



Community Mobilization

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Bangladesh
Center for
Communication
Programs



Community Mobilization

Community mobilization is a capacity-building 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.





What is a Community

A Community is a set of people living together with common interest”.

We all live in a community. There are different things that bind us together. Let us try to identify them.

- ✓ Beliefs
- ✓ Values
- ✓ Language
- ✓ Territory
- ✓ Religion
- ✓ Culture
- ✓ Occupation





Why Community Mobilization?

As a Mean or Strategy:

- Creating demand for interventions
- Increasing access to services
- Scaling up interventions
- Increasing effectiveness and efficiency of interventions
- Contributing additional resources to the response
- Reaching the most vulnerable
- Addressing the underlying causes of Education: gender disparities, lack of awareness etc.
- Increasing community ownership and sustainability .





Benefits of Community Mobilization

- Increase community, individual, and group capacity to identify and satisfy their needs
- Improve program design
- Improve program quality
- Improve program results
- Improve program evaluation
- Cost effective way to achieve sustainable results
- Increase community ownership of the program





Key Task involved in Community Mobilization

- Developing an on-going dialogue between community members
- Creating or strengthening community organizations (Committees etc.)
- Creating an environment in which individuals can empower themselves to address their own and their community's health needs
- Promoting community members' participation
- Working in partnership with community members
- Identifying and supporting the creative potential of communities to develop a variety of strategies and approaches
- Assisting in linking communities with external resources
- Committing enough time to work with communities, or with a partner who works with them





Role of Community Mobilizers

- A mobilizer is a person who mobilizes, i.e. gets things moving. Social animator. A Catalyst
- Bringing People Together
- Building Trust
- Encouraging Participation
- Facilitating Discussion and Decision-making
- Helping Things to Run Smoothly
- Facilitation in community mobilization process.





Skills needed for Community Mobilizer

Attitudes include:

- a willingness to examine and challenge their own assumptions, opinions and beliefs
- a genuine respect for all community members
- a non- judgmental and accepting approach
- an understanding that different people have different views and perspectives
- a belief in community capacity to take effective action.





Skills needed for Community Mobilizer

Skills include:

- good communication skills, especially listening
- good facilitation skills to enable communities to conduct their own analysis of their lives and situations
- PLA and other techniques to help facilitate awareness of political, gender and cultural issues and relationships
- an ability to challenge assumptions sensitively (e.g. about the role of women)
- . an ability to identify capacity-building needs among communities (e.g. leadership skills, networking and partnership-building skills)
- an ability to help communities mobilize resources

Knowledge includes:

- the community mobilization process
- the principles of community mobilization
- knowledge of Education related Issues and problems, causes and effects
- understanding of the ethical issues related to community mobilization.



