



# Mobilizing Community Resources in Times of Economic Restraint: Part 2

**BIHCC Collaborative Learning Conference Call**

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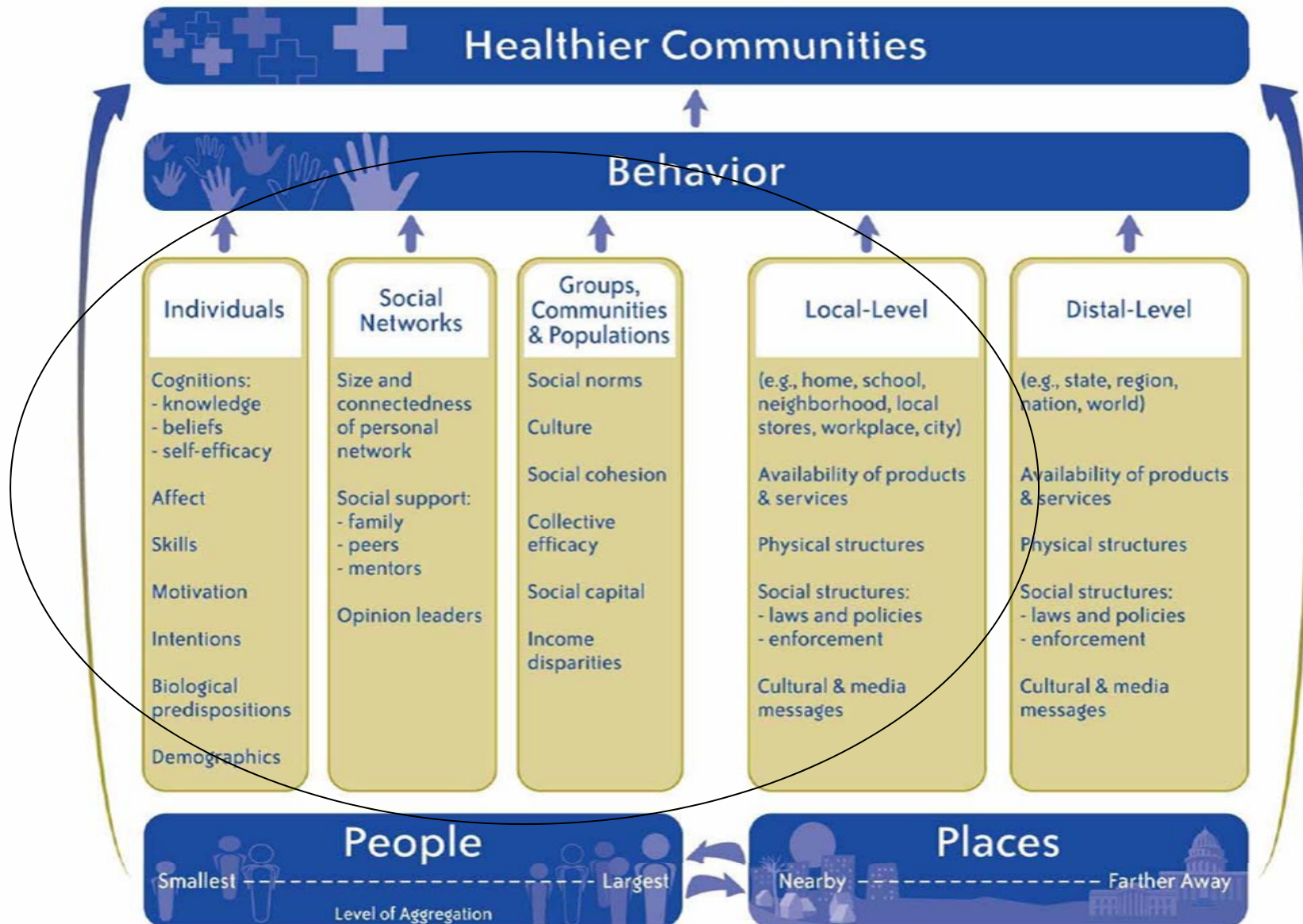
# Overview

- Review of 10 Step Plan
- Who do I need/want to serve on my committee?
- How can I lead?

