

### Introductions - Chatbox

Please type in the chatbox:

- Name
- Community
- Organization
- 1 Community Organization effort in which you have been involved



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### Principles of Community Organization for the Prevention Workforce



A CHC Training for The North Carolina DHHS Prevention Leaders Academy – Session 2

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### Our partners



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## Our Presenters



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## Our Thanks



This webinar is being recorded and archived, and will be available for viewing after the webinar. Please contact CHC if you have any concerns or questions

Please note, the views expressed in this webinar do not necessarily represent the views, policies, and positions of the Substance Abuse and Mental Health Services Administration or the U.S. Department of Health and Human Services



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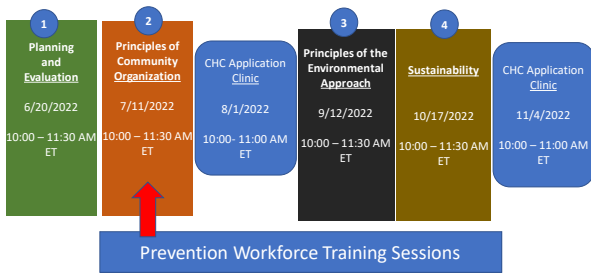
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## NC DHHS Prevention Leaders Academy

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# Why Organize?



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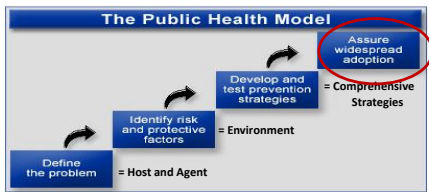
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## What is Prevention?

### Public Health Approach to Prevention



Source: <https://www.cdc.gov/violenceprevention/publichealthissue/publichealthapproach.html>



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## Community Organization - Training Objectives

Participants will be able to:

- Identify steps of community organization using the SPF
- Build skills to engage in community organization
- Engage in efforts to collaborate with community partners
- Apply lessons learned in Community Organization to work in prevention
- Ensure health equity considerations are included in prevention planning
- Network with prevention providers, community coalitions and community partners in community change efforts

Session 2:  
Community Organization

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## Community Organization - Agenda

- I. Welcome, Introductions and Objectives
- II. What is Community Organization?
- III. Community Organization Skills
- IV. Community Organization throughout the SPF
- V. Q & A, Evaluation and Next Steps



Session 2:  
Community Organization

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### What is Community Organization?



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### Community Organization - Definition

Community organization is a **process** by which a community identifies needs or objectives, takes action, and through this process, develops cooperative and collaborative attitudes and practices – and ultimately change within a community.

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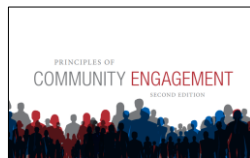
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### Community Organization - Definitions

- Related Concepts:
- Capacity Building
  - Coalition Building
  - Community Empowerment
  - Community Engagement
  - Community Organizing
  - Community Participation
  - Constituency Development
  - Cultural Organizing



Reference: [https://www.atsdr.cdc.gov/communityengagement/pce\\_useful.html](https://www.atsdr.cdc.gov/communityengagement/pce_useful.html)

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### Uses of Community Organization in Prevention



**SADD**  
YOUTH-LED INITIATIVE



**Parent Resource Center**  
Community-based Health Service or Program



**Targeted Campaign to Pass an Ordinance**



**Drug-Free Communities**  
Community-wide Behavioral Health Planning and Activities

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### Benefits of Community Organization

- Benefits of Community Organization include:
- High level of public engagement
  - Cohesion on Important community issues
  - Grassroots leadership and involvement in strategies
  - Pragmatic solutions that come from the community
  - Greater accountability on the part of public

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### Community Organization - Discussion

In your breakouts discuss:

1. Examples of **Community Organization** in your community
2. Challenges in **Community Organization**

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## Community Organization

### **FWFWFLFH**

*Fight, Win, Fight, Win, Fight, Lose, Fight Harder*

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## Community Organization Skills

Community Organization skills include:

1. Building a common agenda/vision among stakeholders
2. Recruiting and retaining volunteers
3. Facilitating groups
4. Establishing strategic alliances
5. Ensuring a health equity focus

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## Scenario – Establish a Parent Resource Center

### Community Condition addressed:

Parental attitudes toward drug use – parents/caregivers lack up-to-date information on drugs and parenting skills to communicate with their children

### Strategy:

Create a one-stop center for parents in multiple languages available on-line and via printed materials

### Lead organizations:

- Hill Valley Drug-Free Coalition
- Hill Valley Family Services Center



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## Build a Common Agenda/Vision Among Stakeholders



### Stakeholders

- Hill Valley Drug-Free Coalition
- Hill Valley Family Services Center
- Hill Valley Police Department
- Hill Valley Latinx Network
- ?
- ?
- ?