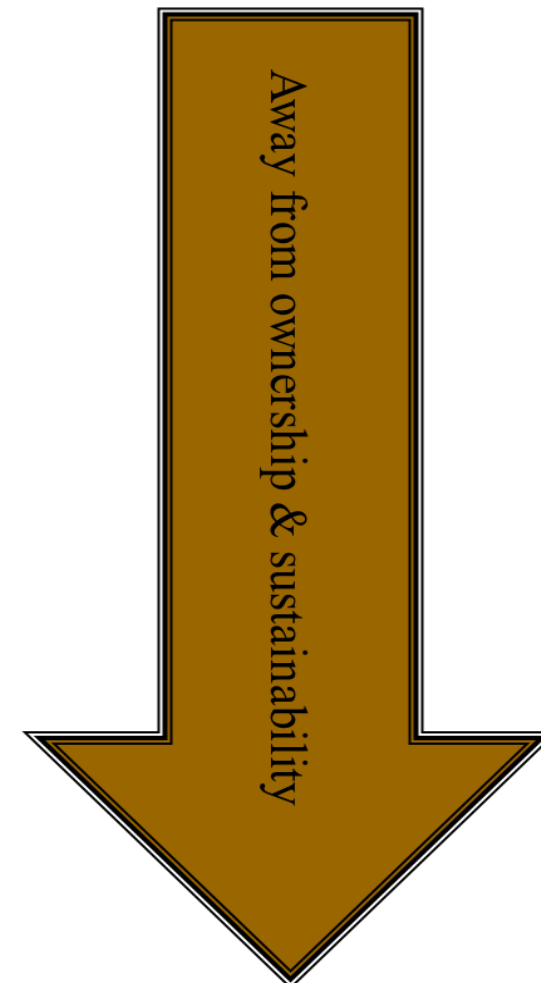
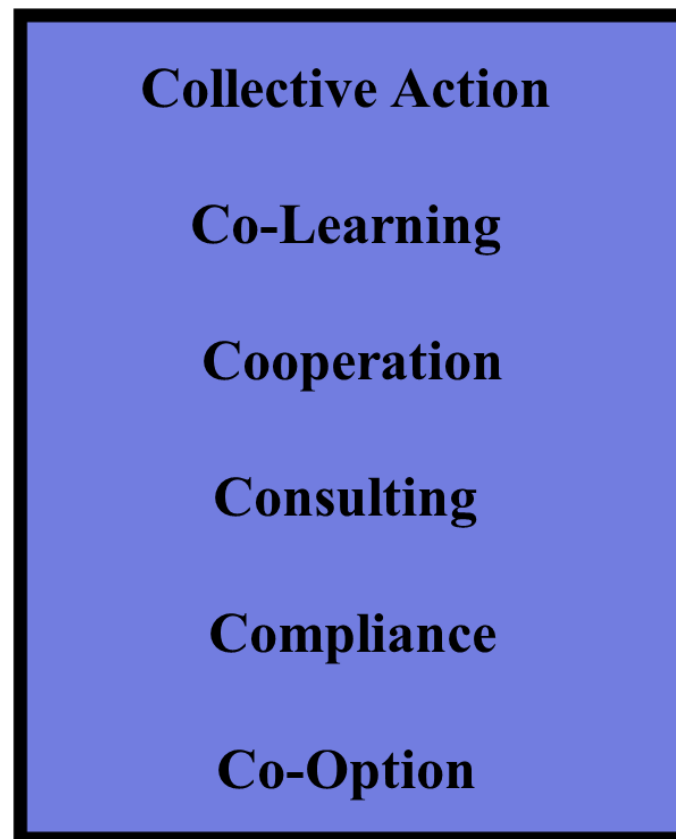
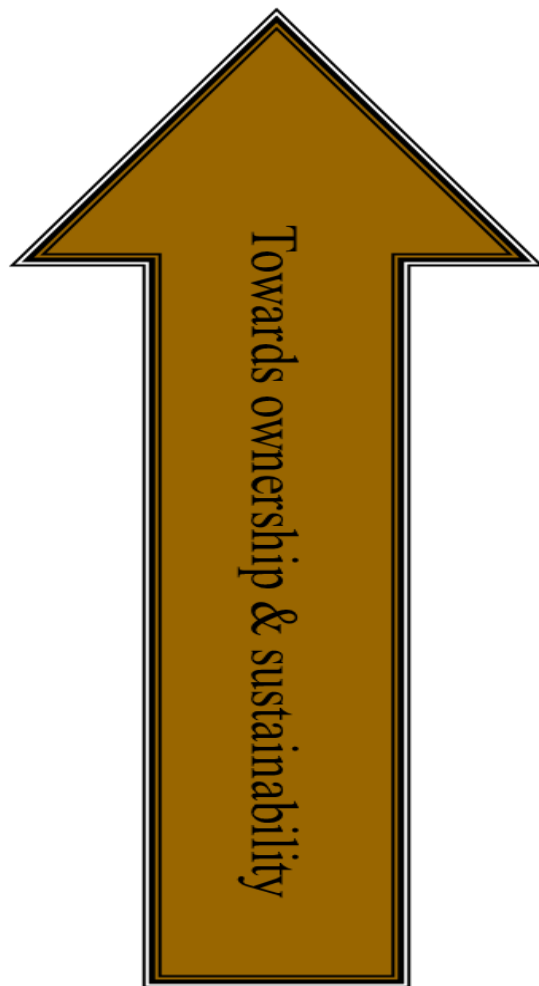


Community/Social Mobilization Cycle





Degree of Community Participation





Exercise





Social Mobilization

Social mobilization involves planned actions to reach, influence and involve all relevant segments and sectors of society to reach a common goal





Social Mobilization...





