

# Community Involvement for Integrated Solid Waste Management Planning

Keys to gaining input, participation  
and community buy-in

## Overview of Key Factors to Community Involvement

- Education, raising community awareness
- Developing an outreach strategy
- Forming a working group (or committee)
- Gaining community buy-in
- Building partnerships, connecting to resources

## What are some goals of a successful outreach plan?

1. Identify your target groups
2. Find ways to create partnerships, volunteer opportunities, working groups and collaboratives
3. Continue to assess community needs and resources
4. Analyze Problems and Goals
5. Develop a framework or model of change

## Informing and Educating your Community

Education → Awareness → Interest → Participation

- Chose areas of concern to raise awareness on
- Prioritize these concerns
- Use visuals wherever possible (examples of before and after, display pictures of your current situation and an example of a desired outcome)

Newsletters, power point presentations, bulletins, and posters are all good modes of outreach

## Developing an “Outreach Package”

1. Includes Intentions, Education
  - Critical SW Situation, Health Risks, Pictures, Mapping and Diagrams if available
2. Appropriate for Outreach Events
  - workshops, presentations to council meetings, community meetings, one-on-one discussions, website, public service announcements, newsletters, fact sheets, bulletins
3. Explains the current situation
  - Use VISUALS
4. Describes the “at what cost...?” process
5. Provides both community impacts and benefits
  - Again with the VISUALS



### Stakeholders: People and groups who hold an interest

Community Members	<ul style="list-style-type: none"> <li>◇ Elders</li> <li>◇ Youth</li> <li>◇ Tribal Council members</li> <li>◇ General Community</li> </ul>
Community Organizations	<ul style="list-style-type: none"> <li>◇ Non-profit groups</li> <li>◇ Advisory Committees</li> <li>◇ Workgroups</li> </ul>
Local Governments	<ul style="list-style-type: none"> <li>◇ Environmental Services</li> <li>◇ Health Services</li> <li>◇ Work Services</li> <li>◇ Solid Waste Services</li> <li>◇ Water &amp; Wastewater Services</li> <li>◇ Planning Services</li> <li>◇ Community and Cultural Services</li> </ul>

Stakeholders:	
Business	◇ Grocery/General Stores
Community	◇ Auto Store
	◇ Thrift Store
	◇ Laundromat
	◇ Construction Co.
	◇ Casino
Educational Institutions	◇ Schools
	◇ University
State and Federal Government Departments	◇ EPA
	◇ IHS
	◇ Dept. of Environment
Community based health care providers	◇ Health care professionals
	◇ General Practitioners
Media Providers	◇ Radio
	◇ TV
	◇ Newspaper

How would your outreach approach differ amongst various target groups?

For example: Collecting Surveys

- **Elders:**
- **Youth:**
- **General Community:**
- **Non-members:**
- **Businesses:**



# Surveys

## Why Survey?

- Find out what people know
- Find out what people's interests are in the situation at hand
- What are people's concerns?
- Get a general picture of disposal practices (behaviors)
- Find out what your community resources are (what people can contribute /volunteer to your project)
- Ask for recommendations of who people think good workgroup members would be

## Example Survey:

[http://www.zendergroup.org/docs/sample\\_survey.pdf](http://www.zendergroup.org/docs/sample_survey.pdf)

# Types of Surveys

Telephone interviews

Written surveys/Questionnaire

Home visits/interviews



## What makes a good survey?

A good survey:

- Is Consistent
- Is well advertised
- Follows a survey design
- Focuses on the purpose
- Is short and simple
- Uses clear language
- Contains short sentences
- Asks straight forward questions
- Gives a range of possible answers instead of “Yes/No” options

[http://www.zendergroup.org/docs/survey\\_manual.pdf](http://www.zendergroup.org/docs/survey_manual.pdf)

## Discussing Key Questions:

What about hard to reach groups or community members?



## Discussion Key Questions

How do you get non-members involved?

What are ways to obtain their opinion?



## Community Meetings

- What kind of meetings does your community hold?
- How do you get people to attend?

