## How to Use This Guide

This Trustworthiness Action Guide is a tool designed to help groups co-define what key behaviors that demonstrate trustworthiness look like in their local context. Because communities are diverse and complex, these behaviors may vary across sectors, organizations, and settings — even within the same community. That variation is expected and valuable.

A core goal of this guide is to help partners co-create a shared sense of accountability — not only by naming what respect, transparency, and engagement should look like, but also by collectively agreeing on how to recognize, practice, and sustain those behaviors. Building trustworthiness is a reciprocal process, and this guide is intended to support the development of mutual commitments that are realistic, visible, and meaningful.

### Facilitator Guidance

As a facilitator, your role is to create an inclusive, respectful space, where all voices, especially those often left out of decision-making, can meaningfully contribute. Encourage participants to speak from their lived experience, ask clarifying questions, and listen actively to one another. You don’t need to be an expert on every sector represented. Instead, focus on guiding the group toward shared definitions and commitments around trust-building behaviors. Invite reflection on questions such as:

* What would this principle look like if it were done well in our community?
* How will we know if this behavior is happening, and who gets to decide?
* What is each partner’s role in upholding these commitments?

### Documenting Shared Commitments

As each principle is discussed, work with participants to name specific actions, who is responsible, and by when the actions will take place. These may take the form of:

* Descriptions of actions (e.g., sharing decisions with community residents, via the community chat group, within 24 hours after they are made)
* Agreed-upon accountability mechanisms (e.g., quarterly updates with the opportunity for community feedback)

Use the provided space in the guide to capture these shared definitions and commitments, ensuring they are documented in the group’s own words whenever possible. This document can then serve as a living agreement that partners revisit and revise over time, as trust deepens and work evolves.

To help you get started, Principle 1 has been filled in as an example. Delete the content so you can fill in your own responses, and use as much space as is needed to capture the suggestions from the community and the organization.

| **Principle** | **Associated Key Behavior** | **Prompt for the community** | **How could this action(s) be implemented by the organization?**  | **Who is accountable and by when?** |
| --- | --- | --- | --- | --- |
| 1. The community is already educated; that's why it doesn't trust you. | Respect and Responsibility | What **specific action(s)** would demonstrate that the *sector/organization* *(e.g., Public Health Department)* is showing **respect and responsibility**?Include the **community’s ideas** regarding action(s), below: *Using respectful, culturally appropriate language in communications**Compensating community members for their time and expertise*  | *Hosting meetings in community spaces at convenient times**Apologizing and making amends when harm has occurred, and documenting changes made in response* | *Public Health Department staff by August 31, 2025* |
| 2. You are not the only experts. | Humility | What **specific action(s)** would demonstrate that the *sector/organization* is showing **humility**?Include the **community’s ideas** regarding action(s), below:  |  |  |
| 3. Without action, your organizational pledge is only performance.  | Authenticity | What **specific action(s)** would demonstrate that the *sector/organization* is showing **authenticity**?Include the **community’s ideas** regarding action(s), below:  |  |  |
| 4. An office of community engagement is insufficient.  | Commitment | What **specific action(s)** would demonstrate that the *sector/organization* is showing **commitment**?Include the **community’s ideas** regarding action(s), below:  |  |  |
| 5. It doesn't start or end with a community advisory board.  | Diversity of Thought | What **specific action(s)** would demonstrate that the *sector/organization* is showing **diversity of thought**?Include the **community’s ideas** regarding action(s), below:  |  |  |
| 6. Diversity is more than skin deep.  | Intersectionality | What **specific action(s)** would demonstrate that the *sector/organization* is showing **intersectionality**?Include the **community’s ideas** regarding action(s), below:  |  |  |
| 7. There's more than one gay bar, one "Black church," and one bodega in your community.  | Relationship Building | What **specific action(s)** would demonstrate that the *sector/organization* is showing **relationship building**?Include the **community’s ideas** regarding action(s), below:  |  |  |
| 8. Show your work. | Transparency | What **specific action(s)** would demonstrate that the *sector/organization* is showing **transparency**?Include the **community’s ideas** regarding action(s), below:  |  |  |
| 9. If you're gonna do it, take your time; do it right.  | Intentionality | What **specific action(s)** would demonstrate that the *sector/organization* is showing **intentionality**?Include the **community’s ideas** regarding action(s), below:  |  |  |
| 10. The project may be over, but the work is not.  | Maintaining the Relationship | What **specific action(s)** would demonstrate that the *sector/organization* is showing that they are **maintaining the relationship**?Include the **community’s ideas** regarding action(s), below:  |  |  |