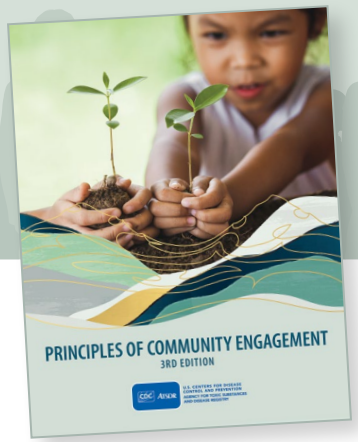


PRINCIPLES OF COMMUNITY ENGAGEMENT

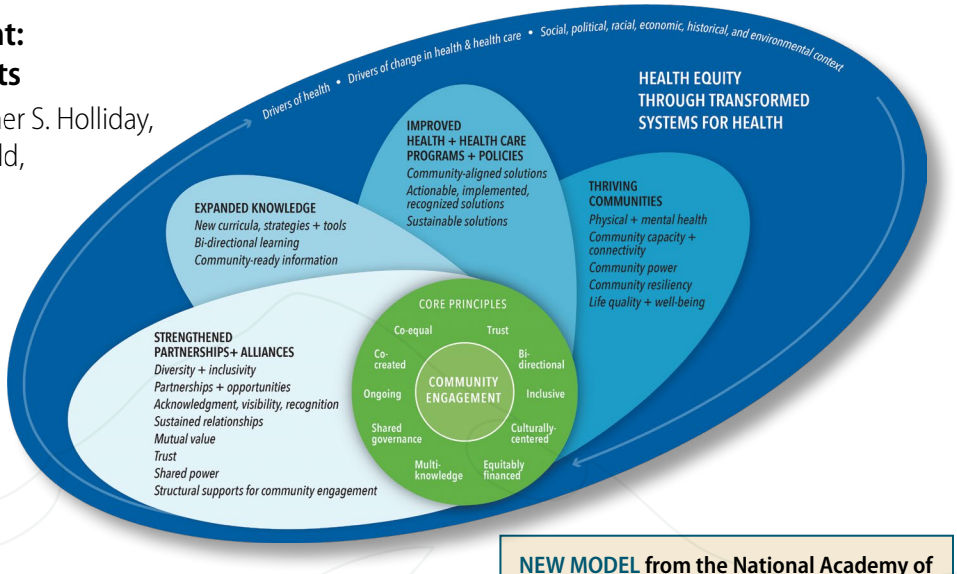
THE NEW, 3RD EDITION (ATSDR, 2025)

***Principles of Community Engagement, 3rd Edition*, is a collective effort from 165+ expert community engagement practitioners. The new edition provides users with the latest science and resources for engaging communities to protect their health. The *3rd Edition* includes a NEW, 10th principle of community engagement, a NEW definition and models of community engagement, and 3 NEW chapters. The *3rd Edition* also features numerous case examples from community partners. Read on to learn more!**

Chapter 1. Community Engagement: Definitions and Organizing Concepts

Linda B. Cottler, Christine E. Prue, Christopher S. Holliday, Donna Jo McCloskey, Mary Anne McDonald, Irvin Pedro Cohen, Sergio Aguilar-Gaxiola, and Milton "Mickey" Eder

NEW DEFINITION: Community engagement builds sustainable relationships through trust and collaboration, strengthening community well-being. The process should be enduring, equitable, and culturally sensitive to all participants, with a shared goal of addressing the concerns of the community.



NEW MODEL from the National Academy of Medicine that centers the community voice

Chapter 2. Principles of Community Engagement

Donna Jo McCloskey, Elizabeth Cohn, Gustavo Loera, Michael T. Hatcher, and Sergio Aguilar-Gaxiola

1) Be clear about the purposes or goals of the engagement effort and the populations and/or communities you want to engage.
2) Become knowledgeable about the community's culture, economic conditions, social networks, political and power structures, norms and values, demographic trends, history, and experiences with efforts by outside groups. Be aware of each other's perceptions of past engagement activities.
3) Build and maintain relationships and trust by working with individuals and/or community leaders.
4) Remember and accept that collective self-determination is the responsibility and right of all people in a community. No external entity should assume it can bestow on a community the power to act in its own self-interest.
5) Establish a partnership with the community to create change and improve health.
6) Recognize and respect the diversity within the community.
7) Identify and mobilize community assets and strengths through developing the community's capacity and resources to make decisions and take action.
8) Recognize that individuals and institutions must be prepared to release control and be sufficiently flexible to meet changing needs.
9) Foster community collaboration and strengthen long-term commitment among the partners.
10) **NEW** Demonstrate **trustworthiness**. It is fundamental to sustain successful community engagement.

