

CITIZENS ENGAGEMENT STRATEGY (IO2) - Shortened version

**CONTRIBUTION TO WP2 - DESIGN OF PROJECT
METHODOLOGY**
INABLED CITIES PROJECT

This document was drafted by:

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This document is made in English, Italian and Spanish. In case of any contradiction or inconsistencies between what the English language version of the Citizen Engagement Strategy says and what the Spanish and Italian languages versions of the Citizen Engagement Strategy say, the English language version of the Citizen Engagement Strategy shall prevail.

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1. Citizen's Engagement Strategy Definition and Objectives

The Citizen Engagement Strategy (CES) is a core project output of InAble Cities project which aims to improve opportunities to enable people with disabilities and senior citizens to be physically active in day-to-day life through different methods and tools. To pursue this objective, the CES aims to provide communication methodologies and tools for the engagement of elderly and citizens with disabilities in pilot project activities, and maintaining their motivation to participate in physical activities within urban centres after the project ends. It can be understood as a planned process for encouraging people with disabilities and elderly to actively take part in making decisions, in order to increase impact on decisions.

The CES wants to provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or situations, obtain public feedback on analysis and/or decisions, and to ensure that people with disabilities and elderly people's concerns and aspirations are consistently understood and considered.

2. Guiding principles for implementing the CES

The creation of a Citizen Engagement Strategy is inspired by the following guiding principles:

- Care: the social 'capacity' to implement actions aimed at improving the well-being of citizens;
- Proximity: the ability to be 'close' to people, to know them, that is, to listen to their needs, to effectively communicate useful information to improve their well-being;
- Trust: between citizens and institutions (formal and non-formal) as a condition underlying the engagement itself;
- Pleasantness: ability to create welcoming and pleasant situations that increase the motivation to participate;
- Accessibility: ability to make proposals accessible (reassuring, 'accompanied/supported') to the target population;

3. Stakeholders and target groups

3.1 General recommendations

During the extended working groups sessions, several 'transversal' recommendations emerged for the entire engagement process that are important to take into consideration:

- i. It is important to intercept bridging figures and sentinels who have already established or could establish a relationship of trust with the elderly person and are capable of maintaining this relationship over time;
- ii. Be careful to respect the "principle of proximity", i.e. being close to the elderly and the elderly with disabilities, both in identifying the "bridge figures" and in identifying the places where the activities are to be carried out. These places must be accessible to potential beneficiaries, as spread out as possible throughout the territory and also be places already known and frequented by the target group;
- iii. It is important to encourage the participation of bridging figures and sentinels in the training on the engagement strategy (to be held in November in Bologna);
- iv. For the distribution of information material of the project by the bridging figures and sentinels, it is necessary to identify the places and moments most frequented by the target group: for example, it is proposed to distribute it in the district (especially in Savena District, for Bologna) along with the bags for recycling. One can take advantage of this moment to distribute the project leaflet and to involve the operators in order to explain the activities it contains;
- v. It is necessary to make the best use of some 'information channels' already active (some specific to each district) such as, for example, the toll-free number dedicated to caregivers (through which to get information about the initiative to callers); or, it may be effective to post brochures in some particularly attentive and sensitive businesses that will also take charge of transmitting the initiative to the target group (the Network Office in Navile district of Bologna for example can identify this type of subjects).

3.2 Action plan specific stakeholders in Bologna

Figure 6: Action plan table of specific stakeholders in Bologna

STAKEHOLDERS	STRATEGY	PURPOSE	ACTIVITY AND WHO IS IN CHARGE
Social assistants dealing with the non-self-sufficiency area of the Districts.	To inform them on the initiative and on the methods of its realization by the person in charge of the reception area and/or services for care of non-self-sufficient citizens.	To make sure that the information is passed on in a clear and appropriate manner to the target group.	To pass on the information during interviews with citizens receiving/non receiving public assistance (and/or other methods such as phoning some citizens considered potential beneficiaries), taking care to give the information also to those who turn to the service for a social need or to simply ask for information; during meetings of groups already active in the district (or in collaboration with the district's administration) that involve elderly/caregivers (for example the project "Badabene alla salute" implemented in the 6 city districts of Bologna, of self-mutual help, groups that carry out cultural activities, socialization groups, etc.). The social worker will also take care to inform on the initiative the referents of the parishes with which a collaboration is on.
Social workers, Responsible of the various departments of the Residential Home Care for Elderly (C.R.A.) and psychologists of the Local Public Company, but also representatives of the Committee of family members of the Residential Home Care for Elderly.	To identify communication managers in order to engage senior/people with disabilities in project activities; to maintain a constructive relationship over time.	To get people to continuously participate in the PA program. To provide opportunities also to those elderly/ people with disabilities with greater difficulties and especially who was not already taking advantage of other opportunities offered by the city district. To create new collaborative networks, as well as to strengthen existing networks both at the territorial (neighbourhood) level and at the central one	Key contribution, through trusted relationships, to seek availability and cooperation from the organisations/entities already active in the city districts (parishes, community centres for the elderly, recreational clubs, etc.) to participate in the program's activities by offering - indoor and outdoor spaces, by identifying 'bridge-figures'/communication managers, by identifying possible participants, disseminating information, by developing and disseminating information tools, identifying participants in focus groups with whom the CES structure was shared, by monitoring the progress of the program's activities once the activities began (continuity of participation, adequacy of spaces, etc.) and also by enhancing existing networks in other local health promotion projects (for instance Badabene alla salute) to identify

