

How to engage residents and other stakeholders

Continuum of Stakeholder Engagement¹

Stakeholders for rental properties include owners, landlords, residents, property managers, staff, visitors, and service personnel and companies.

Stage	Purpose	Promise to stakeholders	Examples of techniques
INFORM communicate information to stakeholders	To provide stakeholders with balanced and objective information to assist them in understanding a smoke-free proposal	We will keep you informed.	<ul style="list-style-type: none"> • Deliver fact sheets door to door, at meetings or via email • Display posters in common areas • Send information emails • Write and distribute newsletters • Create a website • Host information sessions (e.g.; open houses, meetings) • Use a suggestion box • Organize a volunteer networking process • Hold coffee meetings (a casual gathering of people with refreshments and informal conversation)
CONSULT seek the opinions of stakeholders	To obtain stakeholder feedback about analysis, alternatives and/or decisions regarding a smoke-free proposal	We will keep you informed, listen to and acknowledge your concerns, and provide feedback on how your input influenced the decision.	<ul style="list-style-type: none"> • Host focus groups • Conduct a survey • Host information and input sessions (e.g.; open houses, meetings) • Offer a comment section on your website • Organize a volunteer networking process • Hold coffee meetings • Form an advisory committee

¹ Adapted from IAP2 Public Participation Spectrum; International Association for Public Participation Federation (IAP2) <http://www.iap2.org/>.

Stage	Purpose	Promise to stakeholders	Examples of techniques
<p>INVOLVE</p> <p>stakeholders provide input and ideas to help develop options and solutions</p>	<p>To work directly with stakeholders throughout the process to ensure their concerns are consistently understood and considered</p>	<p>We will work with you so your concerns and issues are directly reflected in the alternatives developed and provide feedback on how your input influenced the decision.</p>	<ul style="list-style-type: none"> • Form an advisory committee • Host input sessions (e.g.; workshops, meetings) • Organize a volunteer networking process • Offer a comment section on your website • Hold coffee meetings • Public art: have residents, particularly children, draw and display images in a common area of what a smoke-free environment could look like.
<p>COLLABORATE</p> <p>stakeholders participate in decision making and actions</p>	<p>To partner with stakeholders in each aspect of the decision-making process (e.g., developing alternatives and identifying the preferred solution)</p>	<p>We will look to you for direct advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions as much as possible.</p>	<ul style="list-style-type: none"> • Form an advisory committee • Host input workshops and meetings • Conduct a practice session: invite stakeholders to participate in a session to practice being part of a smoke-free building • Organize a volunteer networking process

Remember to communicate throughout the process and in every phase.