



Community Engagement and Community Mobilization

- I. Community Engagement Purpose
 - a. Build a base of support for public health
 - b. Promote norm change
 - c. Promote behavior change among high risk
 - d. Achieve long-term change in community conditions
- II. As a Program Manager
 - a. Find allies/add your voice to theirs
 - i. Who else is concerned about violence in the community?
 - ii. Identifying prospective allies-create a community game plan
 - iii. Ask if others have formed a group to promote community safety?
 - iv. Who's involved in established groups? Should you become involved?
 - v. Should you form a new group?
 - vi. Does an existing group have a written plan to address violence? Improve neighborhood conditions?
 - b. Identify and build relationships with qualified providers
 - c. Build base of support within the community
 - d. Recruit, train and manage volunteer
- III. Challenges and Solutions
 - a. Brainstorm a list of solutions
 - b. Community members
 - i. Time
 - ii. Completing personal priorities
 - iii. Others?
 - c. Paid staff
 - i. Work hours
 - ii. Work commitments
 - iii. Others?
- IV. Volunteers
 - a. Roles/responsibilities
 - b. Recruiting
 - c. Screening
 - d. Training
 - e. Feedback
 - f. Parting company
- V. Planning for Participant Assistance
 - a. Are local providers willing/able to serve CV participants?
 - i. Contact name, number
 - ii. Do they have the capacity to accept more clients? Is there a waiting list?
 - iii. What help will they need from you?

- VI. Community Mobilization
 - a. Change the way community members think about and respond to violence: adopt a new norm
 - b. Raise awareness
 - c. Connect people to one another-look for shared concerns/beliefs
 - d. Promote dialog
 - e. Take action
- VII. And Why Should Each Group Care?
 - a. Neighborhood and community organizations
 - b. Faith leaders and houses of worship
 - c. Residents
 - d. High-risk individuals
 - e. Businesses
 - f. Hospitals
 - g. Schools
- VIII. The One Minute Pitch
 - a. Introduce yourself
 - b. Share Cure Violence mission
 - c. Headline what you want
 - d. State core message and build upon it
 - e. Be prepared with words that catch listener's attention
 - f. Clearly state how this person can play an active role in the solution
 - g. Define an action item
 - h. Wrap it up
 - i. Answer a different question
 - ii. I can't speak for that, but I can tell you...
 - iii. Tape recorder: repeat the same thing
- IX. Community Canvassing
 - a. Get the word out
 - i. How: Door-to-door and face-to-face
 - ii. Why: The more we inform the community, the more support we'll have
 - iii. Who: canvass to those most difficult to reach. Inform those who are least involved in their community
 - b. Pub Ed materials we distribute are meant to raise awareness to the community by:
 - i. Asking questions
 - ii. Providing a visual
 - iii. Having a clear meaning and purpose
 - iv. Causing community members to self- reflect
 - c. Pub Ed materials also educate by providing information about laws, local resources and community statistics.
 - d. Can be used as a way to promote the program and distribute information about your event in advance
 - i. Use flyers and make posters
 - ii. Invitations with time, date, location and incentive
 - iii. Make appealing to the eye: grab their attention

- e. Talking points
 - i. Communicate mission
 - ii. Convey action/essence of the work
 - iii. Speak to multiple audiences
- X. Participant Activities
 - a. Provides time to build relationships
 - b. Expose them to new and positive things
 - c. Show them bigger picture
 - d. Provide time to dialogue with others from target area
 - e. Time outside of target area/off the block
 - f. Potential activities (ex: field trips, movie/game night, food outings, ect.)
- XI. Shooting Responses
 - a. Prevent retaliation
 - b. Advertise the response beforehand
 - c. Spread “No Shooting” message
 - d. Change community norms
 - e. Opportunity to engage high risk individuals
 - f. Provide assistance to injured individual and shooter’s families
 - g. Outreach worker and VI role in a shooting response is to provide secure space for response and to encourage participation from:
 - i. Neighbors surrounding incident
 - ii. Family/ friends of victim
 - iii. Local businesses
 - iv. Faith leaders
 - v. Local organizations/service provides
 - h. It doesn’t end at the response: connect and follow-up. Provide resources to help them cope (ex: funds, rehab, churches, support groups, counseling, ect.)
- XII. Group Level Work with High Risk
 - a. Bring individuals together from same group or different groups
 - b. Address issues related to violence taking place in the community
 - c. Allow everyone the change to express how they feel about the situations
 - d. Provide new information and skills to deal with the situations
 - e. Make sure everyone agrees
 - f. Develop plan for individuals and groups to maintain agreement with each other and Cure Violence staff
 - g. Keep checking in with individuals and groups