



Overcoming Barriers

Common Types of Barriers

Basic

- Physical
- Language
- Situational (ex. child care)
- Not invited
- Unaware of the issue
- Time
- Cost

Attitudinal

- Apathy
- Complacency
- Habit
- Fear of change
- Negative perceptions

Community Dynamics

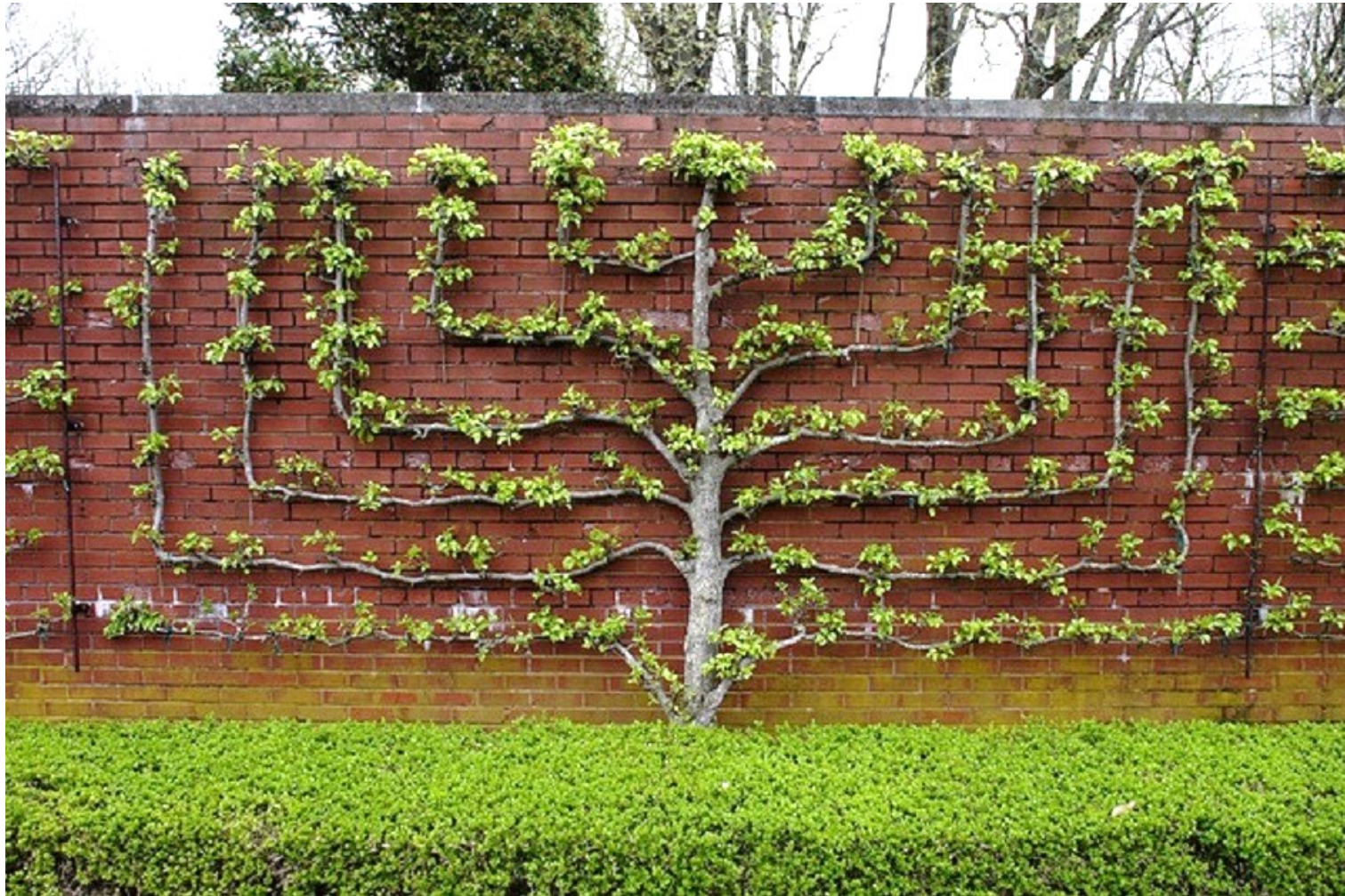
- Turf
- Competition
- Priorities

Past Experience

- History
 - Bad blood
 - Tried that
- Disempowerment
- Not enough action/lengthy process

