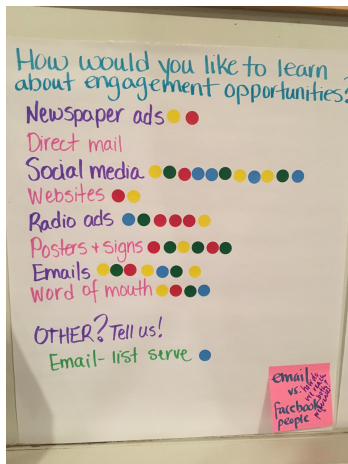


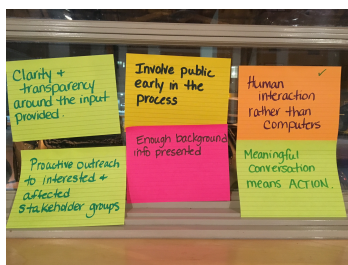
## Getting public engagement right

### *Talking Together: A Stronger Dialogue Between You and Your Government*



**“Acting with integrity means providing quality, clear, fulsome information in advance of asking questions, and being transparent in your motivations and purpose in talking to people.”**

-Online survey respondent



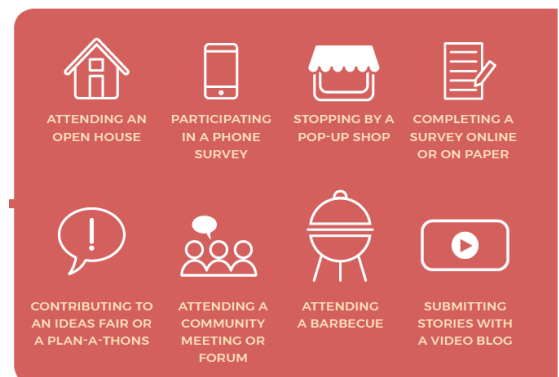
The Government of Yukon (YG) is committed to engaging Yukoners in a meaningful way and are eager to interact with Yukoners about opportunities to grow and improve the practice of public engagement. Working with the Executive Council Office, Dialogue Partners designed a compelling and interesting three-part strategy to effectively inform, engage and improve their public engagement practices and initiatives.



### What Happened?

In 2016, Dialogue Partners was a core part of building a public engagement strategy and toolkit for YG. This project also included developing a 2-day training course in how to use the toolkit as well as a series of 6 lunch n’ learn modules delivered internally by the YG Organizational Development Branch.

To support internal capacity building, Dialogue Partners also designed and implemented a public engagement process titled “Talking Together.” This was a conversation to both INFORM and ENGAGE Yukoners and to co-create measures of public engagement success, understand the unique needs of the community and identify opportunities for improvements.



The project used a combination of techniques including an

Ideas Fairs – co-hosted with the City of Whitehorse, online survey, pop-up events and effective piggy-backing with on-going engagement events. We used a suite of communication tools like social media postings,

postcards, infographics, radio ads and more to raise awareness and encourage participation.

The conversation resulted in a list of Top 10 recommendation for how to continually grow and improve the practice of public engagement. In addition, we also developed a scorecard for measuring meaningful, effective and accountable public engagement processes conducted by YG. Finally, the project produced a Citizen Toolkit that outlines rights and responsibilities for meaningful and effective public engagement was also created. This tool will support Yukoners to participate in constructive conversations and engagement processes into the future.



**“Every individual in this community matters and has a valuable voice and contribution. Inclusion is essential to ensuring everyone’s needs are heard and validated.”**

-Online survey respondent

## Things we learned along the way

**Words need to actually mean something** – Prior to Talking Together, the Government of Yukon was committed to the following principles of engagement including

- We will be inclusive.
- We will be transparent and clear.
- We will recognize and value the unique contribution of participants.
- We will be accountable and act with integrity.
- We will build skills.

Being inclusive and transparent sound really great, but what does that actually mean? What actions would demonstrate the intention? We worked with participants to gather stories of each principle in action. These stories will be used to inform evaluation tools used in future public engagement experiences.

### **A STORY IN TRANSPARENCY**

#### **Principle: We will be transparent and clear**

We will create easily accessible processes for engagement and we will be clear about our intentions when we engage the public.

#### **Story of this principle in action:**

Tom lives in a rural area and does not have regular access to internet. He saw a poster at his local community centre and wanted to provide his feedback on a topic that’s important to him. He noticed a phone number on the poster and decided to give the project manager a call and find out the best way for him to participate.