

COMMUNITY MOBILIZATION: GETTING STARTED

Community Mobilization involves helping groups of people to identify needs in their community and to take action to meet these needs.

Community Mobilization places its faith in **PEOPLE**. A group of individuals can through pooling their skills, resources, creativity and talents change and shape their community to address the problems identified.

STEPS IN COMMUNITY MOBILIZATION

1. **Identify key people.**
2. **Identify key issues.**
3. **Design a plan of action.**
 - establish clear goals and objectives
 - make sure that the goals are attainable
 - identify specific tasks
4. **Gain community trust**
 - raise awareness (use local media)
 - follow community "protocol"
5. **Maintain Communication**
 - sharing information (members and community)
 - Ensuring group cohesion: maintaining focus

BUILDING AN EFFECTIVE TEAM

1. **Identify the key people.....**
It is important to select individuals who have significance for all members of the community.
2. **Where do you find members.....?**
Look to people who by virtue of their position would be appropriate. Consider; School Counsellors; Ministerial Associations; Parent Councils; Service Clubs.
3. **Something to consider.....!**
Don't make the mistake of relying on school and agency people only. Community people may be the most valuable resource to tap. These persons are often fairly knowledgeable about the needs and concerns of the community. As well, they are able to become actively involved in a community effort because they do not have to report to anyone. This becomes especially important if, as a group, you decide to lobby for a particular service or concern.