

Design-based Community Building: Using Design to Engage People and Create Community

Sanematsu H, Wiehe S

Design processes can help build community and created shared understanding. This poster will demonstrate how an approach to design creation helped us re-engage our membership and introduce us to non-members.

Developing an infrastructure for community engaged research can be challenging. It is difficult to create communication that is consistent while simultaneously building a network, creating programs, and serving the network being created. We wanted to create a system that would make consistent as many variables as possible, allowing us freedom to create and tailor content and continue to reach out to new audiences in ways that would make CHeP and its mission memorable and useful.

Designers and community health researchers worked together to create research methods that drew from both fields. In fact, while intended outcomes from the disciplines of design and community health are different, their processes share many similarities. In a process that spanned two years, we:

- Conducted face to face, individual and group interviews with stakeholder groups
- Surveyed members of our network online
- Hosted a two-day long 'visioning' session using 'open space' methods from design research
- Analyzed our findings as a collaborative group
- Used our conclusions to fortify our Strategic Plan as the basis for our Strategic Plan
- Wrote a new mission, vision, and values statement
- Repeated the process to develop a new name, message, visual identity, social media strategy, and overall attitude and spirit to the communication of our mission

Our poster will present our methods, outcomes, impacts, and next steps.