

# Engagement Plan Template



## Neighborhood

Hawthorne Neighborhood Council

## Time frame

2026-2028

## Work summary

Over the next 2 years, HNC focus will be on the health and well-being of our community as well as on housing. We will provide more ongoing community engagement around our projects and programs. Mental health, trauma, substance abuse and cancer are all at the center of our health crisis. Housing will continue to be a big need and providing support for our residents is our duty.

## Scope of work, outcomes and goals

We have been invited to partner with the City of Minneapolis to target hot spots for the MMU van. Through our Northside Coalition, we will work with Carmen and Eric to train 15 Latino youth on substance abuse prevention and continue our signature platforms for communication. We will continue our partnership with Freedom Works around the food pantry feeding the community and serving more ethnic groups. Our Hue-Man partnership will provide training, workshops, Narcan and health resources. We continue to use our media outlets, postcards and newsletters to continue our outreach in the community. We want to make our community safe and healthy for everyone. Since we have expanded our work, the demographics below are who we are serving the most.

<i>Demographic group</i>	<i>Black/BIPOC</i>	<i>White</i>	<i>Asian</i>
<i>Numbers or percentage</i>	42%	17.7%	18.2%
<i>Initiative, activity, project or program</i>	Mentoring, health resources, harm reduction, housing and seniors.	School placement, mentoring, harm reduction, housing and seniors.	Translation, harm reduction, education, health resource. Elder care and housing.
<i>Barriers to engagement</i>	Lack of communication, resources, staff, funding, language barrier, trust issues.	Health problems, transportation, childcare.	Safety issues, Youth bullying problems, School resources.
<i>Outreach and engagement strategies</i>	Pop-Up events, Hawthorne Huddle, NSUC, MSR, Facebook, LinkedIn, Nextdoor, Newsletters, flyers, community newsletters, events, workshops.	Backpack give away, Winter Warmth, surveys, Freedom Works food panty engagement. Housing campaigns to promote growth in the community.  Work with City on various health initiatives.	Support culture events, elder health forums and resources.  Work with our partners to ensure our events and communications are translated into various languages.  Conduct a year end survey.
<i>Resources needed</i>	Workshops, media, forums, radio, websites, etc.	Event space, donations for give a way, resources.	Youth involvement, Elder and child health translators.

<i>Partners in the work</i>	Freedom Works, MSR, KMOJ, 4 <sup>th</sup> precinct, Hue-Man, CPC, City of Mpls, Hennepin County, Big Brother Big Sister, Volunteers of America and various medical agencies.	Media, other agencies, churches, fire fighters, parks, schools and Storm Creek.	Asian Media Access, Strong Mind/Strong Body, Carmen Robles Assoc., Media, neighborhood agencies, Hmong and Hispanic churches, schools.
<i>Person(s) responsible</i>	HNC Board, Staff & Volunteers	HNC Board, Staff & Volunteers	HNC Board, Staff & Volunteers
<i>Timeline</i>	<p>Jan. – Mar. Update mailing list for all sites, enhance the website, plan events for the next 6 months, expand the resident cohort membership to 10.</p> <p>Expand our involvement with Bread of Life food pantry to include Loaves and Fishes distribution.</p>	<p>Apr.- Jun. Work on health workshops and forums, prepare 2 new campaigns for housing regarding loans and home ownership.</p> <p>July. – Sept. Work on the 2 signature events, board membership. Work with community on mentor program.</p> <p>Work with volunteers and other agencies regarding summer pop-up health events.</p>	<p>Oct. – Dec. Continue to give back to the community with 2 epic culture events.</p> <p>Work with the 15 youth that were trained on substance abuse prevention to prepare them for the new school year.</p> <p>Continue to work with Carmen and Eric Youth Journalism.</p>

<p><i>Quantitative goals</i></p>	<p>Secure \$20,000 or more funding from various agencies to do the projects.</p> <p>Work on getting 5% of the residents to become more engaged in the community events.</p>	<p>Provide support for funding, housing, food, and clothing.</p> <p>4 to 5 Pop up clinics with an estimate of 30 people, 4 food pantry visits at the events, and we will provide clothing for 25 families.</p> <p>Expanding resources will be key to our mission.</p>	<p>6-8 Health events where Health resources are provided. These resources will include child and elder care. Our goal is to reach 25% of the Hawthorne neighborhood, which is 750 individuals.</p> <p>Spanish, Hmong, Somali translation are key tools for us since we are now more engaged with their communities.</p>
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<p><i>Qualitative goals</i></p>	<p>By conducting 10 workshops including forums we want to continue to educate on the danger of trauma and opioids.</p> <p>We will work with 5 agencies around our youth on vaping.</p> <p>We will engage in 3 activities around stroke, cancer and diabetes issues.</p>	<p>7 new homes being built is a sign of stable community housing. We will continue to educate residents on Housing support and the available loan programs. The goal is to add 7 additional new homes.</p> <p>Vaccines are needed for our community, and we will continue to provide resources and current information. Our hope is to be able to provide free services again.</p>	<p>Schools will meet staff shortages in the next year. We need to make sure our youth have the tools they need. With our continued backpack, school supplies, winter apparel support we can provide for 300 youths.</p> <p>Communication and leadership skills are very important for all. We have a 7-member Resident Cohort group looking to expand to 10. Webinars and newsletters, and media are our key communication source.</p>
<p><i>Outcome of engagement</i></p>	<p>Jobs available for all. Better education on health issues.</p>	<p>Engage more businesses to get involved with their neighbors.</p>	<p>Measuring the progress of our youth is being noticed.</p>