### Vision

- Parents address drug use among youth
- Decrease in family conflict
- ?
- ?
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## Recruit and Retain Volunteers



**You are being asked to volunteer with the  
*Parent Resource Center....***

**What questions do you have?**

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## Recruit and Retain Volunteers



To recruit and retain volunteers ensure the following:

- Clarify roles / skills needed of volunteers
- Personal invitation and follow up
- Provide training and support
- Recognition and rewards for involvement
- Share and celebrate results

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## Group Facilitation



You are planning the first meeting of the stakeholder group...

What considerations will ensure an effective meeting?

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## Group Facilitation



CLIMATE & ENVIRONMENT	LOGISTICS & ROOM ARRANGEMENT	GROUND RULES
<ul style="list-style-type: none"> <li>• TONE</li> <li>• Location</li> <li>• Accessibility</li> <li>• Size</li> <li>• Accommodation</li> </ul>	<ul style="list-style-type: none"> <li>• CHAIRS, TABLES, WALL SPACE</li> <li>• Child-care (if appropriate)</li> <li>• Sign-in sheets, name tags etc.</li> <li>• Refreshments</li> <li>• A/V equipment</li> </ul>	<ul style="list-style-type: none"> <li>• CREATE ON NEWSPRINT</li> <li>• Ask for suggestions</li> <li>• Write suggestions down</li> <li>• Check-in with group</li> <li>• Ask for consensus</li> </ul>
PREPARATION	FACILITATOR TIPS	CONFLICT PREVENTION / RESOLUTION
<ul style="list-style-type: none"> <li>• ENGAGE PARTICIPANTS IN PREP</li> <li>• Clarify objectives &amp; outcomes</li> <li>• Distribute Agenda ahead of time (if possible)</li> <li>• Ensure resources &amp; processes for follow up are in place</li> </ul>	<ul style="list-style-type: none"> <li>• START ON TIME / END ON TIME</li> <li>• Confirm agenda &amp; objectives</li> <li>• Make time for introductions</li> <li>• Respect, everyone's rights</li> <li>• Be flexible</li> <li>• Summarize results</li> </ul>	<ul style="list-style-type: none"> <li>• AGREE ON DECISION-MAKING PROCESSES AT START</li> <li>• Use ground rules</li> <li>• Take breaks to discuss in private</li> <li>• Use a parking lot</li> </ul>

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### Establish Strategic Alliances



In general, a collaborative agreement can include:

1. Description of the initiative or programs
2. Legal names of partnering organizations
3. Roles and responsibilities of each organization
4. Benefits from partnering
5. Benchmarks and performance outcomes
6. Mechanisms for renewing or canceling the agreement

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### Establish Strategic Alliances



Discussion question:

**Why wouldn't an organization sign an MOU for the Parent Resource Center?**

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### Ensure a Health Equity Focus



Community Organization skills include:

1. Understand the Historical Context Before Developing a Strategy
2. Build Community Relationships Early On
3. Address Organizational Barriers to Community Engagement
4. Select Engagement Techniques Appropriate for Your Context
5. Understand and Address Barriers That May Prevent Community Participation
6. Value Both Community Expertise and Technical Expertise

Source: CDC: <https://www.cdc.gov/nccdphp/dnpao/health-equity/health-equity-guide/pdf/health-equity-guide/HealthEquity-Guide-sect-1-2.pdf>

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### Ensure a Health Equity Focus



Discussion question:

**How would you address barriers for non-English speaking or non-Literate adults in accessing the PRC information?**

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### Community Organization Skills - Summary

Community Organization skills include:

1. Building a common agenda/vision among stakeholders
2. Recruiting and retaining volunteers
3. Facilitating groups
4. Establishing strategic alliances
5. Ensuring a health equity focus

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Community Organization throughout the Strategic Prevention Framework (SPF)

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## Community Organization Steps

People also ask

- What are the 8 phases of community organization?
- What are the first four steps of community Organisation?
- What are the seven steps in community organizing?