# 10 Step Plan to Address AA IM

- Create a Public Health Movement Around Infant Health and Infant Mortality
- The most important resource you have = PEOPLE
- Build base of “worker bees”
- Every movement needs a champion/leader
- Develop a “face” for the movement
- Develop a clear, concise message...
- ...and share it in the following ways
- Be seen as a resource
- See each other as resources
- Never lose sight of the issue, and the goal...

# A People & Places Framework for Public Health





# Community Engagement...

Involves the development of a  
“relationship between individuals or  
groups that is characterized by mutual  
cooperation and responsibility, as for  
the achievement of a specified  
(common) goal”

CDC, “Principles of Community Engagement”, 1997



Who should be on my  
committee?



## Benefits of an Asset Orientation

**“If communities are viewed from their needs, the policies and interventions will be based on needs.”**

**“ If they are viewed from their assets, the policies and interventions will be based on the community’s capacities, skills, and assets.”**

Bernard J. Turnock, Public Health



# Who is affected by Infant Mortality?

Who is passionate, concerned, thoughtful, and willing to work to address infant mortality?

# Sectors To Consider Including...

- **COMMUNITY MEMBERS**

- Community-Based Organizations
- WIC/CM
- Hospital staff (L & D, NICU, OB/GYN)
- Community-based clinic staff
- Paramedics
- Churches
- State/city/local health departments
- Funding organizations (corporate/foundations)
- Governmental leadership/politicians
- University faculty/staff
- March of Dimes staff
- First Candle (previously SIDS Alliance)
- Social marketers
- OTHERS??

- **Other thoughts...**

- Sororities/Fraternities
- Black Nurses Assn.
- NAACP
- Urban League

# Build base of “worker bees”

- May be paid or unpaid
- Need broad and diverse volunteer base
  - Community residents – Ms. Darlynn/Christine
  - Local/city/state health officials
  - Health professionals
- Skills to look for:
  - Passion for the issue
  - Public speaking ability/media savvy
  - Writing ability
  - Community Organizing ability
  - Respected by peer community
  - Trustworthy
  - Able to share accurate information
  - Willing to talk to any and everyone about the issue
  - Dependable
- What’s in it for them?
  - Being a part of a movement
  - Networking opportunities
  - Capacity-building – focus group trainings
  - Feeling useful
  - ??




# Points to Consider

- Engaging stakeholders centers on the successful building of relationships and trust, which takes longer than you think...
- Recognize hard work and dedication through celebrations and fun activities
- Have clear process for resolving conflict (NOT avoidance!)
- Tell bad news quickly, but completely and with the right messenger



How can I lead?



“ To lead people, walk beside them...  
As for the best leaders, the people do not notice their  
existence.  
The next best, the people honor and praise.  
The next, people fear;  
and the next, the people hate...  
When the best leader’s work is done the people say, “We  
did it ourselves!”  
- Lao-tse

*You can always lead.*



# Collaborative Leadership

**"Bringing the appropriate people together in constructive ways with good information, creating authentic visions and strategies for addressing the shared concerns of the organization or community"**

(source: Community Toolbox, <http://ctb.ku.edu>, Univ. of KS)

# Why practice collaborative leadership?

## **At beginning... (planning phase)**

- Encourages ownership of the program or goal (buy-in)
- Trust building
- Elimination of turf issues
- Access to more and better information and ideas (synergy)

## **At midpoint (implementation phase)...**

- More involvement in implementation
- Better opportunity for substantive results
- Community or organizational empowerment

## **During transition periods....**

- Generation of new leadership
- Facilitates increased member involvement
- Open decision-making framework
  - Transparent process
  - Shared influence

(source: Community Toolbox, <http://ctb.ku.edu>, Univ. of KS; Thelander & Hoen, 1997)



# Skills of a Collaborative Leader

- Effective Listening
- Effective Communication Skills
- Advanced Problem-Solving
- Understanding Individual/Team Development Processes
- Providing Feedback
- Consensus-Building
- Ability to motivate others

(Pilati)

# Questions? Comments?

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