

# Black Infant Health Practice Initiative Workshop

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## *COMMUNITY ENGAGEMENT AND MOBILIZATION*

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# Definition: Community Engagement & Mobilization

The process of working collaboratively with and through groups of people affiliated by geographic proximity, special interest, or similar situations to address issues affecting the well-being of those people

Fawcett SB, Paine-Andrews A, Francisco VT, Schultz JA, Richter KP, Lewis RK, Williams EL, Harris KJ, Berkley JY, Fisher JL, Lopez CM. (1995). Using empowerment theory in collaborative partnership for community health and development. *American Journal of Community Psychology*, 23(5), 677-697.

# Relevance of Community Engagement and Mobilization

- Encourage recipients of services to own the problem and hold themselves liable for good outcomes
- Promote culturally sensitive and sustainable interventions
- Expand current research focus to align methodologies with the realities of the lives of Blacks
- Foster the development of social networks long-term
- Influence re-examination of how providers construct/implement services
- Mobilize political and social will

# Key Words

- Mobilize
- Galvanize
- Relationship
- Investment
- Trust
- Respect
- Credibility
- Sustainability
- Partnerships
- Timing
- Quantitative/Qualitative Research (CBPR)

# Rules of Engagement

- Gather data from credible (re)sources
- Collectively analyze data
- Disseminate data in a culturally competent fashion (avoid Cosby effect, WMWW effect)
- Mobilize cohorts
- Galvanize partners, cohorts, adversaries, stakeholders, politicians, community-at-large
- Claim success

# Process and Procedures (Spoken & Unspoken)

- Use personal relationships
- Call in favors
- Court the adversaries
- Embrace the “nay-sayers”
- Deal with systemic/institutional racism
- Openly discuss “What’s in it for me?”
- Define primary and secondary gains
- Honor history
- Celebrate success

- Passage of HB1269 championed by Senator Joyner and Representative Reed
- Black Infant Health Practice Initiative Workshop
- Increased/continued momentum in addressing the infant mortality disparity locally and statewide

# Governor Crist Signs HB 1269 in Tampa

