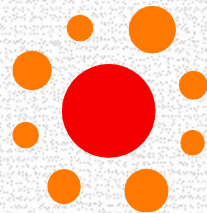


NUTS AND BOLTS OF COMMUNITY MOBILIZATION

Bethsy Morales-Reid, MA
Hispanic Federation



hispanicfederation

What is Community Mobilization?

An empowering process through which community individuals, groups, and organizations plan, carry out, and evaluate activities on a participatory and sustained basis to achieve an agreed upon goal, either on their own initiative or stimulated by others.



Planning for Community Mobilization*

- Conducting community assessments
- Involving the right people
- Selecting a strong leader
- Defining goals and strategies
- Developing ways to regularly measure progress
- Identifying funding and other resources

*CDC Community Mobilization Guide: <http://www.cdc.gov/stopsyphilis/toolkit/Community/CommunityGuide.pdf>

Partnerships and collaborations

- Collaborating with community leaders is essential to securing long-term support.
- Who are the key stakeholders in your community?
- Who could become an excellent partner?
- What qualities /expertise /resources does this partner need to have?



Types of community mobilization

- Voter registration
- Policy campaigns
- Union organizing
- School, parents, church or social groups
- Radio, newspaper, television or internet broadcast
- Coalitions

12 Ways to Engage

- 1. Collaborate** with other organizations and/or individuals to host events
- Plan **briefings**
- Call your local representatives** to advocate for your specific issues - host phone-a-thons
- Organize health fairs and educational events** focusing on health wellness
- Coordinate **advocacy days** at the local and state levels
- Maintain **constant communication** with partners
- Host **community fundraisers** to help support your efforts
- Create a **coalition**
- Plan an **information session** for providers
- Provide tool kits, resources, and direction
- Conduct **assessments**
- Social media** campaigns

Ser Saludable

Zumbando en El Barrio



- Physical activity & nutrition education initiative (SER = Salud Es Responsabilidad / Health is Responsibility)
- Intergenerational
- Physical education classes/clinics
- Nutrition education
- Collaborations with institutions
- Capacity building

Join Us FOR A FUN-FILLED AFTERNOON OF PHYSICAL ACTIVITIES, GIVEAWAYS, REFRESHMENTS AND INFORMATION!

hispanicfederation PRESENTS

Ser Saludable

Healthy Lifestyles Expo

ACTIVITIES FOR ALL AGES!

WEDNESDAY, MAY 21, 2014
3:00 PM TO 6:00 PM

JULIA DE BURGOS LATINO CULTURAL CENTER
1680 LEXINGTON AVENUE, NEW YORK CITY
(BETWEEN 105TH AND 106TH STREETS)

SUPPORTED BY
The Coca-Cola Company

IN COLLABORATION WITH
DOMINICO-AMERICAN SOCIETY
INSTITUTE FOR PUERTO RICAN/HISPANIC ELDERLY
PUERTO RICAN FAMILY INSTITUTE
EL PUENTE
RAICES

FREE TO THE PUBLIC!

FOR MORE INFORMATION OR TO REGISTER, CALL 1-866-HF-AYUDA (866-432-9832)



Mission Statement

LUCES is a state-wide coalition of Latino HIV/AIDS service organizations that exists to develop public policy, serve as an advocate for a Latino HIV/AIDS agenda, and provide culturally competent AIDS education to the Latino community.

Objectives

- Influence and help develop HIV/AIDS public policy for the Latino community.
- Promote HIV/AIDS public awareness.
- Be a source of support for member agencies and other organizations providing HIV/AIDS services to the Latino community.



Purpose:

- A national social marketing campaign implemented on October 15 to encourage HIV/AIDS awareness and testing in the Latino community
- A capacity building program to assist service providers in using social marketing to increase access to HIV prevention resources for Latinos at risk for HIV/AIDS.

Core Activities

- National Organizing Committee
- Resource Development & Dissemination
- Media Activities
- Capacity Building Assistance

Evaluating community mobilization efforts

Evaluation is the use of social research methods to systematically investigate effectiveness.

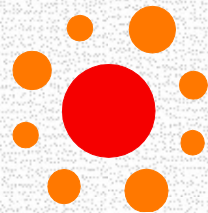
- Street Intercepts
- Online survey for review of events
- Media Analyses
- Focus groups
- Planning Products/Services Provided
- Community Actions
- Community Changes
- Resources Generated

Thank You!

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