Community Insight Model: Why, What, Who, When, How

1.   Why: Why do you want to engage?
There are many different reasons you may want to, from keeping people informed about general updates to having citizens co-produce a potential options.

2.   What: What does the information tell us?
a.   Use data to understand a theme and the people it affects
e.g. census, active life, JNSA, mosaic, Long Term Plan information etc. Make sure you come to data neutrally and do not use it to reaffirm your own biases.
b.   Understand what organisations and agencies are around that have an interest e.g. council, voluntary sector, county council, public health etc to build a team and that you can work in partnership with.
c.   Find local organisations and individuals e.g. churches, men in sheds and asset mapping of people, places, cycle paths. Who are the community ambassadors you can identify?

3.   Who: Who is the target audience for this?
Gain the trust of the organisations that work with them to see how is best to involve them. Check with community if the asset map makes sense to them, what do they use (and how do they use it).
Understand and plan that some groups may need more resource and time to engage with e.g. those with English as a second language. Engage either directly or through the above groups in the best way for them e.g. focus groups, surveys, 121s.

4.   When: When will this happen?
Empower groups and individuals to come up with actions based on the results of the above and to make the changes they need.
Evidence that people have the capability to make it better for themselves.

5.   How: How has it worked?
Check the impact by evaluating how it has worked and what changes have been seen. This may be done throughout the process rather than just at the end.
Plan to share learning (positive and negative) with
partners.

Mid-Nottinghamshire
Integrated Care Partnership