Interactions/ Communications

- Disconnection
 - Outsider
 - Lack of knowledge about the community
- Expectations
- Silos



Change is a process, not an event

Prepare

Establish

- Purpose/scope/goals
- Community/ies

Review

- Neighborhood plans
- Profile (demos, land use, etc.)
- Community assets
- Recent media

Familiarize yourself

- Who lives there/diversity
- Changes in neighborhood
- Any community decision making processes

Identify

- Problems/potential barriers
- Possible solutions
- What you can do now and ultimately what you'd like to accomplish
- Who you know
- Stakeholders
- Who you need to get to know
- Level of community involvement desired

Levels of Involvement

Inform: One way street; told what's happening

Ask: Give options; gives information to help others make decisions; provides feedback

Consult: Provides feedback; approach seeing approval; option to get involved

Participate: Bought-in; help strategizes and/or promote

Collaborate: Shares ownership of project; formal role; allows others to take a leadership role

Awareness

Engagement

Partnership

Leaders and Allies

Seek Information

- Potential partners who work in the area
- Respected local leaders
- Decision makers
- Early accepters/interested residents

Influencers make inroads

- Open doors
- Recruit others
- May take on leadership role

Listen & Learn

- Discuss barriers they perceive
- Past successes and failures
- Connect to local priorities
- Understand motivations

- Receive input on your outreach strategy and messages

Ask for buy-in

Community Outreach

Methods

- Segment your audience
- Determine approach for each
- Communicate regularly and with diverse approaches
- Introduce, involve, inform

Common approaches

- Community meetings
Newsletter
- Door-to-door
- Partner publicity
- Tabling

Engage

Create your 'tribe'

- Recruit leaders, supporters, cheerleaders
- Invest in community ideas (grants, materials, etc.)
- Involve group in finalizing your plan, including the sustainability plan
- Maximize opportunities for involvement in all stages of the processes
- Let them to tell others