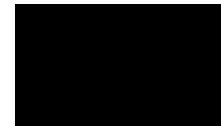
Social Mobilization

Social mobilization involves planned actions to reach, influence and involve all relevant segments and sectors of society to reach a common goal.

Social mobilization is the process of bringing together all feasible and practical inter-sectorial social allies to raise people's awareness of and demand for a particular development program, to assist in the delivery of resources and services and to strengthen community participation for sustainability and self-reliance.



We want Justice



Forest & Climate Change





Advocacy

1. Advocacy is communicating with other people/policy/decision makers to gain support for an issue and influence their behavior in a specified way
2. Advocacy means trying to convince others
3. Advocacy includes both being an advocate and helping others to be advocates





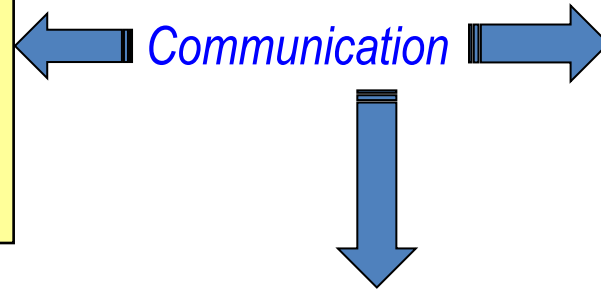
Steps to Behavior Change

Influential People

- Mobilize Communities
- Strengthen Programs
- Build Capacity
- Generate Resources

Service Providers

- Promote image and trust
- Coordinate communication and service activities to enhance customers' opportunities for action
- Train providers to become effective communicators



Seven Cs of Communication

Consistency counts
(Create confidence to speak out)