CDC ATSDR
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AGENCY FOR TOXIC SUBSTANCES AND DISEASE REGISTRY

CS355888-A 01/14/2025

Chapter 3. Successful Examples in the Field

Elizabeth Cohn, Donna Jo McCloskey, Tabia Henry Akintobi, Gustavo Loera, and Sergio Aguilar-Gaxiola

Chapter 4. Building and Strengthening Organizational Capabilities for Community Engagement

Chyke A. Doubeni, Paula L. Bush, Zeno Franco, Syed Ahmed, Suganya Karuppana, Mary Gorfine, Elizabeth Cohn, Jack Westfall, and Michael T. Hatcher

Chapter 5. Opportunities for Facilitating Community-Engaged Research

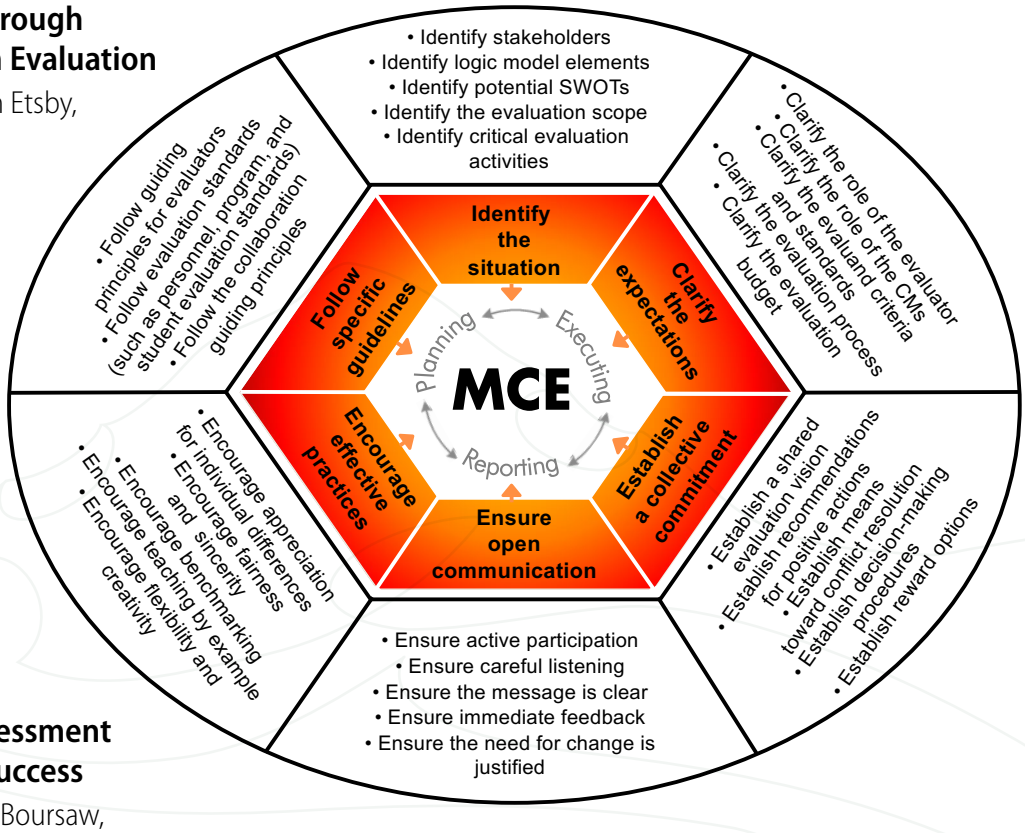
Laurene Tumiel-Berhalter, Olga Brazhnik, Sergio Aguilar-Gaxiola, Arleen Brown, Lori Carter-Edwards, Ahmed Elmi, Laura Sugarwala, Carla Williams, and Consuelo Wilkins

Chapter 6. Understanding Social Networks in Community Engagement

Mina Silverberg, Ann M. Dozier, Liam O'Fallon, Dixie Duncan, Tiarney Ritchwood, James Dearing, Jehan Benton-Clark, and Sergio Aguilar-Gaxiola

Chapter 7. Advancing Equity through Community-Partnered Program Evaluation

Tabia Henry Akintobi, SJ Dodd, Lauren Etsby, Latrice Rollins, Thomas C. Cotton III, Shantrice L. Jones, Kimberly N. Harris, Natalie E. Cook, Kendra Piper, Kathrine Grower, Ann M. Dozier, and Milton "Mickey" Eder



NEW MODEL
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NEW Chapter 8. Community Engagement Measures and Assessment of Practices with Potential for Success

Nina Wallerstein, Melanie Ward, Blake Boursaw, Milton "Mickey" Eder, Sarah Kastelic, and John Oetzel

NEW Chapter 9. Community Engagement to Promote Health Equity through Implementation Science

Rachel C. Shelton, Prajakta Adsul, Ana A. Baumann, and Shoba Ramanadhan

NEW Chapter 10. Sustaining the Engagement: Tools and Partnerships

Laurel Berman, Perry H Charley, Lydia Vannessa Frazier, Ken Meter, Jamie Rayman, and Neilroy Singer

For more information, contact Elizabeth Cohn, RN, PhD, FAAN at ECohn@northwell.edu or Laurel Berman, PhD, MS, at laberman@cdc.gov.