



# Reality of different communities community engagement

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- A. Which are our main communities?**
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***“The fear of stigma leads to silence, and when it comes to fighting AIDS, silence is death.”***

**Kofi Annan**



# A. Which are our main communities?



Men who have sex with men (MSM)



People who inject drugs (PWID)



Sex workers



Children



Prisoners



Transgender people



Women



Young people and adolescents

- **LGBTBIQ\***
- **Migrants**



# B. Mapping the communities: MSM

Globally, men who have sex with men (MSM) are **19 times more likely to be living with HIV** than the general population, mostly because:

- **Biological factors**
- **Behavioural factors**
- **Legal factors**
- **Social and cultural factors**

**I am gay.  
I face these issues.**



# B. Mapping the communities: IDUs

Blood transfer, through the sharing of drug taking equipment, carries a high risk of HIV transmission. Around 30% of global HIV infections are caused by injecting drugs, mostly because:

- **Sharing needles**
- **Injecting drugs & sex work**
- **Economic factors**
- **Social factors**

**I am an injecting drug user.  
I face these issues.**



# B. Mapping the communities: sex workers

Sex workers are among the highest risk groups for HIV, mostly because:

- **Multiple partners and inconsistent condom use**
- **Social and legal factors**
- **Injecting / drug use**
- **Biological factors**
- **Cultural factors: patriarchy**

**I am a sex worker.  
I face these issues.**



## B. Mapping the communities: children & youth

Globally, there is a huge reduction in the number of new HIV infections among children (under 15 years of age). 2,100 young people and adolescents are infected with HIV every day.<sup>1</sup> In 2013, four million young people aged 15-24 were living with HIV, with 29% aged under 19, mostly because:

- Excluded from national plans

I am a young woman.  
I face these issues.



## B. Mapping the communities: prisoners

Prisons are a high-risk environment for HIV, mostly because:

- **Injecting drug use**
- **Sexual violence, unsafe sex and other high-risk behaviours**
- **Punitive laws and overcrowding**

**I am a prisoner.  
I face these issues.**



# B. Mapping the communities: transgender

Transgender people are among the groups most affected by HIV, particularly in Latin America and Asia and the Pacific regions, mostly because:

- Sex work
- High-risk sex
- Injecting hormones
- Social and legal factors

I am a transgender woman.  
I face these issues.



# B. Mapping the communities: migrants

Migrants are more vulnerable out of their country, mostly because:

- Language
- Lack of knowledge and resources
- Social and financial factors
- Tourism abroad

**I am a migrant.  
I face these issues.**



# C. Community Engagement

## Definition

- “The process of working collaboratively with and through groups of people affiliated by geographical proximity, special interest, or similar situations to address affecting the well-being of those people”

- CDC, 1997

# C. Community Engagement

## Goals

- to build trust
- to enlist new resources and allies
- to create better communication
- to improve overall health outcomes as successful projects evolve into lasting collaborations



# C. Community Engagement

## Principles

- **Be clear about the purposes or goals and go to the community**
- **Become knowledgeable about** the community
- Remember and accept that **collective self-determination**
- **Partnering** with the community
- **Respect the diversity** of the community
- **Identify and mobilize community assets and strengths** and by developing the community's capacity and resources to make decisions and take action.
- **Release control of actions or interventions** to the community
- **Community collaboration requires long-term commitment**



# Process of community engagement

Increasing Level of Community Involvement, Impact, Trust and Communication Flow 

## Outreach

Some Community Involvement

Communication flows from one to the other, to inform

Provides community with information

Entities coexist

Outcomes: Optimally, establishes communication channels and channels for outreach

## Consult

More Community Involvement

Communication flows to community and then back, answer seeking

Gets information of feedback from the community

Entities share information

Outcomes: Develops connections

## Involve

Better Community Involvement

Communication flows both ways, participatory form of communication

Involves more participation with community on issues

Entities cooperate with each other

Outcomes: Visibility of partnership established with increased cooperation connection

## Collaborate

Community Involvement

Communication flow is bidirectional

Forms partnerships with community on each aspect of project from development to solution

Entities form bidirectional channels

Outcomes: Partnership building, trust building

## Shared Leadership

Strong Bidirectional Relationship

Final decision making is at community level

Entities have formed strong partnership structures

Outcomes: Broader health outcomes affecting broader community. Strong bidirectional trust built.



***“Tell me and I will forget.  
Show me and I maybe  
remember. Involve me and I  
will understand”***

**Confucius**

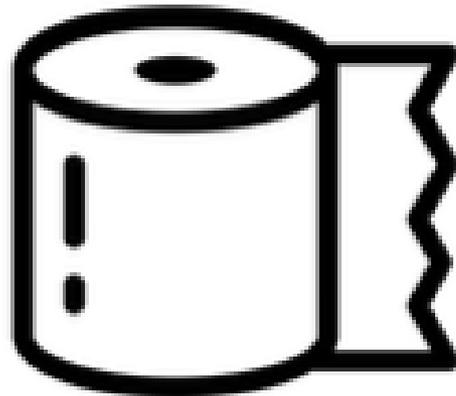


# C. Co-creation

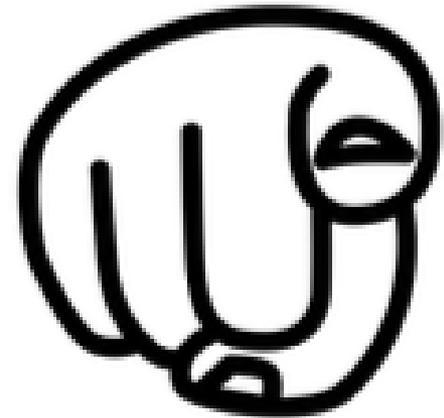
## Co-creation Trinity



What does it stink?



How to clean it?



Who is the best for cleaning?



# C. Co-creation

MODELO DE CO-CREACIÓN PARA LA ATENCIÓN Y DESARROLLO PERSONAL A TRAVÉS DEL CONCEPTO COMUNIDAD Y 2.0



Modelo de intervención basado en la co-creación junto a la comunidad de interés y los diferentes "stakeholders A,B,C,D" que intervienen, en todas las fases de la actividad, a través de una combinación de herramientas 2.0 y presenciales de intervención socio-educativa y con un objetivo: **EL EMPRENDIMIENTO COMUNITARIO PARA LA TRANSFORMACIÓN SOCIAL**



# C. Co-creation

Placing the people (community) in all phases of the project, resource or plan: **creation, development, implementation and evaluation**

**Not in the center but at the same desk.**

