

COMMUNITY MOBILIZATION



Definition

- A process that aims to engage individuals, groups, or organizations of the community to *become aware of a shared health need and empower them to take action* in order to create a positive change. *(creating awareness)*
- **Community Development** - empowering communities towards a positive change in the physical quality of life. *(e.g. better health, education, housing and overall material and social welfare)*

Importance of Community Mobilization

It is a strategy that;

- Creates demand for health interventions
- Increases access to services
- Increases effectiveness and efficiency of interventions
- Ensures the most vulnerable and high risk groups are reached
- Addresses the underlying causes of problems
- Increases community ownership and sustainability .
- Strengthens case-finding, referral, follow-up & monitoring activities.

Role of the CHN in Community mobilization

- The CHN is a community mobilizer.
 - ❖ A mobilizer is a person who gets things moving (initiates and speeds up things)
- ✓ Bringing People Together
- ✓ Building Trust
- ✓ Encouraging Participation
- ✓ Facilitating Discussion and Decision-making
- ✓ Helping Things to Run Smoothly

Characteristics of a good mobilizer

- Willingness to examine and challenge their own assumptions, opinions and beliefs
- Genuine respect for all community members
- Non- judgmental and accepting approach
- An understanding that different people have different views and perspectives
- Good communication skills, *esp. listening*
- Good facilitation skills to enable communities to conduct their own analysis of their lives
- Ability to challenge assumptions sensitively (*e.g. about the role of women*).
- Believe in the community's capacity to take effective action.

Ethical Principles For Community Mobilizers & Spokespeople

- **Respect for all persons:** value each individual's ideas, opinion, beliefs and practices.
- **Impartiality:** should not judge or discriminate against any individual
- **Confidentiality:** When talking with community mobilizers should guarantee the privacy
- **Accuracy:** transmits factual & correct information to limit the spread of rumors.
- **Do no harm (beneficence):** people working with communities should limit potential harm.

Channels used in community mobilization

- Radio
- Large-scale Community-based Activities
- Interpersonal Communication
- Community-based Surveillance
- Mobile Phone Technology

Channels for community mobilization

Radio

- It is effective for;
 - ✓ Raising awareness of a particular issue,
 - ✓ Dispelling rumors/stigma &
 - ✓ Promoting protective health behaviors.
- Can reach wide audiences.

Interpersonal communication (IPC)

- Involves personal interaction; can be one-to-one, in small groups, large groups or in a forum.
- IPC can be delivered: in person, over the phone or via social media.
- It is facilitated by ; health providers, social mobilizers, peer educators
 - ✓ Facilitators require supervision and training.

Community-Based Surveillance

- **Def'n:** The organized and rapid capture of information about cases that are a potential risk to public health.
 - Information being captured include: rumors, symptoms or new cases, behaviors.
 - Has established reporting systems
- Involves selecting knowledgeable volunteers to act as monitors.

Mobile Phone Technology

- Involves using a mobile phone platform to share information relating to a specific topic.
- It can be one-way communication or interactive.
- Useful when vital information needs to be shared with the public quickly (e.g. symptoms of disease, what to do or where to go)
- Is useful for collecting real-time data.



Community-based MOBILIZATION ACTIVITIES

- **Community meetings** - to discuss an issue with community leaders (*may include traditional, religious and local political leaders*).
- **Public debates** - community members question leaders on a specific, predetermined topic. Can also be done on radio
- **Puppet shows and participatory theatre** - audiences are encouraged to participate by developing scenarios/better outcomes.
- **Village literacy fairs** - information about a topic is shared. Include road shows

Mobilization activities....

- **Listening groups** - listen to and discuss a particular radio program.
- **Quiz competitions** between teams addressing knowledge of a specific topic.
- **Print media** - for distribution in the community (e.g. leaflets, pamphlets)
- **Community coalitions** - made up of people who practice desired behaviors, or who have survived a disease outbreak and can act as positive role models and decrease stigma.
- **Door-to-door sessions** - mobilizers enter households to discuss the outbreak and protective practices in privacy.

Mobilization activities....

- **Storytelling** - a narrator recounts a pertinent story which may be real or fictional, to highlight key messages and the importance of protective behaviors.
- **Dance and concerts** - convey key messages. The events can be recorded and screened through cinema/Internet/social media.
- **Mobile cinemas** - screen short films addressing a specific topic followed by discussions and questions/answer sessions.
- **Sporting events and competitions** - messages are conveyed before and after the games and at halftime.

Process/Steps of Community Mobilization

- 1. Step 1:** Identify the problem/issue.
- 2. Step 2:** Identify and Access Communities.
- 3. Step 3:** Select and Train Community Spokespeople and Mobilizers.
- 4. Step 4:** Establish a Formal Structure for Effective Information Flow.
- 5. Step 5:** Identify and Implement Community Mobilization Activities through people's participation
- 6. Step 6:** Evaluate results and improve



*How to mobilize?

Go to people

Love with them

Live with them

Learn with them

Link your knowledge with theirs

Start with what they have

***When you finish your job, the people will say
“we did it all by ourselves”***

(A proverb adapted from the words of Lao Tsu, China)