Call to action

Convey a benefit

Cater to heart & head
Create trust

Clarify the message
Command attention

Clients

Steps to Behavior Change

5. Advocacy

4. Practice

3. Intention

2. Approval

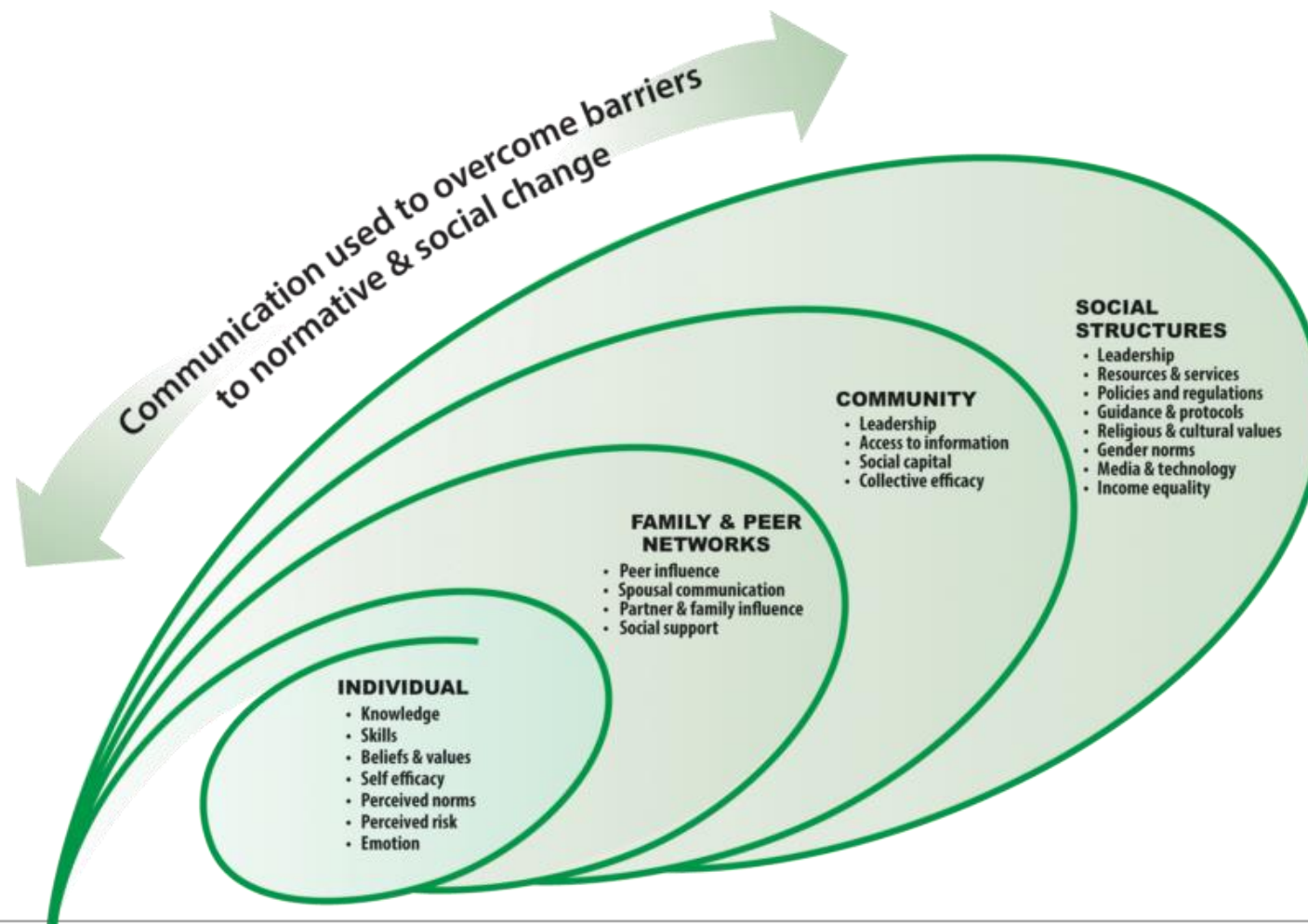
1. Knowledge

Feedback





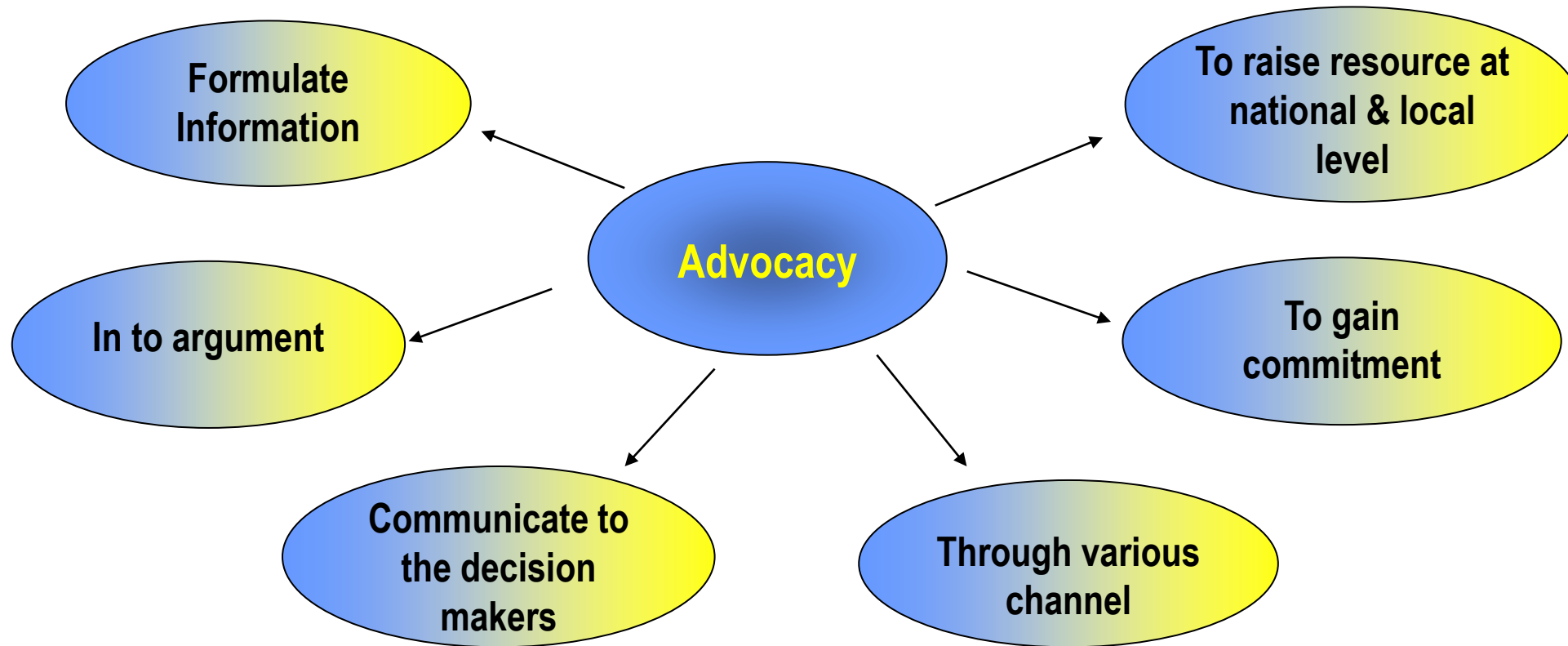
The Socio-ecological Model





Advocacy Concept

Advocacy is the strategic process of communication





Why Advocacy

- For policy campaign
- To create advocate
- To build consensus
- To change social views
- To create supportive environment
- To neutralize the negative influencers
- To utilize the media appropriately
- To mobilize resources
- To facilitate the program





Levels of Advocacy

Institutional

- Policy makers, Government, Donors, Media



Community

Local influential, Civil society,

Personal

Family, Friends, Peer, Champion





Policy Advocacy

- Communication with policy-makers to influence their behavior/garner their support on formulate/change/ implement policy
- Changed public policy requires various forms of persuasive communication
