

# How to perform community engagement activities?

Community engagement activities aim to empower communities to address their health issues that affect them. Follow the steps below to organize a community discussion or engagement activity:

## EXTEND AN INVITATION TO THE COMMUNITY

- Integrate the community into the design and execution of community engagement activities.
- Organize community discussions to empathize and listen to their doubts and concerns.

## GET TO KNOW THEIR CONCERNS

- Get to know the doubts, concerns and needs that people have.
- Ask open-ended questions. For example, what worries you about the vaccine?
- Show empathy by explaining that you understand their doubts and concerns. Listen to their point of view before sharing yours.

## PROVIDE INFORMATION

- Provide evidence-based information, aimed at older adults.
- Adapt your responses to the target population.
- Speak clearly and simply, and avoid technical terms.
- Ensure that they have correctly understood the information you have shown them.



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**HEALTH**