

It Takes a Village: Strategies for Community Mobilization for TPP Programs



Suzette Brann, PhD, JD
Dionna Walters & Anitra Henderson
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Suzette Brann, PhD, JD

Project Director, TPP Initiative

Advocates for Youth

202-419-3420 x.52

suzette@advocatesforyouth.org



Anitra Henderson, B.A.
President
SMG Public Affairs
251-694-3981
anitra@smsgapr.com



Dionna Walters, MPH MPA

Director

Bronx Teen Connection

(718) 299-0169 x294

dwalters2@health.nyc.gov



By the end of this session, attendees will be able to:

1. Describe how and why community mobilization contributes to creating sustainable culture change related to teen pregnancy prevention;
2. Provide evidence-based strategies to mobilize their communities to support teen pregnancy prevention efforts; and
3. Identify at least two tips and lessons learned from TPP grantees that have operationalized the community mobilization model and best practices.

- Poll: How familiar are you with community mobilization?

- Not familiar
- Somewhat familiar
- In the beginning stages
- Very familiar and fully engaged in community mobilization





Why Should Community Mobilization Play a Role in TPP?

Community mobilization is a process by which we reach out to different sectors of the community to create partnerships that focus on, and ultimately address, the **social**, **structural** and **individual** issues associated with teen pregnancy prevention.



- Q&A: When you think of community mobilization, what do you think of?
- Please write in your response



When You Think of Community Mobilization, You Think of...

Community Partnerships

Collaborative Partnerships

Community Involvement

Coalition Building

Community Collaborations



1. Community Pathways Mobilization Model
2. Collective Impact Approach

Key Premise:

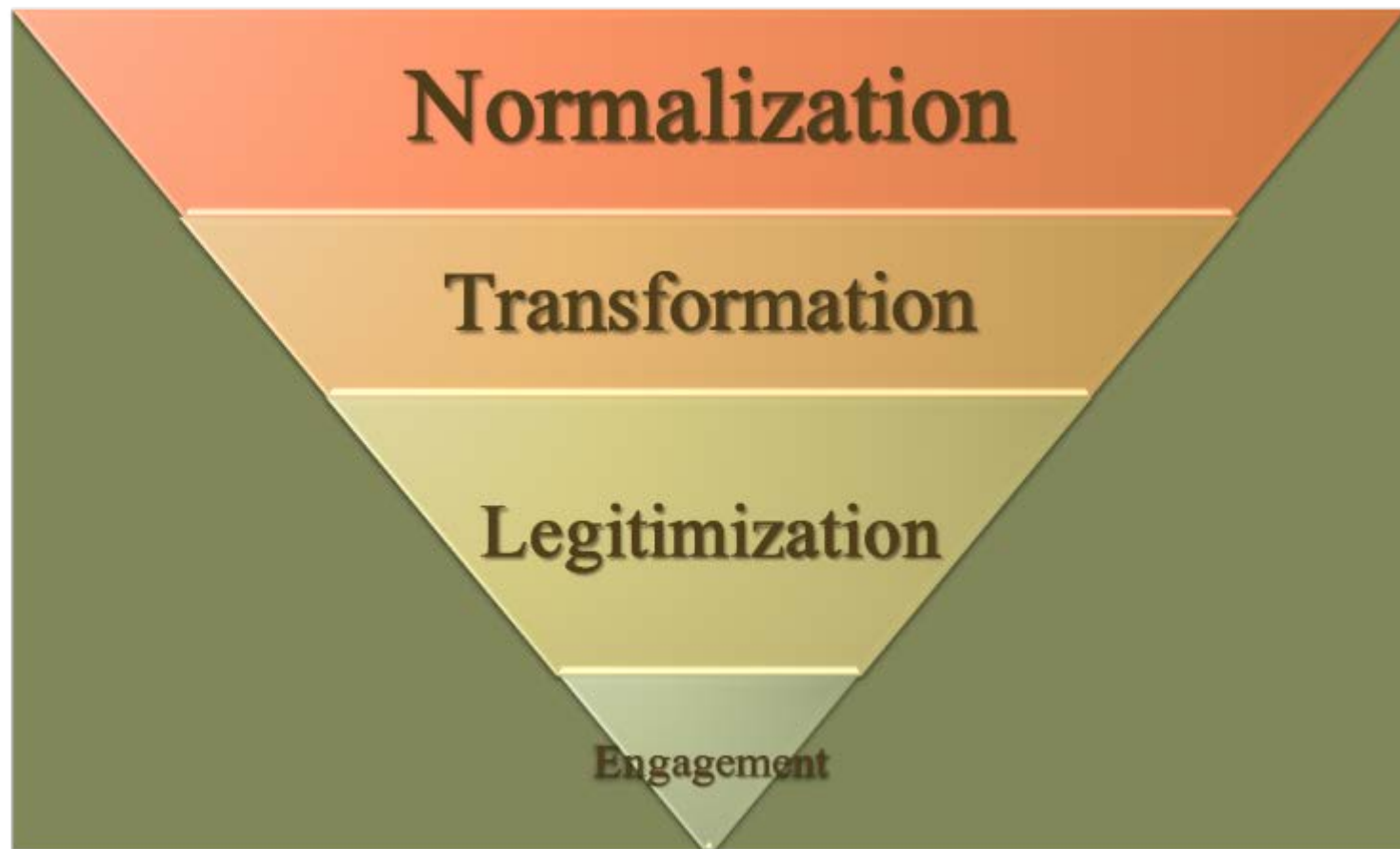
To ensure sustained and positive behavior change among young people, a significant proportion of the community must view young people's ability to make healthful decisions about their sexual and reproductive health as beneficial.



