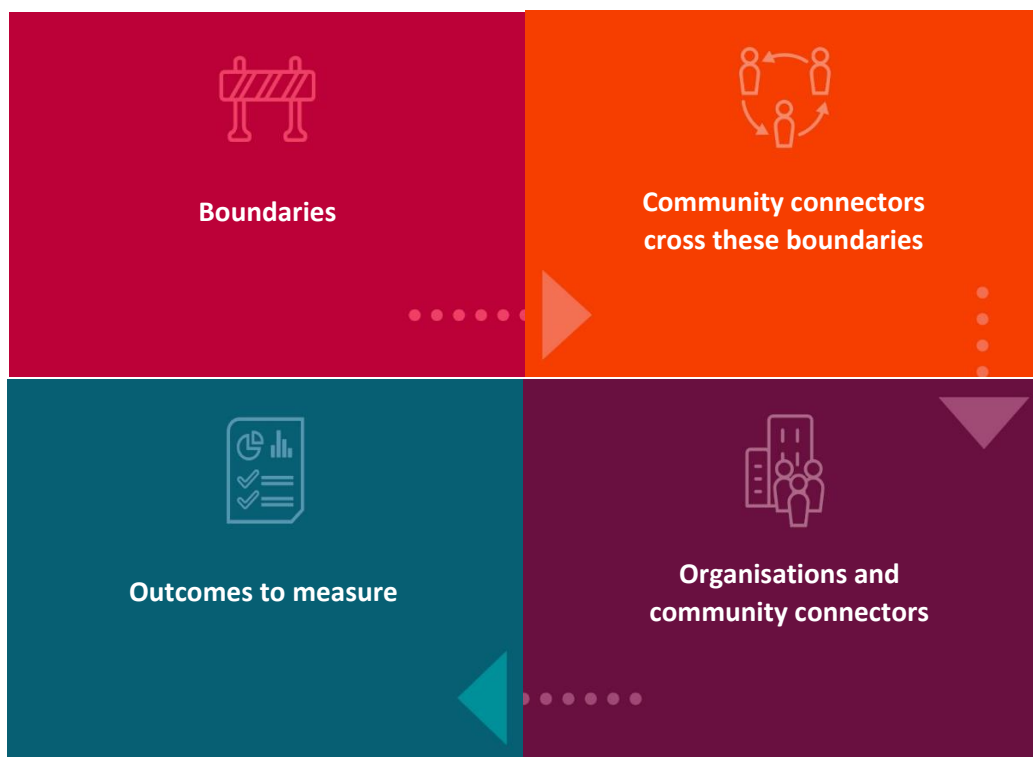


# Community Connector Framework and Model

The Community Connector Framework provides practitioners with a way to understand and talk about why some people are hardly reached by services and why collaborating with community connectors is one way of addressing this problem. The four elements of the Community Connector Framework are represented below:



## 1. Boundaries

Boundaries are markers of difference. They help to define who we are as individuals, groups and organisations. Boundaries can also form the basis of exclusion and act as barriers. When thinking about why people are hardly reached by services, consider boundaries that are:

- Organisational: e.g. policies, professional roles, technical language, eligibility requirements
- Social: e.g. income, age, gender, race, employment, age, education level
- Cultural: e.g. language, dress code, music, food, religion
- Physical: location, cost, visibility, opening hours, building design

## 2. Community Connectors

Community Connectors are members of the community who naturally and spontaneously link people up with other people, information, resources or services. They span boundaries between different groups and organisations. Community connectors:

- IDENTIFY and relate to people not connected in the community
- CONNECT people with other people, information, groups and organisations
- ENABLE people by providing emotional, social and practical support as well as education and advocacy

Community Connectors also know how to use places and objects to bring people together.

### 3. Organisations and community connectors

The Community Connector Model has three stages to it:

1. **IDENTIFY** your local connectors. Think about the boundaries in your community and who is good at crossing them. Ask community leaders and other staff to help you identify connectors, and ask other connectors.
2. **CONNECT** with connectors by building relationships based on mutuality and flexibility. Go to where connectors are (this includes online as well as face to face).
3. **ENABLE** an ongoing relationship with connectors by responding to issues they identify, supporting their activities in the community and being a 'connector friendly' organisation.

### 4. Outcomes to measure

If your organisation invests in relationships with connectors it's important to measure the impact of this. Consider measuring impacts for:

- **Individuals** who were previously hardly reached by your service
- **Connectors** and how they benefit from the relationship with your organisation
- **Organisation** ability to adapt and reach more people through connectors
- **Community** changes in leadership, social connectedness and health disparities

More information and resources: <https://boundaryspanning.net/>

#### Role of connectors in connecting the community system with the service system