- Sustainable development requires active local and national advocates





Policy Advocacy Toolkit

এইচআইভি দূরে রাখি মানুষকে কাছে টানি

এইচআইভি আক্রান্ত ব্যক্তি সমাজেরই একজন।

আসুন তার প্রতি আমরা সহানুভূতিশীল ও সহযমী হই।

এইডস সম্পর্কে জানুন, সুস্থ থাকুন

এইচআইভি ও এইডস
জানার বিষয়

এইচআইভি ও এইডস বিষয়ক তথ্য উপকরণ

এইচআইভি ও এইডস বিষয়ক তথ্য উপকরণ (স্বাস্থ্যসেবা গণ কনসারভেটিভ স্ট্রাটেজি)

এইচআইভি ও এইডস সম্পর্কে জানুন, সুস্থ থাকুন

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Media Advocacy

- Advocating THROUGH the media
- Should be used in combination with other communications and policy advocacy techniques
- Important for media advocacy
 - ✓ Going beyond press conferences and press releases
 - ✓ Coverage is not the only target
 - ✓ Appropriate messages
 - ✓ Coordinated campaign.



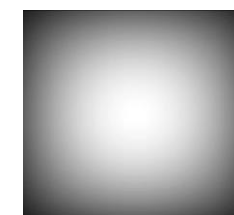
News on Tobacco





Community/Personal Level Advocacy

- Ask people to speak out
- Ask people to speak out
- Tell them what to say
- Praise or reward them for being advocates
- Establish advocacy as a norm
- Teach simple advocacy skills

