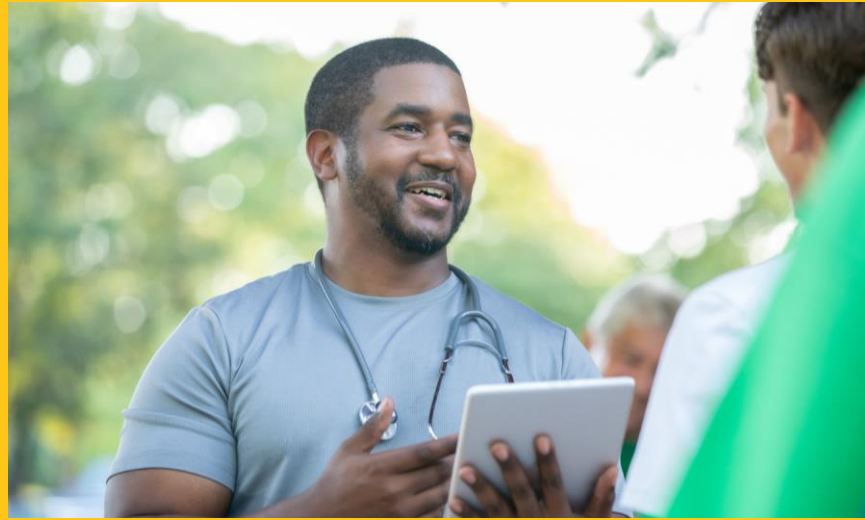


# Community Engagement that Matters

Dr. Tania Pacheco-Werner



# Journey to Community Engagement that Matters



**The Person**



**The Content**



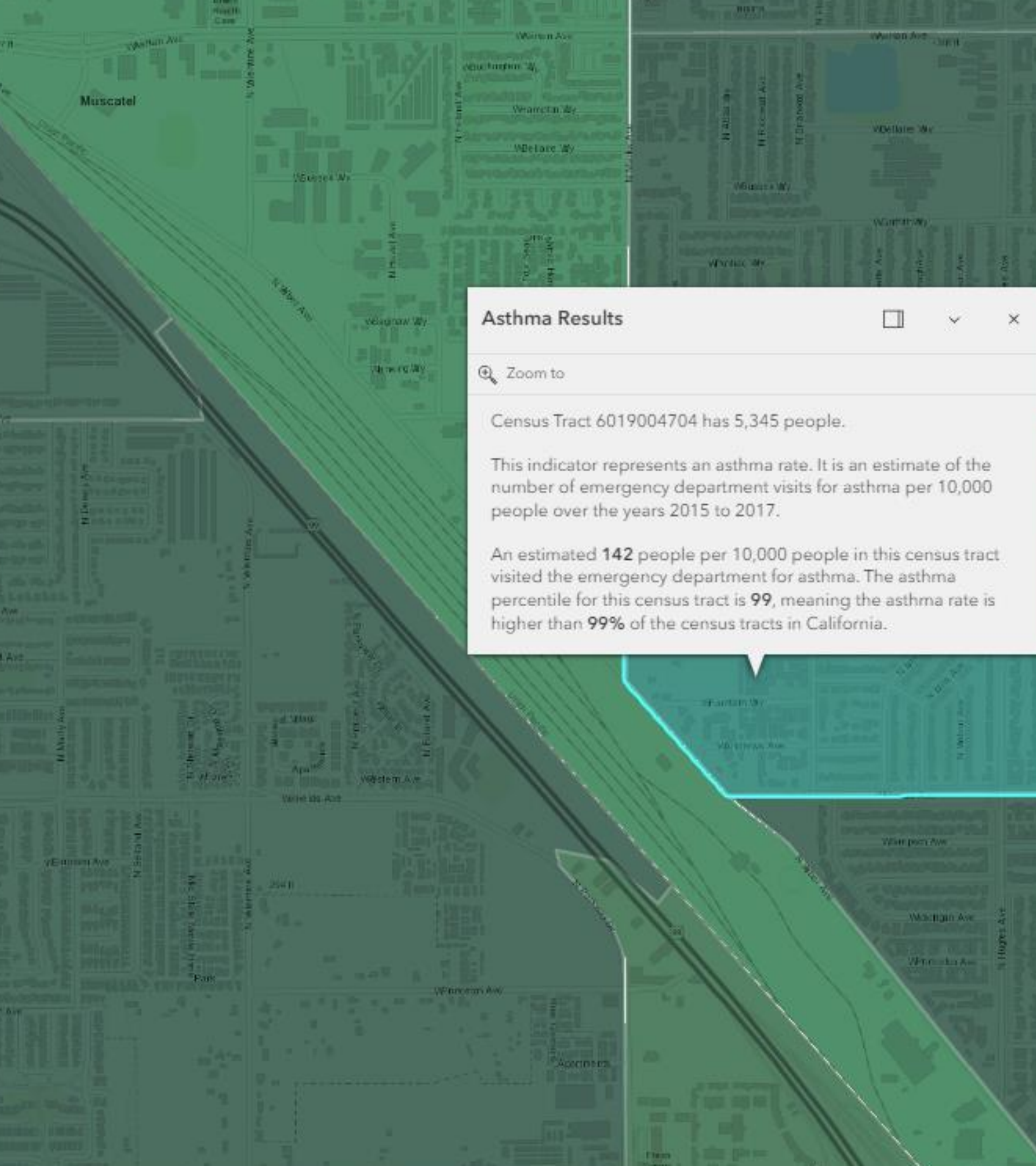
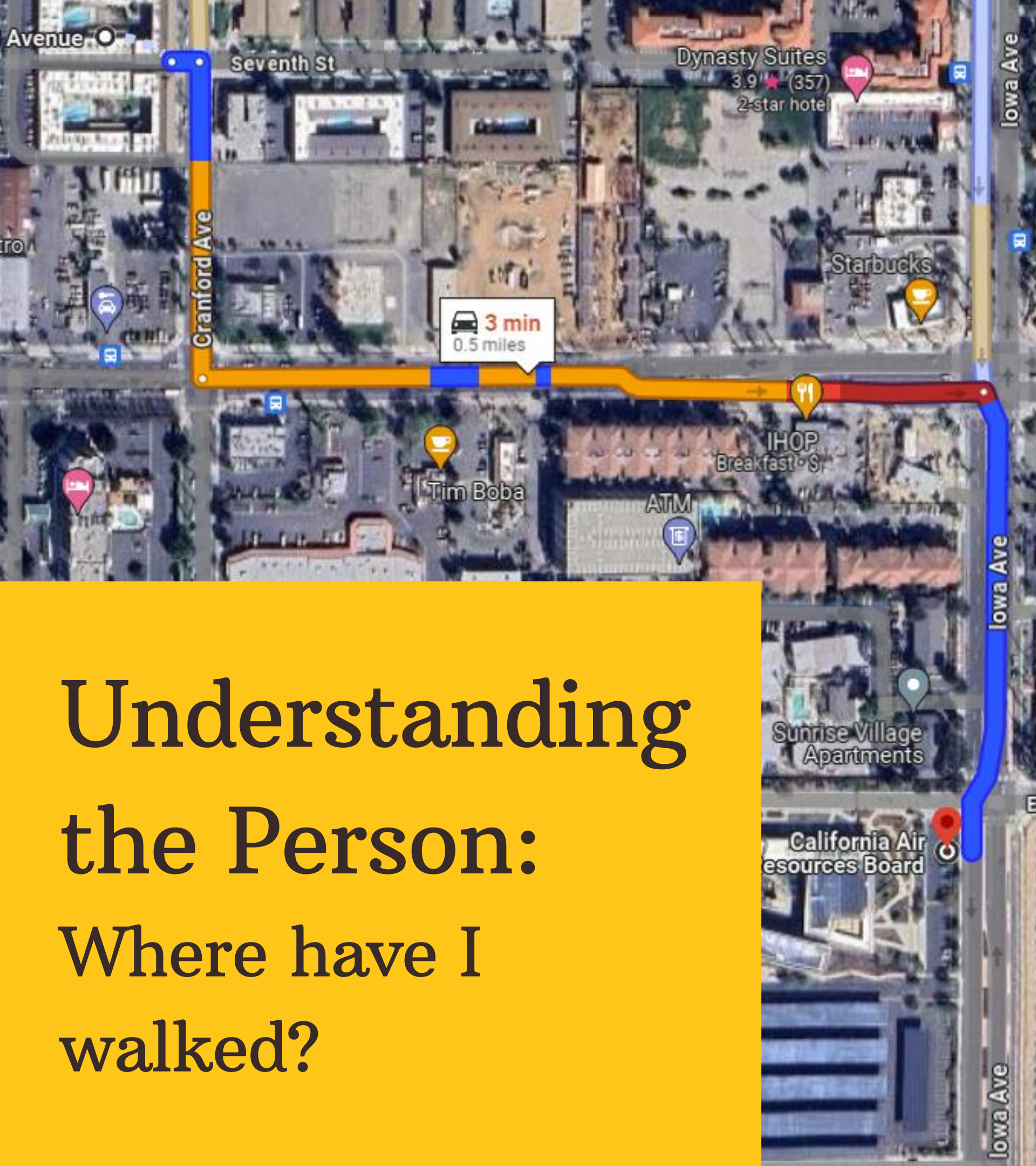
**The Process**



**The Outcome**



**The Relationship**



**Asthma Results**

Zoom to

Census Tract 6019004704 has 5,345 people.

This indicator represents an asthma rate. It is an estimate of the number of emergency department visits for asthma per 10,000 people over the years 2015 to 2017.

An estimated **142** people per 10,000 people in this census tract visited the emergency department for asthma. The asthma percentile for this census tract is **99**, meaning the asthma rate is higher than **99%** of the census tracts in California.

Understanding  
the Person:  
Where have I  
walked?

Why is the  
person  
important?



# Community Engaged Content

01

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Is it impactful? Will there be real change that can be felt, touched, breathed?

Political, while important, is different.



02

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Is it digestible? Can everyone in the room understand the basics? Is there a general agreement on the basics?

If not, what can get us there?



03

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Is there an opportunity for meaningful input into the content? Is the content grounded in real and every day experience?



My road as a  
researcher: Why is  
community-based  
research important  
for me?



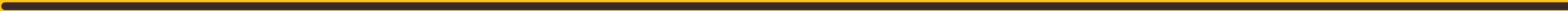
# The Process



**Inclusion**



**Transparency**



**Time**

# The Outcome



WHERE DOES THE  
WORK END?

WHERE DOES THE  
WORK CONTINUE?

It never looks like what  
we envisioned



# Mark the Moment

*You can't know where you're going if you don't understand where you've been*

# The Relationship

What qualities makes for a good  
relationship?





How are organizations better at the end of the day?

How are institutions better at the end of the day?

How are residents better at the end of the day?



Keep the main  
thing, the main  
thing