## Outreach Events

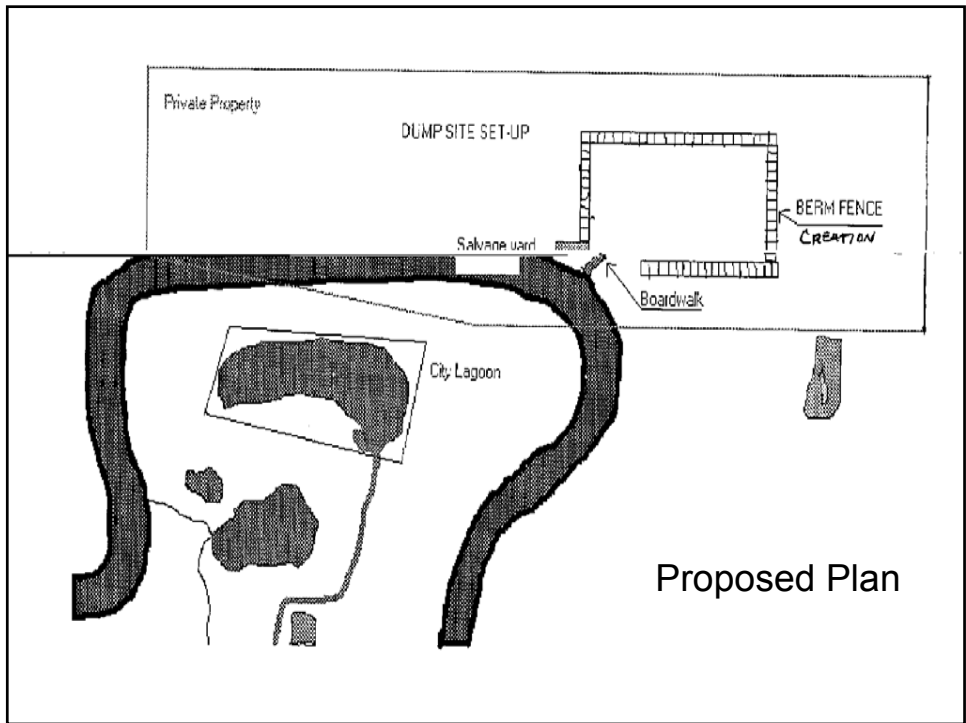
- Regular Community or Council meetings
- Potlucks
- Clean up events, recycling events
- Health Fairs
- Gardening/composting events
- School presentations



## Tools for presenting your case to the community

- Use VISUALS whenever possible. Show photos of current situation so people can see specifically what you're referring to. Can also include diagrams
- Sharing Facts, Statistics, creating Factsheets
- Example situations borrowed from other Tribes or cities (photos)







## How do I form a committee?

- Chose people that have expressed interest or concern
- Chose people who can contribute to the skill set amongst the group
- Develop a message and communicate it
- Ask for volunteers, use flyers and surveys

<http://onlinepubs.trb.org/Onlinepubs/admin/HowToRunACommittee.pdf>

“In ISWMP, importance is placed on the roles people play, the knowledge they have, and the values they hold.” – ANHB’s guide to Integrated Solid Waste Management, Workbook 1: Getting Ready to Plan

## Benefits of forming a Working Group or SW Committee

**A working group/committee helps you to:**

- Assess your community situation
- Identify resources
- Develop goals and prioritization (strategizing)
- Create and communicate a plan to further the strategies within the community
- Make recommendations on resources and materials
- Engage the community, develop partnerships
- Aid in the decision making process
- Share the workload and identify volunteers

## Troubleshooting: What are some potential challenges to be addressed?

### ***Contributing Factors:***

- Lack of personnel and funding resources
- Tribal staff do not have the capacity and/or resources to implement environmental health programs
- Lack of awareness, education and resources within the community

## Engaging in your Community

If you build it, they will come...

Develop opportunities to bring people together, such as community events. Give them a place to 'make it happen' and to take action. Have fun with it.

## Engaging in your Community

### Volunteer Opportunities

- Information Distribution at meetings, gatherings, general
- Community Outreach: Putting up Posters, compiling mail-outs, distributing newsletters, assisting with surveys
- Website maintenance
- Community Event Planning, meeting preparations
- Potlaches, clean up days, recycling days

GIVE OUT RECONGNITION, THANKS, and PRIZES  
WHENEVER POSSIBLE

A funded Tribal project that facilitated volunteer opportunities: <http://www.naepc.com/volunteer.html>

## Engaging in your Community

### Youth Participation

- Give them opportunities to participate in your program: develop posters, distribute bulletins, surveys, etc.
- Include them in your presentations
- Educate them and get their opinions



## Gaining Community Buy-in

Community Buy-in: Building community interest, encouraging participation and investment. Ensuring your community is “in it” for the long haul.

