

# Public Engagement: Impacting Manitobans on Development Issues

## What is public engagement?

**Public engagement** is the process of moving people through a continuum from basic awareness, to understanding, to personal involvement and informed action on a certain issue. This movement from awareness to action doesn't always follow a straight path – it's important to reach out to people wherever they are on the public engagement continuum. In this way, you are supporting the engagement process and increasing action on international development and global issues.<sup>1</sup>



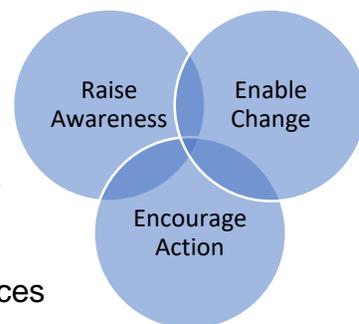
MCIC defines public engagement as the practice of inspiring, supporting, and challenging people and groups in dynamic cycles of learning, reflection, and action on global issues. It is a transformative process that works towards more equitable social, economic, environmental and political structures.<sup>2</sup>

## What should public engagement activities do?

**Raise awareness** of international development and global issues.

**Enable change** through helping people understand that their actions matter and impact the world.

**Encourage action** by providing people with tools and resources to take action.



## What does MCIC expect for public engagement?

MCIC expects you to engage Manitobans through the work of your project or in general outreach efforts. Whether it's helping to increase awareness and understanding of the issues, showing people how their actions matter or encouraging them to take action, you play a big role!

## A few examples of public engagement activities

- Social media / online engagement via platforms such as Facebook, Twitter, Instagram, Snapchat, websites or blogs
- Newsletters (mail or digital), flyers, bulletin inserts, or emails
- Presentations with faith groups, community meetings, movie screenings, local clubs, theatre, meetings with your local MP/MLA or other elected officials
- Workshops, lunch & learns, coffee hours or information sessions

<sup>1</sup> Effectively Engaging Canadians as Global Citizens: Public Engagement Position Paper, ICN, December 2009.

<sup>2</sup> Global Hive Glossary: Public Engagement

- Fundraiser events that include an awareness building component, such as auctions, dinners, socials, tournaments, raffles, bake sales or marathons
- Newspaper articles and stories about the project in local media
- In-person conversations or other direct outreach to your networks
- Activities or local events such as an Ethical Fashion Show, dessert nights, dinners or fall suppers
- Displays at a local community centre, business, faith group, shopping mall, festival or other public location

### Public engagement tips

**Provide a range of things** people can do to get involved (including one right at your event) i.e.: donate, write a letter, bring a friend to an event, share a newsletter or post, read a flyer, sign a petition, and so on.

**Count the number of people** who attend your event or separate out Manitoban numbers from your activities for reporting.

**Expand your audience!** Reach out in new ways and ask your constituents to share with their friends and family. Be sure to give them something easy to share – a video, story or post!

### Send MCIC public engagement information on your project

Tell us about your public engagement plans and activities in your **project proposals** and scheduled **reports** to the International Program Coordinator at [program@mcic.ca](mailto:program@mcic.ca). Please include a description of your event, the number of Manitobans you reached and how it relates to your project. The chart below offers some guidelines:

Activity description: What did you do? Where? Who was your audience?	How did this activity raise awareness, enable change or encourage action?	How many Manitobans participated? # Women # Men # Other # Total

You can also share some **success stories** from your project! Send stories and photos (with project name) to our Public Relations Coordinator at [pr@mcic.ca](mailto:pr@mcic.ca). Your story might be featured on our website, annual report or social media! We can also help **publicize your event** to our followers through our e-newsletter or social media. Contact us today!

### Want to learn more about Public Engagement?

Take Global Hive's [free online course](#) on public engagement or check out some of their other resources at [globalhive.ca](http://globalhive.ca).



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### Contact Info



Questions about public engagement? [pe@mcic.ca](mailto:pe@mcic.ca)

Questions about sharing stories, events or photos? [pr@mcic.ca](mailto:pr@mcic.ca)

Questions about projects, funding or reporting? [program@mcic.ca](mailto:program@mcic.ca)