with them

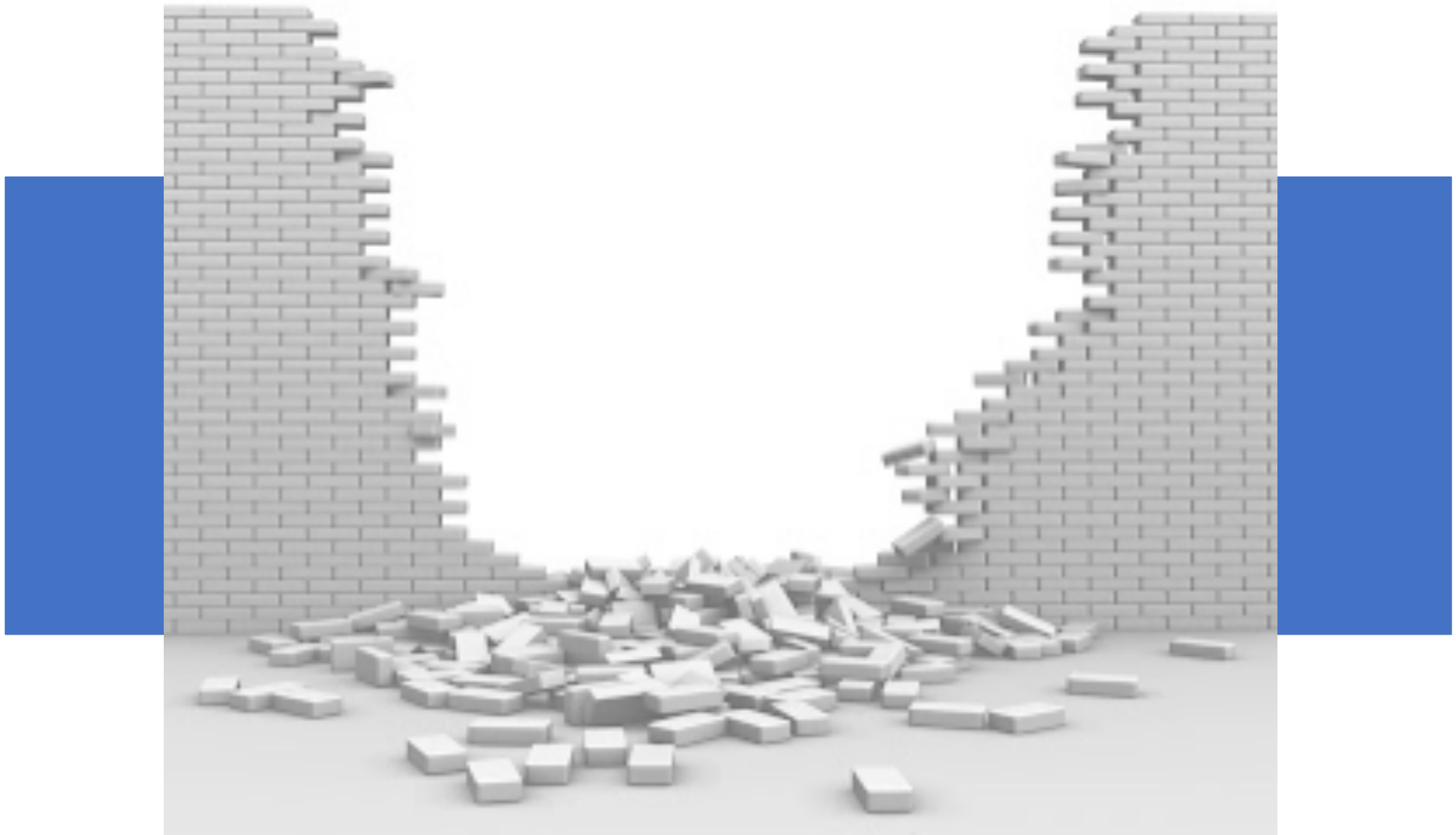
Build ownership

- Educate & equip

Engagement Tips

- Be clear and set expectations
- Communicate with your audience in mind
- Go to them
- Make it simple to participate
- Spread the net wide(r) by asking others to involve their peers or neighbors
- When possible, compensate people for feedback or participation





Suggested Reading

Tools for Change:

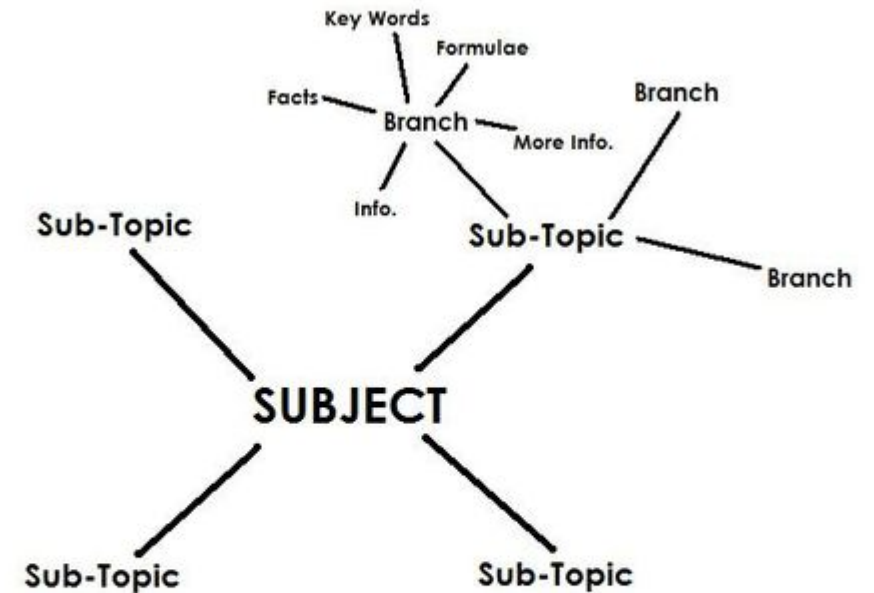
<http://www.toolsofchange.com/en/tools-of-change/overcoming-specific-barriers/>

