

## Engagement Plan

### Neighborhood

Neighborhood name(s) Hawthorne

### Time frame

2022

### Work summary

Summary of activities cross all programs and demographic groups.

### Scope of work, outcomes and goals

HNC wants to enhance awareness around the impact of substance abuse and health in the community, especially among African American, Somali, Latino and youth residents. While our focus is Hawthorne our partnerships could lead to the participation of other neighborhoods in our programs/projects. We will recruit participants and conduct or participate in 10 community events with our partners to provide ongoing engagement around the project. We need to provide creative ways for residents to offer their talents in creating a healthier community; help them self-identify what they are interested in and connecting them with resources to strengthen interests, creating health advocates in the process; and improve the public perception of the community by identifying individuals and families who are positively engaged in making the community healthier and provide them with positive recognition for themselves, their families and their work.

**Plan detail**

<b>Demographic group</b>	BIPOC Residents	Housing cost burdened and Poverty	Language	
<b>Numbers or percentage</b>	3,707 or 77.8%. Population is 4,764. 1,656 or 35.1% below poverty, 200% of poverty or lower is 2,889 or 61.2% and 17.4% is disability.	674 households with 46.7% cost burdened	English only is 2,672 or 61%, other language is 1,705 or 39% and speak less than well is 920 or 21%.	
<b>Initiative, activity, project or program</b>	<p>Health &amp; Wellbeing &amp; Northside Urban Coalition Initiative</p> <p>Bring awareness of the dangers of using drugs</p> <p>Work with other partners, churches and schools.</p> <p>Work with the BIPOC organizations on mentoring.</p>	<p>Develop homeowner/renters resource brochure in various languages</p> <p>Build up housing committee to include various cultures</p> <p>Community monthly meetings around "Trap" houses or apartments</p> <p>Conduct survey around community segregation</p>	<p>Work with a part-time translator</p> <p>Develop a reading program</p> <p>Work with youth on mentoring</p>	

**EXHIBIT C**

<b>Demographic group</b>	BIPOC Residents	Housing cost burdened and Poverty	Language	
<b>Barriers to engagement</b>	<p>Not enough resources or involvement</p> <p>Language barriers and don't know the community</p> <p>Not enough health staff. Lack of emergency medical resources</p>	<p>Funding limitations and program restrictions</p> <p>Homeowners vs. renters laws</p> <p>Work with developers on affordable housing</p>	<p>Don't know the community or Council</p> <p>Not educated</p> <p>Safety due to language barrier</p>	

**Outreach and engagement strategies**

<p>Continue to distribute the Vibe, HNC monthly news and postcards.</p> <p>Continue working with the following outlets - Social media with Dynasty TV, Facebook, YouTube, Back Press Journalists, Insight Culture News and KFAI.</p> <p>Use National Night Out to bring the community together.</p> <p>Work with Mpls schools on the coat and backpack give-away.</p> <p>Post Cards in various languages as well as door-knocking.</p> <p>Continue to use the Hawthorne Huddle to hold open public meetings.</p>	<p>Conduct surveys to find out homeowner vs renter</p> <p>Host a Community Forum around housing/renters /*rights</p> <p>Partner with other organizations on housing fairs</p> <p>Door knocking with gifts for residents</p> <p>Connection to more faith-based organizations</p> <p>Promote Multi-Media Advertising of housing programs</p>	<p>Door knocking</p> <p>Cultural Liaisons for better BIPOC outreach</p> <p>Partner with community newspapers</p> <p>Work with U of M, North Point, MDH and others to provide support for uninsured families</p>
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Resources needed	<p>Social media, translation services</p> <p>Monthly meetings on community issues</p> <p>Outreach through BIPOC newspapers and radio stations</p>	<p>Social media, translation services</p> <p>Monthly meetings on housing issues</p> <p>Renter &amp; Homeowners resource info to distribute</p> <p>Outreach through BIPOC newspapers and radio stations</p>	<p>Social Media, translation services</p> <p>Monthly meetings to get to know the neighborhoods</p> <p>Flyers, postcard, etc in all languages</p> <p>Sign language translator</p>	

