

# How to engage residents and other stakeholders

## Continuum of Stakeholder Engagement<sup>1</sup>

Stakeholders for cooperatives include members, residents, property managers, staff, visitors, and service personnel and companies.

Stage	Purpose	Promise to stakeholders	Examples of techniques
<b>INFORM</b> communicate information to stakeholders	To provide stakeholders with balanced and objective information to assist them in understanding a smoke-free proposal	We will keep you informed.	<ul style="list-style-type: none"> <li>• Deliver fact sheets door to door, at meetings or via email</li> <li>• Display posters in common areas</li> <li>• Send information emails</li> <li>• Write and distribute newsletters</li> <li>• Create a website</li> <li>• Host information sessions (e.g.; open houses, meetings)</li> <li>• Use a suggestion box</li> <li>• Organize a volunteer networking process</li> <li>• Hold coffee meetings (a casual gathering of people with refreshments and informal conversation)</li> </ul>
<b>CONSULT</b> seek the opinions of stakeholders	To obtain stakeholder feedback about analysis, alternatives and/or decisions regarding a smoke-free proposal	We will keep you informed, listen to and acknowledge your concerns, and provide feedback on how your input influenced the decision.	<ul style="list-style-type: none"> <li>• Host focus groups</li> <li>• Conduct a survey</li> <li>• Host information and input sessions (e.g.; open houses, meetings)</li> <li>• Offer a comment section on your website</li> <li>• Organize a volunteer networking process</li> <li>• Hold coffee meetings</li> <li>• Form an advisory committee</li> </ul>

<sup>1</sup> Adapted from IAP2 Public Participation Spectrum; International Association for Public Participation Federation (IAP2) <http://www.iap2.org/>.

Stage	Purpose	Promise to stakeholders	Examples of techniques
<p><b>INVOLVE</b></p> <p>stakeholders provide input and ideas to help develop options and solutions</p>	<p>To work directly with stakeholders throughout the process to ensure their concerns are consistently understood and considered</p>	<p>We will work with you so your concerns and issues are directly reflected in the alternatives developed and provide feedback on how your input influenced the decision.</p>	<ul style="list-style-type: none"> <li>• Form an advisory committee</li> <li>• Host input sessions (e.g.; workshops, meetings)</li> <li>• Organize a volunteer networking process</li> <li>• Offer a comment section on your website</li> <li>• Hold coffee meetings</li> <li>• Public art: have residents, particularly children, draw and display images in a common area of what a smoke-free environment could look like.</li> </ul>
<p><b>COLLABORATE</b></p> <p>stakeholders participate in decision making and actions</p>	<p>To partner with stakeholders in each aspect of the decision-making process (e.g., developing alternatives and identifying the preferred solution)</p>	<p>We will look to you for direct advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions as much as possible.</p>	<ul style="list-style-type: none"> <li>• Form an advisory committee</li> <li>• Host input workshops and meetings</li> <li>• Conduct a practice session: invite stakeholders to participate in a session to practice being part of a smoke-free building</li> <li>• Organize a volunteer networking process</li> </ul>

**Remember to communicate throughout the process and in every phase.**