Community Tool Kit:

<https://www.communityplanningtoolkit.org/sites/default/files/Engagement.pdf>

Exercise overview

1. Identify a barrier
2. Note related challenges that contribute to the barrier
3. List possible solutions to each challenge
4. Indicate if other challenges arise due to possible solutions
5. Add any additional solutions to challenges
6. Circle best solutions as course of actions



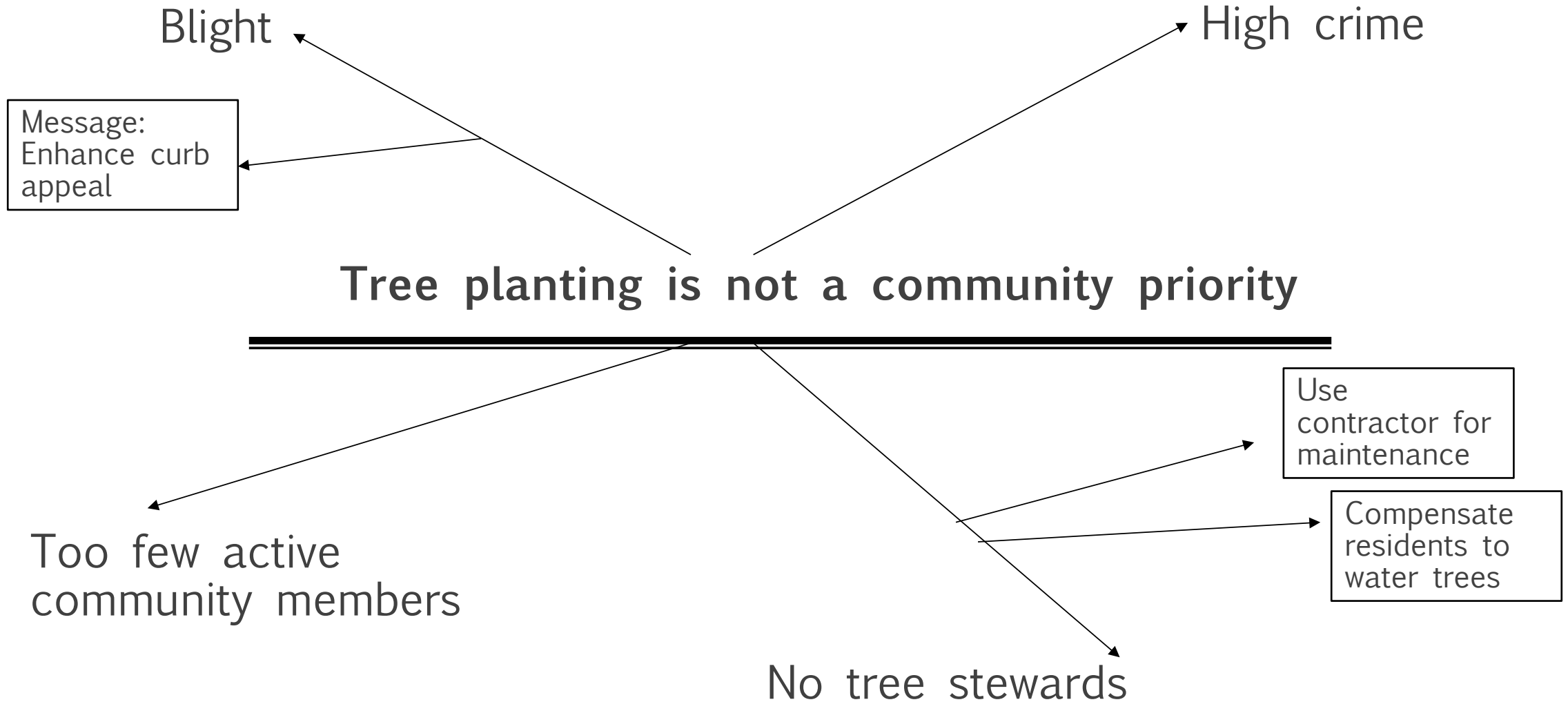
Step 1: Identify a barrier

Tree planting is not a community priority

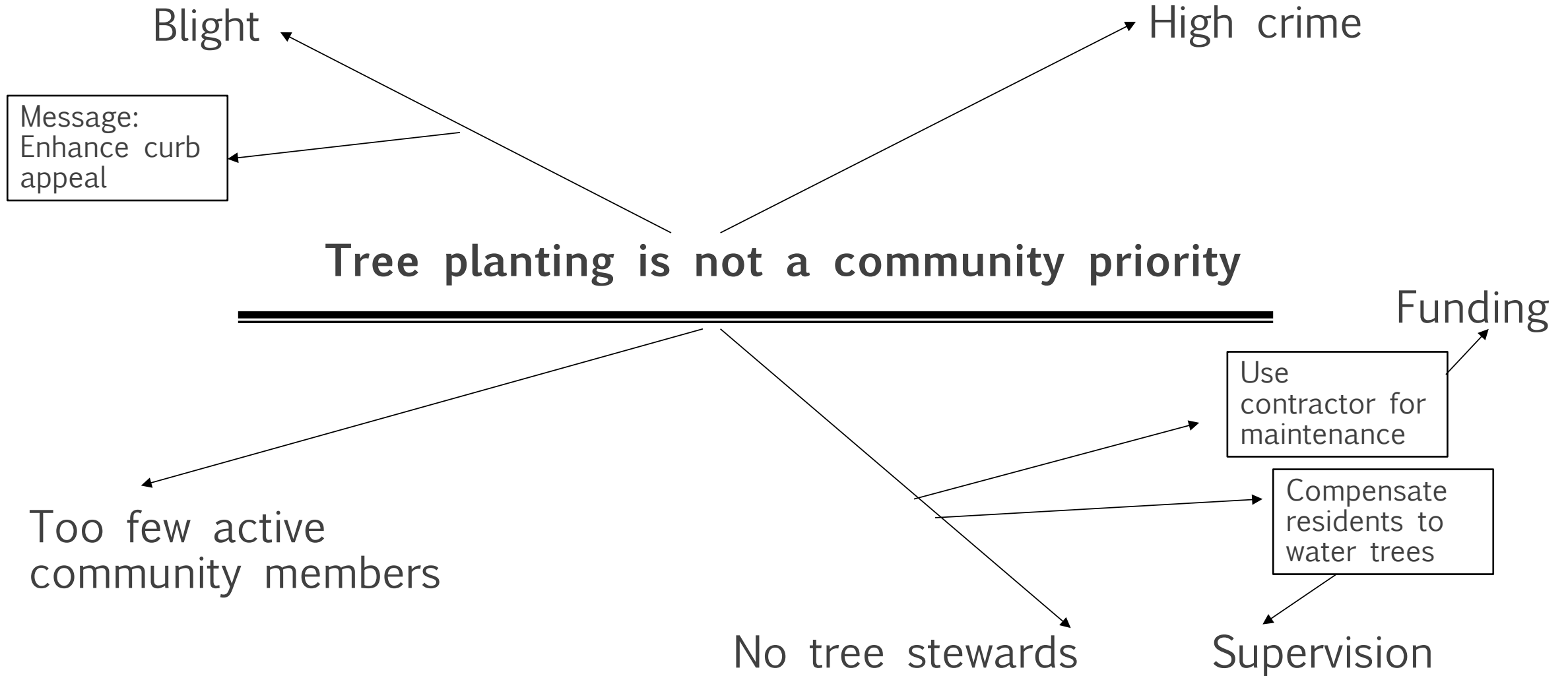
Step 2: List unique challenges that contribute to the barrier



Step 3: Brainstorm possible solutions



Step 4: Consider challenges that may arise



Step 4: Add additional solutions if needed and circle best approach



Examples of Barriers and a Related Challenge

- Negative perception of trees
 - Roots break pipes
- Resistant to 'outsiders'
 - History of broken promises from outside organizations/agencies
- Dual community associations
 - Divide between new residents and old residents

Questions

- How similar or different were the challenges the members of your group identified?
- Where any unexpected? Why?
- Did you identify any new ideas for solutions?