



Welcome to the **CSEPP-KYEM** **Wednesday Webinar**

Diversity, Equity and Inclusion in Community Outreach and Engagement

**Featured Presenter: Dr. Kristin N. Williams,
Founder and Principal, NineteenEleven Consulting
Argonne National Laboratory Associate**

17 April 2023



Wednesday Webinar

The Wednesday Webinar Series was established to provide Public Information Officers (PIOs) and other communication related fields with virtual opportunities to address topic specific issues in quick 1-hour monthly webinars. Monthly topics and featured speakers will be selected and scheduled accordingly to help provide attendees with real-world application to the following: planning and developing a process with clearly defined procedures to gather and provide accurate, timely, and accessible information on an event as it approaches or as it has occurred.

Send suggestions for future events to david.davis@ky-em.org

Diversity, Equity and Inclusion in Community Outreach and Engagement

During this webinar we will delve into the intersection of public communications and community engagement to highlight how these two overlap, demystify the differences, and detail critical considerations to ensure both processes are equitable and inclusive.

We will discuss key strategies and practical approaches to identifying vulnerable populations, as well as a myriad of strategies through which to engage them in community-based decision-making.

Whether you're navigating digital platforms or engaging face-to-face, this webinar will equip you with best practices to turn one-way communications into a community-centric dialogue.



Featured Presenter

Title: Diversity, Equity and Inclusion in Community Outreach and Engagement



**Dr. Kristin N. Williams,
Founder and Principal, NineteenEleven Consulting,
Argonne National Laboratory Associate**

Dr. Williams is a community engagement expert who uses her background as a social scientist and equity advocate to help government agencies across the country create and implement inclusive public participation plans.



The Docket

- Communication vs. Engagement
- Diversity vs. Equity vs. Inclusion
- Equitable Engagement Best Practices
- Inclusive Engagement Considerations



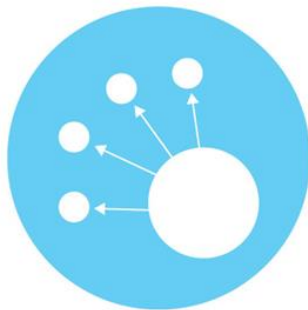
The Old Paradigm





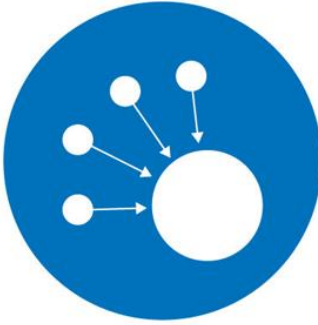
The New Paradigm

DEGREE OF DIFFICULTY + PUBLIC IMPACT



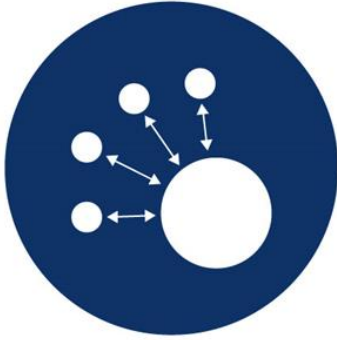
INFORM

provide balanced, objective info that the public should know and act on



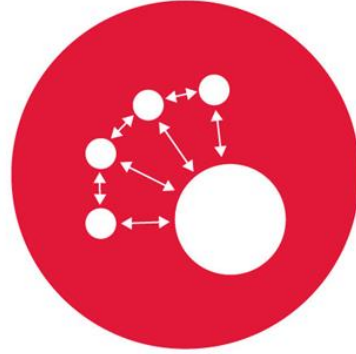
CONSULT

obtain and consider feedback or input on issues, ideas and decisions



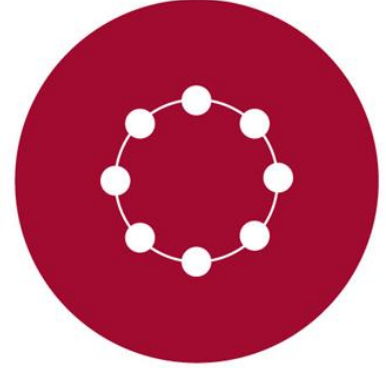
INVOLVE

work with the public to understand issues and problems + include them in identifying options for moving forward