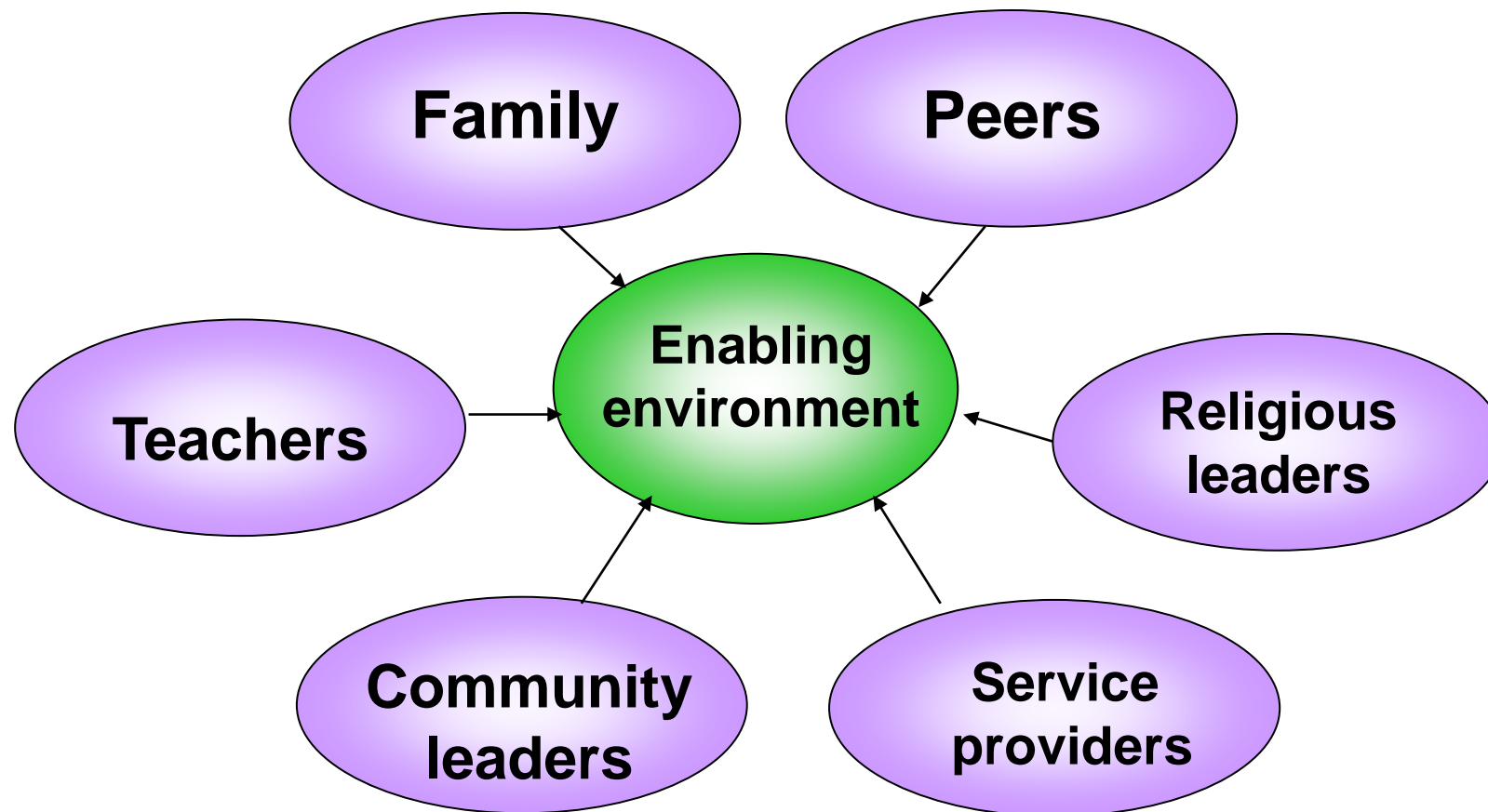


Voice of a Champion





Influential for enabling environment





Other Types of Advocacy

A variety of advocacy has developed to recognize these differences:

- Case advocacy
- Self advocacy
- Peer advocacy
- Paid independent advocacy
- Citizen advocacy
- Statutory advocacy





The A-Frame for Advocacy





Advocates

- **Believers:** people who have believe the issues
- **Satisfied users:** people pleased with results
- **Media:** policy makers/people's listen to the media
- **Policy makers:** Have roles formulating policy
- **Interested parties:** people interested in the product
- **Chosen representatives:** Goodwill Ambassadors
- **Experts :** having technical knowledge to explain
- **YOU**





Advocacy Works Best

- **Do your homework** – research, views, interests, goals
- **Recruit others** – win allies, friends, can't advocate alone
- **Frame your issue** – urgent, feasible, credible, priority
- **Present your case** – give clear cues to gatekeepers
- **Follow through** – focused participation of gatekeepers





Advocacy Tools

- Seminar/ Workshop/ Meeting
- Round Table Dialoged
- Lobbying
- Networking
- Talk Show
- Coalition
- Press Briefing
- Rally / Human Chain





Advocacy is to promote non-profit issues

YES!

