#

Trusted Messengers Plan

# Purpose

This tool helps City government practitioners identify and work with trusted messengers. To learn more, review the Building Trust guide at [engagement-toolkit.phila.gov](https://phila.sharepoint.com/sites/Teams-CAO-ServiceDesignStudio/Shared%20Documents/General/Projects/In-progress/MOCEVS%20ECE%20Toolkit/ECE%20Toolkit/08%20Prototyping/Content/Guides/3.0%20Working%20Together/engagement-toolkit.phila.gov).

# Instructions

Set aside 30 minutes to respond to the prompts below. Find a comfortable space to think and prepare to sit with questions about the community.

## Identify

Who do you aim to engage? Consider a specific demographic, geography, or issue area. For example, you may aim to engage community members under 25, community members living in Port Richmond, or community members impacted by substance use.

Can you identify any trusted leaders in the community? Consider asking community members who they trust to share important information with their neighbors. Also consider asking other City government practitioners who they’ve partnered with in the past.

Can you identify any trusted organizations in the community? Consider community-based organizations, like community development corporations and other grassroots networks. Also consider businesses, places of worship, schools, and other institutions.

How can you build relationships with the trusted leaders and organizations you’ve identified? Consider asking City colleagues and community members to facilitate introductions. Also consider participating in community work as an observer and supported.

## Partnership

What challenges do you anticipate experiencing in your engagement? How can you work with trusted messengers to overcome them?

How do you aim to work with trusted messengers? Consider the common partnerships below.

* **Advising:** Codesigning and guiding your engagement.
* **Asset mapping:** Identifying community-based assets.
* **Childcare:** Providing childcare services in your engagement.
* **Communication:** Sharing information with specific communities.
* **Context:** Helping you understand a community’s past and present.
* **Facilitation:** Leading specific pieces of your engagement.
* **Language:** Providing interpretation and translation in your engagement.
* **Relationships:** Facilitating important introductions.
* **Other:**

How can you ensure that collaboration with trusted messengers is mutually beneficial? Consider the common opportunities for reciprocity below.

* **Certification:** Create formal or informal certification opportunities.
* **Compensation:** Create compensation or reimbursement packages.
* **Evaluation:** Create evaluation plans to test new practices and learn together.
* **Goals:** Set mutually beneficial engagement goals that support City government and community priorities.
* **Recognition:** Celebrate or recognize community members.
* **Relationship building:** Facilitate introductions to colleagues in your network.
* **Service delivery:** Connect community members to City government services.
* **Skills development:** Create skills development opportunities.
* **Supporting community priorities:** Invest funding, staff capacity, and time into community priorities.
* **Other:**