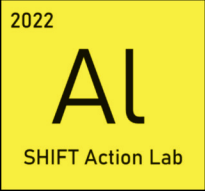


Parkersburg Engagement Project

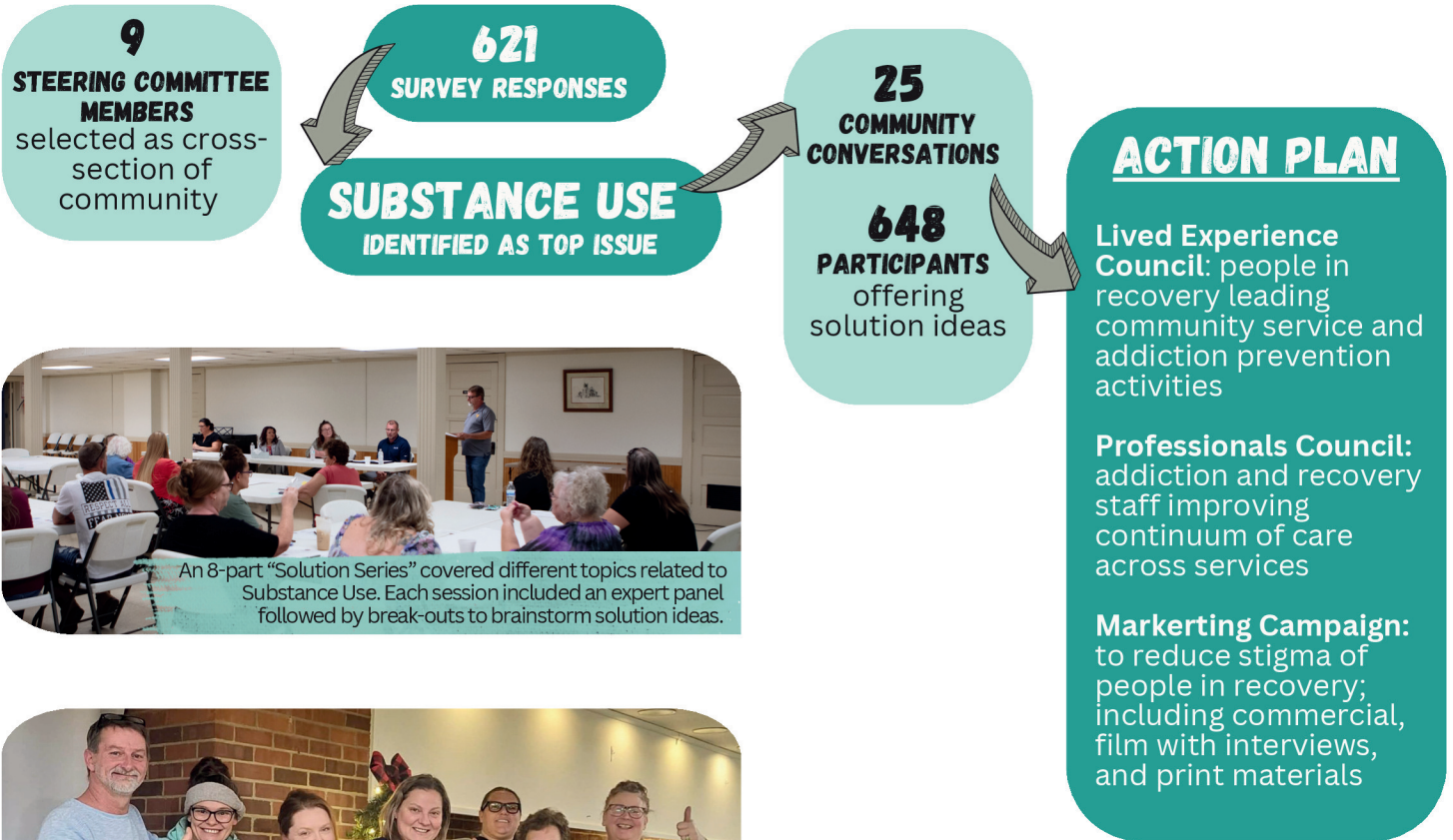
CASE STUDY



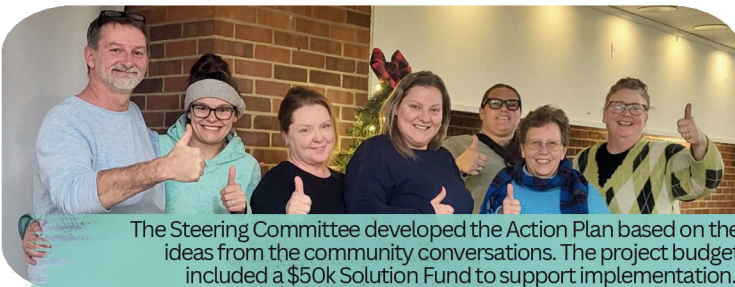
Process



Outputs



Snapshots



ACTION PLAN

Lived Experience Council: people in recovery leading community service and addiction prevention activities

Professionals Council: addiction and recovery staff improving continuum of care across services

Marketing Campaign: to reduce stigma of people in recovery; including commercial, film with interviews, and print materials

WATCH THE RECAP VIDEOS

Parkersburg Engagement Project

BEHIND THE SCENES

2022

AL

SHIFT Action Lab

Hypothesis

We can have greater* impact when strategically layering the skills of **bridging, community organizing, and participatory democracy**, (compared to when we operate in isolation).




* more representative, durable and transformative impact



The Parkersburg Engagement Project was a pilot of the **Action Lab**, a cohort of practitioners from the bridging, organizing, and participatory democracy fields.

Methodology

Action Lab members supported the Parkersburg Engagement Project Steering Committee with trainings and coaching. Because of this targeted capacity-building, skills from each of the three fields were applied by the Steering Committee in their work on-the-ground.

Bridging	Organizing	Participatory Democracy
<ul style="list-style-type: none"> Intentionally included diverse perspectives on the Steering Committee. Story sharing exercise allowed Steering Committee to build relationships despite their differences. Bridging questions dispelled tension between members. <p>Steering Committee members built resilient relationships and worked together, despite different political orientations and perspectives on issues.</p> 	<ul style="list-style-type: none"> Used organizing tools to delegate tasks based on capacity and interests. Action plan informed by power analysis and strategic assessment of leverage points. In progress: 1-on-1's to bring in new people. <p>When workload became concentrated, project leads successfully supported others to step up. Action phase was built into plan from start.</p> 	<ul style="list-style-type: none"> Steering Committee established as the locally-based governance body leading the project. Used consent-based decision-making. Selected solution based on ideas that participants mentioned the most often. <p>Steering Committee reached full consent on all of their collective decisions and based those decisions directly on the community's input.</p> 

Results