Tenets of the Collective Impact Approach



The Sustainability Through Community-Wide Initiatives Model



Grass tops



Grassroots

Youth

Who Constitutes the Mobilization Teams?

Grass Tops/Community Leaders – decision makers and resource gatekeepers at the local, county, and state level who ensure financial, policy, and resource support.

Grass Roots/Community influencers –respected and beloved leaders who live in the community and who have the ability to create a critical mass of community support.

Young people who directly benefit from the programs and services of the initiative and who can bring other young people along.



Sustained reductions in teen pregnancy cannot occur unless the entire community is engaged in the conversation. To engage the entire community, the organization must examine and re-examine its current vision, mission and strategic goals.

Legitimization occurs when:

- ✓ The community trusts you as one of the go-to experts on the issue and comes to you for training, mentoring and expert advice
- ✓ The community trusts the program
- ✓ The program/issue has community-wide visibility, credibility, and name recognition

You will know that your program is being seen as a legitimate go-to TPP expert when:

- ✓ Funders begin to contact you with funding opportunities
- ✓ Funding comes from a variety of reliable sources
- ✓ Services are so effective and well known that you could charge for them (if you wanted to)

You will know that your program is being seen as a legitimate go-to TPP expert when:

- ✓ The media reaches out to you as experts on the issue
- ✓ Your program serves as a “model” in other community efforts

The organization builds widespread support for the issue by leveraging its community credibility. This credibility and legitimization is what begins to transform the naysayers, late adopters, resisters and critics.

Eventually, through increasing community support at all levels, the TPP programs and services become an integral part of the fabric of the community and failing to provide programs and services to young people has become “unthinkable” and the community will resist going back.

- Poll: At which stage in the developmental sequence of community mobilization is your organization?

- Engagement
- Legitimization
- Transformation
- Normalization





Five Evidence-based Strategies to Mobilize Communities & Support TPP Efforts





Engage diverse organizations and community leaders

Ensure authentic participation and shared decision-making for stakeholders






Ensure meaningful
and productive roles
for young people

Conduct a needs assessment





Educate the
community



Lessons from the Field: Mobilizing Your Village for the Success of Your TPP Initiatives



Dionna Walters, MPH MPA

Director

Bronx Teen Connection

(718) 299-0169 x294

dwalters2@health.nyc.gov



- **Successes**

1. Reached over 4,500 youth and adults
2. Active Youth Leadership Team since 2011
3. Public awareness campaigns

- **Youth leaders**

1. Photovoice project
2. Teens in NYC app & Dual Protection/Parents Talk Media Campaigns



- **Challenges**

1. Avoiding “tokenism” of youth leaders
2. How to demonstrate that the Youth Leadership Team is a vital CM strategy
3. Parents have a lot to say about sex education and their children

- **Sustainability**

1. Expand to other communities
2. Collaborate with public agencies on related social determinants, e.g., schools, youth-serving organizations, detention centers



Anitra Henderson, B.A.
President
SMG Public Affairs
251-694-3981
anitra@smgapr.com



- **Successes**

1. Built a county-wide team
2. Engaged multiple stakeholders, including largest school district in the state
3. Adolescent-only health clinic

- **Youth leaders**

1. 32 active youth leadership team members
2. 2 on-campus high school teams
3. Youth leaders engaged 11,000+ youth in 3 years



- **Challenges**

1. Building the capacity of community-based organizations who are interested and willing takes time
2. Building relationships with the schools
3. The importance of engaging the faith community

- **Sustainability**

1. Identify local funders interested in leading the project early
2. Convene adolescent health conferences or other meetings to keep ASRH issues in the forefront of community consciousness



Mobilize your communities around an issue if you:

- ✓ Are always poised to engage a transformative conversation with all levels of your community
- ✓ Show how and why your passion for addressing the issue is grounded in fact/research
- ✓ Are willing to find creative, diplomatic ways to transform and convert your nay-sayers and critics into advocates
- ✓ Show the entire community why going back to the way things were before is NOT an option



Teen pregnancy prevention, it has often been suggested, is such a complex phenomenon, and no one intervention or sector can “solve” this problem alone, therefore strategic alliances and/or partnerships among multiple sectors are essential.

- **Community Pathways Mobilization Model**
 - Inter-Agency Working Group. (December, 2007). *Community pathways to improved adolescent sexual and reproductive health: A conceptual framework and suggested outcome indicators*. Washington, DC and New York, NY: Inter-Agency Working Group (IAWG) on the Role of Community Involvement in Adolescent Sexual and Reproductive Health.
- **Collective Impact Model**
 - Kania, J. & Kramer, M. (Winter, 2011). Collective impact. *Stanford Social Innovation Review*, 36-41.
- **Community Coalitions**
 - Zakocs, R. C., & Edwards, E. M. (2006). What explains community coalition effectiveness?: A review of the literature. *American Journal of Preventive Medicine*, 30(4), 351. Retrieved July 27, 2015 from:
[http://www.ajpmonline.org/article/S0749-3797\(05\)00518-0/pdf](http://www.ajpmonline.org/article/S0749-3797(05)00518-0/pdf)



- Strategies Guided by Best Practice for Community Mobilization
 - http://www.advocatesforyouth.org/storage/advfy/documents/Factsheets/strategies%20guided%20by%20best%20practice_8-11-14.pdf
- Widening Our Lens: Co-Occurring Risk Behaviors During Adolescence (webinar)
 - http://www.hhs.gov/ash/oah/oah-initiatives/teen_pregnancy/training/Assests/cooccurringrisks-slides.pdf
- Building Sustainable Programs: The Resource Guide
 - <http://www.hhs.gov/ash/oah/oah-initiatives/assets/sustainability-resource-guide.pdf>



FEEDBACK