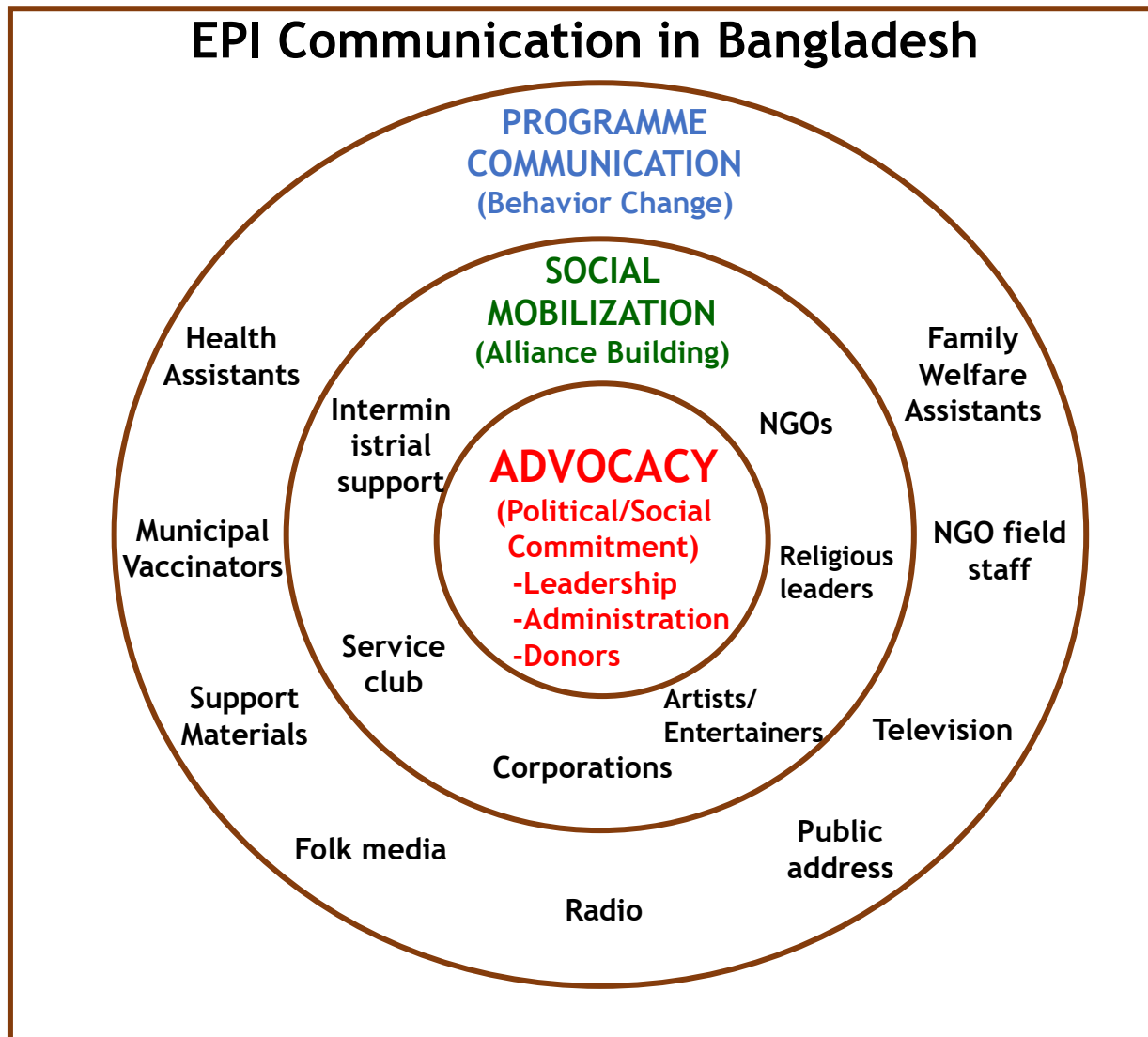
Health, Family planning, Education, Climate with all social and developmental and non-profits issues can and should do advocacy



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EPI Communication in Bangladesh