**EXHIBIT C**

<b>Demographic group</b>	BIPOC Residents	Housing cost burdened and Poverty	Language	
<b>Partners in the work</b>	Hue-MAN, U of M, City of Mpls, MDH, Churches  BIPOC organizations  Neighborhood organizations  Farview Park	Hue-MAN, U of M, City of Mpls, MDH, CEE and CLCLT, Churches  Tenant support organizations  Farview Park  North High School  Nellie Stone Johnson	McFarlane Media, City of Minneapolis, MDH, Churches  Build a relationship with Somali TV, Asian Media Access, Hmong Academy  Farview Park  North High School  Nellie Stone Johnson	
<b>Person(s) responsible</b>	Board  Executive Director  Community Volunteers  Other partners	Housing coordinator  Executive Director  Board  Housing committee	Executive Director  Board  Schools/Centers  Other partners	

<b>Demographic group</b>	BIPOC Residents	Housing cost burdened and Poverty	Language	
<b>Timeline</b>	<p>Jan – Mar – Hire a translator to work in the community</p> <p>Apr – Jun – Work on specific events for BIPOC residents, mentor program</p> <p>Jul-Sept – Hire interns for the summer, door knocking, promote Board engagement</p> <p>Oct-Dec –Conduct survey on neighborhood concerns</p>	<p>Jan – Mar – Work on housing program brochure</p> <p>Apr – Jun – Hold Housing fairs, work with translator on housing initiatives</p> <p>Jul-Sept – NNO gathering, Renters summer clean up, work with Block Clubs</p> <p>Oct-Dec –Work on community housing listing, Hold give back to the community events with the coats and backpacks</p>	<p>Jan – Mar- Work with the schools on mentor program -</p> <p>Apr – Jun – Hold culture day in the neighborhood, as well as youth clean up</p> <p>Jul-Sept – Work with Farview park on summer programs, reading and language</p> <p>Oct-Dec – Conduct survey on neighborhood concerns and mental health concerns</p>	
<b>Quantitative goals</b>	<p>Have a conversation 5% of the residents on their issues.</p> <p>Work on getting 5% for Board and Committees.</p> <p>Securing funding for programs from other agencies.</p>	<p>Provide loans and grants equal to the amount of funding available.</p> <p>Market our partner programs and resources.</p> <p>Housing program dollars help a proportional number of people in the community (Diversity Initiatives)</p>	<p>Provide mentors to residents that are struggling to communicate</p> <p>Provide forums with student councils around leadership and block clubs.</p> <p>Secured funding</p>	

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<b>Qualitative goals</b>	<p>Work with other organizations to secure funding and program materials</p> <p>Encourage residents to attend BIPOC forums and events</p> <p>Clear communication through various outlets to BIPOC residents</p> <p>Provide resources around trauma and opioids use.</p>	<p>Provide Hawthorne residents resources and funding to overcome housing insecurity</p> <p>Provide the residents resources on stroke, prostate cancer and diabetes.</p> <p>Provide our youth and others resources around trauma and opioids use.</p>	<p>Clear communications</p> <p>Work with schools to measure students' progress</p> <p>Work with the Youth Congress on mentor program</p>	

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<b>Outcome of engagement</b>	<p>BIPOC residents engage more in community and Board events and committees</p> <p>BIPOC residents have a sense of safety where they live</p> <p>Continue to provide the services we are currently using around the opioids crisis, underage smoking, underage drinking and marijuana use.</p>	<p>Make sure residents are using the loan programs to their advantage.</p> <p>Conduct a youth forum around housing and renting</p> <p>Continue to support our HueMAN Healthy Community Initiative by providing surveys, healthy apps and community dialog.</p>	<p>BIPOC speaking more than one language</p> <p>Better paying jobs</p> <p>Youth are better educated</p>	
<b>Next steps</b>	<p>Work on a 3 year plan for BIPOC residents issues</p> <p>Work on a safety plan for BIPOC residents</p> <p>Continue to work with our youth around the danger of menthol, opioids and vaping.</p>	<p>Work on a 3 year plan for renters on affordable housing</p> <p>Work on a safety plan for BIPOC residents</p> <p>Continue to listen to our community because in "Our Health is Our Business"</p>	<p>Develop a tracking system for students' progress</p> <p>Evaluate the effectiveness of the mentor program</p>	