Feedback

<https://www.socialworkin.com/2021/08/10-steps-of-10-Steps-of-Community-Organization-SocialWorkin>

Jun 23 2021 - [Intouch.com: Steps of Community Organization - 1. Assessment of Needs and](#)

Source: <https://www.samhsa.gov/sites/default/files/20190620-samhsa-strategic-prevention-framework-guide.pdf>

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## The Strategic Prevention Framework

### A Planning Process



➤ The SPF includes these five steps:

1. Assessment
2. Capacity
3. Planning
4. Implementation
5. Evaluation

➤ The SPF is guided by two principles that should be integrated into each of the steps:

1. Cultural competence
2. Sustainability

Source: <https://www.samhsa.gov/sites/default/files/20190620-samhsa-strategic-prevention-framework-guide.pdf>

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## Knowledge Check



### True or False:

It is most important to build **community organization** during the **Capacity Building** step of the Strategic Prevention Framework (SPF).

**False** – Community organization occurs in every element of the SPF – the effort to organize and engage community members occurs throughout the SPF.

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### Knowledge Check



Select all the true statements:

- a) Community leaders who oppose a policy proposal should be excluded from planning.
- b) Program participants should not be part of the program evaluation
- c) Asset mapping requires a map of the community.
- d) All of the above are true.
- e) None of the above are true.

**e) None of the above are true.**

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### Knowledge Check



True or False:

A community organization effort should move forward even if all key stakeholder groups have not signed a formal collaborative agreement.

**It depends** – on why the stakeholders are not signing the agreement.

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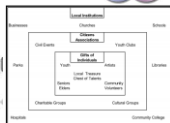
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### Community Organization - Assessment

#### Asset Mapping



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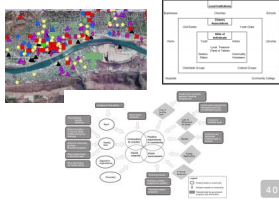
## Community Organization - Assessment

### Asset Mapping

Identify potential **stakeholders or allies** that provide **resources** who can work to impact community issues.

Community resources include:

- Human Resources
- Material Resources
- Social Resources
- Programs and Services
- Protective Factors
- Developmental Assets



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## Community Organization – Capacity

### Engage Key Stakeholders

Build **Strategic Alliances** with **key stakeholders** who might support the initiative. Key stakeholders can include:

- **Governmental leaders** such as Mayor, Police Chief, School Superintendent, City Council
- **Organizational leaders** such as Chamber of Commerce, Rotary, Faith Community
- **Informal leaders** include influential people associated with specific populations such as: neighborhoods, youth, diverse populations, businesses, etc.



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## Community Organization – Planning

### Build Community Ownership

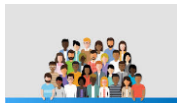
Build **community ownership** of the strategies by:



Using the Resource Assessment



Collaborative Decision Making



Including diverse populations in decision-making



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### Community Organization – Implementation

#### Ensure Success

Program staff and volunteers are appropriately trained



A two-way feedback loop is in place – and be prepared to act on the feedback



Raise public awareness of the initiative and community-based efforts



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### Community Organization – Evaluation

#### Participatory Evaluation

Stakeholders defining evaluation questions – and data collection methods



Engaging stakeholders as evaluation data collectors



Engage stakeholders in analyzing the data and sharing results



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### Community Organization – Sustainability

#### Sustainability Principles

- **Plan** for the long-term – community change takes time
- **Adapt** to a dynamic community environment – use the SPF to ensure relevance
- **Engage** community members and partners throughout the SPF
- **Build** ownership of prevention strategies by community partners



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## Community Organization – Cultural Competence

### Lessons Learned

- Meet people where they are
- Bridge language and literacy barriers
- Build trust early in the process
- Support strong collaborative leadership



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## Knowledge Check



**True or False:**  
Effective community organization is easy.

*It depends on ...*

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# Q&A



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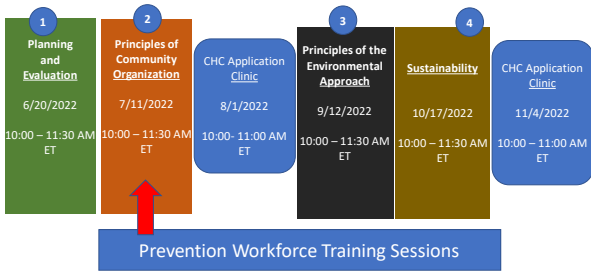
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## Course Evaluation

Quick link to Evaluation



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# Contact US



<http://carltonhallconsulting.com/>



[contact@carltonhallconsulting.com](mailto:contact@carltonhallconsulting.com)



(267) 773 - 6444



P.O. Box 150336, Alexandria, VA 22315

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