COLLABORATE

partner with the public, seeking advice and innovations that become embedded as much as possible in decisions



EMPOWER

final decisions are made by the public, who are one of the players implementing those decisions

- diversity: the existence and recognition of unique backgrounds, experiences, and beliefs that make individuals and groups unique
 - Leads to differences in our world view, approach, and perspective
- equity: when resources and opportunities for participation are distributed in a way that addresses disadvantages across community members
- inclusion: the involvement of people who reflect the community's demographic profile

CSEPP

Diversity, Equity, Inclusion



Diversity



Equity



Inclusion

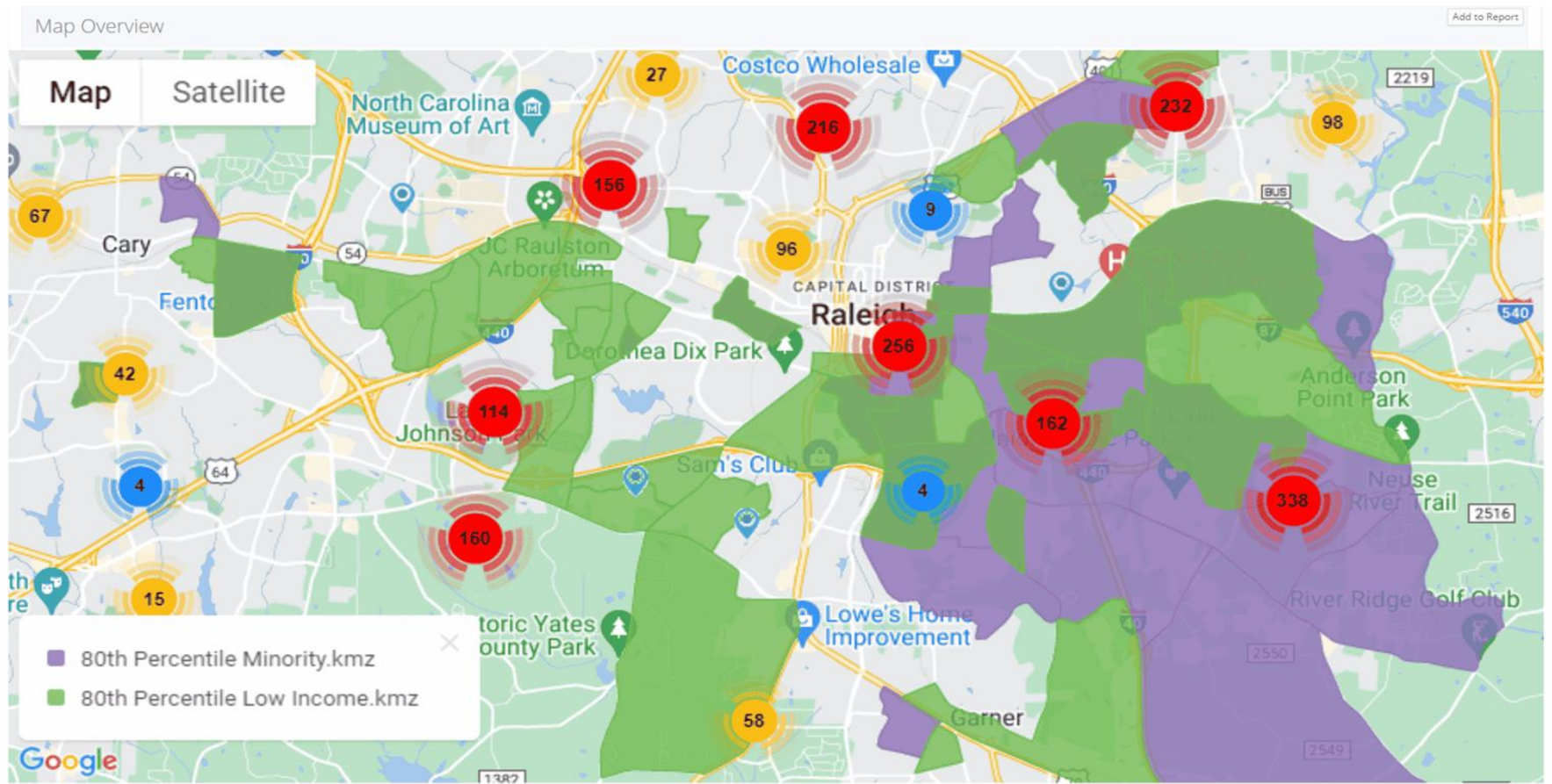


Diversity: Identifying Vulnerable Populations

- Create a demographic profile
 - Census Tract and Block Group data
 - American Community Survey Data
- Uses for profile
 - Shape communications and outreach strategies
 - Adjust strategies, if necessary
 - Evaluate equity of reach and engagement