Source: Neill McKee, JHU/CCP





Sanitation for All in Bangladesh

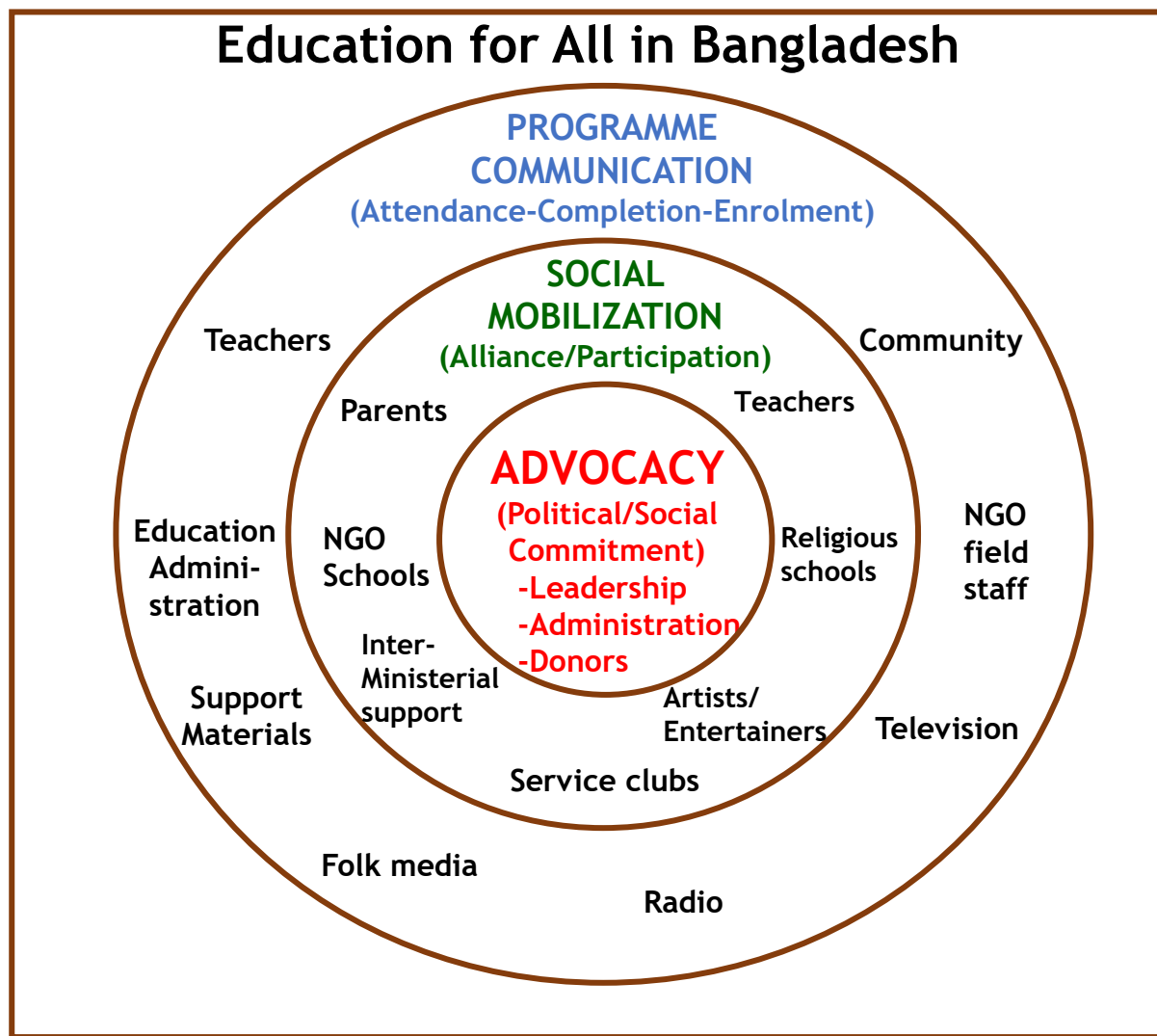


Source: Neill McKee, JHU/CCP





Education for All in Bangladesh



Source: Neill McKee, JHU/CCP





Create a Culture of Advocacy





**BELIEVE YOU CAN
MAKE A DIFFERENCE AND
YOU WILL!**



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