

ADDITIONAL RESOURCES

THEORY/COMMUNITY ENGAGEMENT AND EMPOWERMENT

Pedagogy of the Oppressed by Paulo Freire Bloomsbury, 2014. Originally published 1968

Explains the underpinning of Freire's principles that information and participation are a means for community empowerment.

A Ladder of Citizen Participation by Sherry R. Arnstein. AIP Journal, July 1969.

Using examples from HUD's Model Cities Administration, Arnstein dissects outreach into discrete processes, and their effects on both community members and the success of projects.

Strategies for Meaningful Community Engagement: FRESA Best Practices from the Field FRESA
<http://fresc.org/wp-content/uploads/2015/02/Best-Practices-for-Community-Engagement.pdf>

A handbook of best practices and philosophies from FRESA, a Colorado organization founded to connect the labor movement and the non-profit movements against poverty. They are devoted to engaging all types of community members to build community power.

METHODS FOR INCLUSIVE PROGRAMS

Augusto Boal's Forum Theater for Teachers. Susie MacDonald, Daniel Rachel. Athens, 2000.

<http://organizingforpower.org/wp-content/uploads/2009/03/games-theater-of-oppressed.pdf>

A guide for running several of Augusto Boal's Theater of the Oppressed activities.

Photovoice: Concept, methodology, and use for participatory needs assessment. Wang, C., & Burris, M. A Health education & behavior, (1997).

This article describes the first use of photovoice, which has been used in wide ranging community projects across the globe. Search google for Photovoice, or read the references on its Wikipedia page for starting points for further reading. A how to guide is included in KU's Community Toolbox.

Community Toolbox. Work Group for Community Health and Development at the University of Kansas.

<http://ctb.ku.edu/enKU>

This incredibly comprehensive website has specific recommendations and resources for an extensive list of scenarios and challenges. Topics include Communications to Promote Interest, Encouraging Involvement in Community Work, and Creating and Maintaining Partnerships.

ENVIRONMENTAL AND CLIMATE CHANGE COMMUNICATION

Climate Change Education: Effective Practices for Working with Educators, Scientists, Decision Makers and The Public. CCEP 2017

Climate Change Education Partnership Alliance (CCEP) programs contributed effective strategies from the first four years of their climate change communication research. Solutions range from language use to organizational structures.

Let's Talk Climate: Messages to Motivate Americans. EcoAmerica <https://ecoamerica.org/research/>

EcoAmerica has published several reports – available at this website – based on their market research of climate messaging.

Speaking with Americans about Energy and Climate: From the Think Tank to the Kitchen Table. Drew Westin and Celinda Lake. Huffington Post. May 25, 2011. Web. <http://www.huffingtonpost.com/drew-westin/speaking-with-americans-a b 205598.html>

The results of voter surveys indicating the kind of language and communication science that brings messaging from the esoteric to the relatable. "The point is not to "dumb down" our messages. It's to increase their emotional intelligence."