercise with the priority stakeholders.

Grassroots:

Grasstops:

What does success look like?

For you:

For your organisation/initiative:

For the communities: