

Community Organization Strategies

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Community Organization Strategies

❖ What experiences have you had with community organizing & collaboration?

Special Action Groups

SAG Development

❖ Recruitment of members

- Inclusive group of stakeholders
- Diverse (non-traditional partners, i.e. city officials, parks and recreation departments)

❖ Begin meeting

- Be consistent (same day, same time, same place)

SAG Development

- ❖ Stage 1: Basic education about the risk factors for chronic disease, focusing on diabetes (at least 2 meetings)
- ❖ Stage 2: Distinctions between programs & policies (1 meeting)

SAG Development

- ❖ Stage 3: Brainstorming session on ideas for policy change (1 meeting)
- ❖ Stage 4: Inventory & review of the relevant conditions & policies currently existing in the community (1 meeting)
- ❖ Stage 5: Creation of action plans (several meetings)



Santa Cruz County Successes

- ❖ **3 new walking trails built in Nogales**
- ❖ **Added sidewalks around the parking area of new Super Wal-Mart**
- ❖ **Health articles regularly in Nogales International**

Santa Cruz County Successes

- ❖ **Two SAG members appointed to the City of Nogales Comprehensive Plan Advisory Board**
- ❖ **PE returned to each grade in schools**
- ❖ **Soda machines removed from 1 school**
- ❖ **New skate board park & tournaments**



Yuma County Successes

- ❖ **Community residents attended public hearings to support parks and open space component of San Luis & Somerton City Plan.**
- ❖ **Conducted 3 community forums in South Yuma County resulting in partnerships being developed between community members and government officials.**
- ❖ **As a result of these partnerships, 3 new parks were developed and one park was renovated.**

Cochise County Successes

- ❖ Parents and teachers were enabled to ask for change in their schools
- ❖ The School District agreed to Nutrition Policy:
 - Remove the vending machines from the schools
 - Eliminate candy sales by the student organizations for fund raisers - no candy incentives
 - Add an additional ½ hour to the school day to implement physical activity and nutrition information to the students curriculum
- ❖ Schools hired food nutritionist
 - Working with school nutritionist on menu's

Cochise County Successes

- ❖ **Library develops section of materials on diabetes prevention and control and general physical activity and nutrition information**
- ❖ **Identification of possible application of School Tax Program**
- ❖ **Mandatory PE begun in Middle Schools**

Keys to Success

- ❖ Identify key community members (law enforcement, governments, churches, other health agencies, promotoras, newspaper editor, hospital, school superintendent, principals and teachers, chamber of commerce)

Keys to Success

- ❖ Identify actions to be taken
- ❖ Re-identify key community members & invite participation
- ❖ Meetings held same time same place
- ❖ Reminder calls & emails
- ❖ Food & humor
- ❖ Re-identify key community members & invite participation
- ❖ Open discussions

Keys to Success

- ❖ Provide a variety of communication methods:
 - accommodate learning styles
 - accommodate skills (technology, handouts, bilingual materials)
- ❖ Share responsibilities
- ❖ Re-identify key community members & invite participation
- ❖ Reward members and key community members
 - Publicity, plaques, tokens of appreciation
- ❖ Re-identify actions to be taken

Brainstorming Activity

- ❖ What are some physical activity issues in your community currently?

In conclusion:

- ❖ **Community coalitions need a combination of things to bring about change:**
 - **Strong sense of purpose and solid communication**
 - **Organizational and grass roots energy and commitment**
 - **An engine that drives them toward policy**

The essence of the work is social change.

We've got to be in it for the long haul.

Advocacy is not for the person who needs to see the world change drastically in 20 years.

Our work is to set change in motion, and if we are doing our jobs right, then we've also set up a forum, a space, and a community to help nudge that change along after we're gone.

*Byllye Avery and Samiya Bashir, The Road to Advocacy--
Searching for the Rainbow, AJPB August 2003*

Acknowledgements

- ❖ The Arizona Prevention Research Center is a member of the Prevention Research Centers Program, supported by the Centers for Disease Control and Prevention (CDC) cooperative agreement number U48-DP000041. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the Centers for Disease Control and Prevention.
- ❖ Steps to a HealthierUS Initiative Cochise County grant HG461290
- ❖ Project EXPORT (Excellence in Partnerships for Community Outreach, Research on Health Disparities, and Training) National Institutes of Health grant number P60 MD000155-03.
- ❖ Arizona Department of Health Services/US-Mexico Border Health Commission (ADHS/USMBHC) mini-grant HS454361
- ❖ Border Health Strategic Initiative (BHSI) CDC funding through the Division of Diabetes Translation 200-2000-10070

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