		of the Municipality/City.	participants. To pass the information during the visits in the structure, during the interviews with the psychologist, etc.
Operators of third sector entities that manage condominiums.	To inform them on the initiative and the modes of its realization by the members of the extended working group who have contact with them.	To make sure that the information is passed on clearly and adequately to the target group.	To disseminate the information-in the condominiums about the purpose, time, place, and way of participation to potential participants.
Public housing company-agency operators.	To inform them on the initiative and on the methods of its realization by the members of the extended working group who have contact with them.	To pass on the information in a clear and appropriate manner to the target group.	To pass on the information by means of the contacting of the inhabitants who are the referents of the blocks of flats (e.g., the block leaders), people who are “trusted” and close to the target group.
Floor managers”, inhabitants who are particularly active in the blocks of flats.	To inform them on the initiative and on the ways of its implementation by the members of the extended working group who have contact with them.	To pass on the information in a clear and appropriate manner to the target group.	To disseminate the information-in the blocks of flats about the purpose, time, place, and way of participation to potential participants.
Volunteers from non-profit third sector organizations.	To inform them on the initiative and on the modes of its implementation by the members of the extended working group who have contact with them.	To pass on the information in a clear and appropriate manner to the target group.	Through the lists of members of these activities/services and through personal knowledge. To provide suitable indoor and outdoor locations and spaces for conducting PA sessions program.
Volunteers from union organizations.	To inform them on the initiative and on the modes of its implementation by the members of the extended working group who have contact with them.	To pass on the information in a clear and appropriate manner to the target group.	To pass on the information through the lists of those enrolled in these activities/services and through the vis a vis interviews.
Parishioners, charities’ volunteers and pastors.	To inform them on the initiative and on the modes of its implementation by the members of the extended working group who have contact with them.	To pass on the information in a clear and appropriate manner to the target group.	To pass on the information through volunteer parishioners and caregivers of the elderly who attend the parish and benefit from some of the services it offers. To provide suitable indoor and outdoor locations and spaces for conducting PA sessions program.

Volunteers involved in activities related to accompaniment and safety.	To inform them on the initiative and on the modes of its implementation by the members of the extended working group who have contact with them.	To pass on the information in a clear and appropriate manner to the target group.	To contribute to identify the elderly, seeking to involve them in the project, to activate trusting relationships, to logistically-organisationally enable participation (e.g., transportation was provided in some groups to enable the elderly to attend the PA sessions), especially in the Parishes.
Post office staff	To inform them by the members of the Extended working group who have contact with them.	To pass on the information in a clear and appropriate manner to the target group.	To be identified (presumably during operations at the counter). Posting the initiative brochure in doctors' offices, also informing any secretaries present to disseminate it.
Pharmacists and other sensitive shopkeepers who come into contact with the target group on a daily basis.	To inform them by the components of the enlarged working group that have contact with them.	To pass on the information in a clear and appropriate manner to the target group.	To distribute brochures at points of sale, after the explanation of the project to retailers by social workers.

4. Procedures and indicators for evaluating CES implementation & results

In order to support, in this phase, the subjects in charge of the engagement (operators of the district, volunteers/operators of organisations of the territory, citizens, etc.), it can be useful the construction, for example, of a shared agenda of which the effective realization is verified (comparison between planned/realized, respect of the times). It is essential to identify 1 or 2 reference figures who coordinate the entire process of implementing the CES. For the construction and implementation of the tools, it is important to identify a person who will supervise the construction of the tools for the engagement itself.