



THE UNIVERSITY  
OF THE  
WEST INDIES



## Engaging Community Stakeholders

There is no “one-size fits all” strategy to engage community stakeholders from different countries/communities, therefore adaptation to local culture, political and economic situations, may be necessary.

These are only suggestions meant to provide some guidance to prospective implementers!

### Hold sensitization/information sharing sessions:

- Use [Reach Up marketing video](#) and [Microsoft PowerPoint presentation](#) (for supporting information)
- Can involve large community groups or small focus groups e.g. community leaders, local government representatives
- Determine number of sessions to be held with community groups
- Hold information sharing sessions before adaptation/implementation begins
- Highlight countries where the program has been implemented over the years
- Provide evidence of impact of the program (using study results)
- Provide evidence of adaptations made in other countries (e.g. materials, toy manuals)
- Distribute [one-page flyers](#) about Reach Up
- Show at least one Reach Up video of a home visit
- Inform them of training components that would be provided to field workers (emphasize issues such as privacy, confidentiality and professionalism)
- If it is an existing program, assess opportunities within the program to enhance it
- Find out what is important to these stakeholders



### Highlight benefits to community:

- Employment of women from community (if planned)
- Build community capacity – improvement in children’s language, cognitive and motor abilities, better prepared for school; improve parent/caregiver interactions with their children
- Evidence-based activities that support positive parenting

### Resources needed:

- No financial cost to families participating
- Provide information (show samples, if available) on resources that will be provided by implementers – toys, games, books, etc.
- Support from community – e.g. to procure materials for toys (plastic bottles, etc), encourage participation in the program