- Develop opportunities, give people “a place” where they can take action.

**“Public involvement is to your community’s benefit: people are more likely to support a plan if they help create it.”** – ANHB’s guide to Integrated Solid Waste Management, Workbook 1: Getting Ready to Plan

## Building Partnerships

Creating partnerships will allow you access to resources that may not be available through your own organization.

## Develop goals and prioritize actions with a community

### Collaborative Case Study from the Environmental Public Health Institute

- Tribal communities of Louisiana: “Collaborating for Positive Public Health Outcomes”
- “Tribal Environmental Health Collaborative”  
Tribal communities of San Diego

Environmental Public Health Leadership Institute

## Examples of partnerships

- Team with grocery stores on solid waste initiatives such as reducing plastic bags
- Solicit donations from local businesses such as door prizes at meetings and other community events
- Partner with universities on conducting studies and providing training opportunities
- Network with other Tribal communities on program efforts (for examples such as: sample SWM structure and budget) training opportunities
- Team up with local health professionals on health-related initiatives such as reducing the consumption of soda pop (thus reducing the waste!)

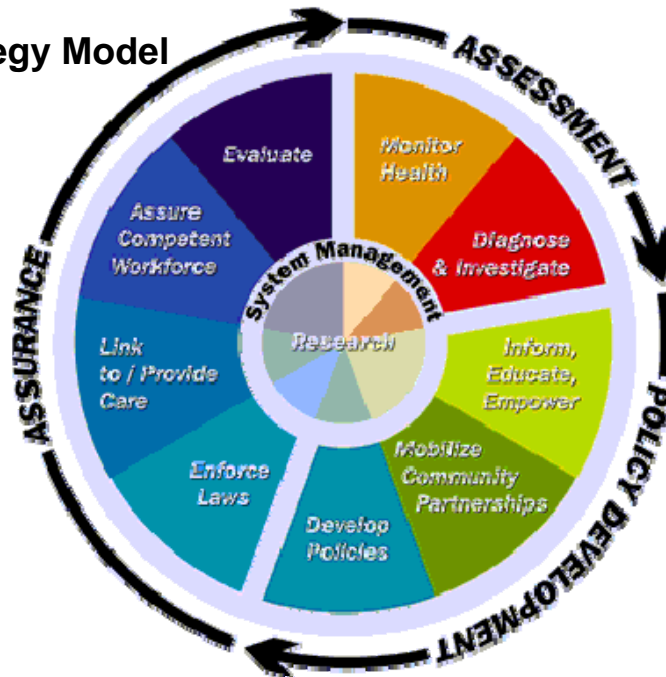
## Overall Goals to support a sustainable program

- Diagnose critical solid waste issues, such as potential health and environmental problems and hazards
- Inform, educate and empower people about critical issues
- Mobilize community partnerships to identify and solve community SW problems
- Develop policies and action plans that support community SW efforts
- Enforce laws and regulations that protect community health
- Assure a competent workforce



Modeled from the Environmental Public Health Leadership Institute

## Strategy Model





## Example of a Project Logic Model

Resources/ Inputs	Activities	Outputs	Short & Long Term Outcomes	Impacts (positive)
Partners/ Stakeholders: Local community/ businesses	'Ways to plan and implement your project'	'Establish what to accomplish'	Short term 'benefits and successes':	<u>Behaviors:</u>
Resources: Funding agencies, non- profit groups			Long Term 'benefits and successes':	<u>Results:</u>

Modeled from Environmental Public Health Leadership Institute

## Examples of Objectives and Deliverables

- **Program Goal:** To increase community participation to address environmental health problems.
- **Health Problem:** Lack of awareness and resources to address environmental health issues amongst the community.
- **Outcome Objective:** By January 2010 environmental health priorities will be identified and strategies will be developed.
- **Determinant:** Gap in resources and information regarding environmental health has caused decrease in focus on environmental health priorities within the community.
- **Impact Objective:** By 2010 have applied for funding through identified agencies and organizations for project implementation as well as leverage funding from other sources.

Modeled from the Environmental Public Health Leadership Institute