Demographic Profile



- Race, ethnicity, culture
- Nationality, citizenship, immigration status
- Religious and spiritual beliefs
- Sex, gender identity, gender expression
- Sexual orientation and sexual expression
- Age
- Physical and developmental disabilities
- Digital literacy and technology access
- Work schedule
- Means of transportation
- Family composition



Equity

Equality



Equity





Equitable Engagement

- “Meet people where they are.”
- Using a range of engagement and facilitation techniques
 - In-person and online engagement
 - Multiple dates, times, and locations
 - Languages of preference
 - Ways to express ideas
 - speaking, writing, art-based activity
 - Adaptations to address barriers
 - mobility, sight, hearing, literacy



Inclusive Engagement

- Need to be *heard*
- No biases based on method of participation
- Segmented data analyses
- Equity analysis and debriefs



Legal Requirements

Governmental Engagement Regulations & Guidelines



The Age Discrimination Act of 1975:
Prohibits agencies that receive federal financial assistance from discriminating based on age.



The Americans with Disabilities Act of 1990:
Ensures the rights of disabled individuals to participate and benefit from the services, programs, or activities of any public entity.



Title VI of the Civil Rights Act of 1964:
Prohibits agencies that receive federal financial assistance from discriminating based on race, color, or national origin, including matters related to language access for limited English proficient (LEP) persons.



Executive Order (EO) 13166, Improving Access to Services for Persons with Limited English Proficiency:
Requires agencies that receive federal financial assistance to ensure meaningful access to Limited English Proficiency (LEP)* persons in the form of translated written materials, language assistance, and concise, understandable, and readily accessible documents and notices.



Questions?

**Title: Diversity, Equity and Inclusion in
Community Outreach and Engagement**

Dr. Kristin N Williams

Founder and Principal, NineteenEleven Consulting
Argonne National Laboratory Associate

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Wednesday Webinars hosted by
the Chemical Stockpile Emergency Preparedness Program (CSEPP)
and Kentucky Emergency Management (KYEM)



Help

For more information, contact:

David Davis,
CSEPP Public Information Officer,
david.davis@ky-em.org;
(502) 607-1049

All webinars will be archived on YouTube:
<https://www.youtube.com/@PrepareKYCSEPP/videos>



Next Webinar

**Title: Using Geographic Information Systems (GIS)
to Enhance and Inform Public Messaging**



Featured Speaker

Carmella Burdi,
Senior GIS Analyst, National Preparedness Analytics
Group, Argonne National Laboratory

Day: Wednesday

Date: 15 May 2024

Location: Virtual (Zoom)

Time: Noon EST, 11:00 AM CST, 9:00 AM PST

Register: <https://kyem.ky.gov/training/Pages/CSEPPTraining.aspx>



June Webinar

Title: When Minutes Matter: Public Alert and Warning Communications

Featured Speaker

Carol Freeman

Senior Emergency Preparedness Analyst
Argonne National Laboratory (ANL)

Day: Wednesday

Date: 19 June 2024

Location: Virtual (Zoom)

Time: Noon EST, 11:00 AM CST, 9:00 AM PST



Register: <https://kyem.ky.gov/training/Pages/CSEPPTraining.aspx>



July Webinar

Title: Best Practices for Crisis Communication Professionals in Emergency Situations

Featured Speaker

Jeff Donaldson

Senior Emergency Preparedness Analyst
Argonne National Laboratory (ANL)

Day: Wednesday

Date: 17 July 2024

Location: Virtual (Zoom)

Time: Noon EST, 11:00 AM CST, 9:00 AM PST



Register: <https://kyem.ky.gov/training/Pages/CSEPPTraining.aspx>



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