



# OAH's Expectations for Community Mobilization

Jacquelyn McCain  
Office of Adolescent Health

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- **Community**, in public health, is defined as “a group of people with diverse characteristics who are linked by social ties, share common perspectives, and engage in joint action in geographical locations or settings” (MacQueen, 2001).
- **Community mobilization** is the process of engaging “all sectors of the population in a community-wide effort to address a health, social, or environmental issue...” (CDC, n.d.).

- **Community mobilization** is essentially a process for reaching out to different sectors of a community and creating partnerships in order to focus on, and ultimately address, a pressing issue such as teen pregnancy.

- **Engaging a wide range of community members to create and implement a shared vision and plan that pools and leverages resources to enhance the ability of a community to address teen pregnancy**
- Grantees are expected to:
  - Establish (or work with an existing) a Community Advisory Group **and** a Youth Leadership Council to lead community mobilization efforts
  - Implement strategies outlined in *Strategies Guided by Best Practices for Community Mobilization* over the life of the grant

## ■ **BEST PRACTICES:**

- 1. SECURE STRONG LEADERSHIP
- 2. ESTABLISH A FORMAL STRUCTURE
- 3. ENGAGE DIVERSE ORGANIZATIONS, COMMUNITY LEADERS, AND RESIDENTS
- 4. ENSURE AUTHENTIC PARTICIPATION AND SHARED DECISION MAKING
- 5. ENSURE AUTHENTIC AND PRODUCTIVE ROLES FOR YOUNG PEOPLE
- 6. DEVELOP A SHARED VISION
- 7. CONDUCT A NEEDS ASSESSMENT

## ■ **BEST PRACTICES (Continued)**

- 8. CREATE A STRATEGIC PLAN
- 9. IMPLEMENT MUTUALLY REINFORCING STRATEGIES
- 10. CREATE A FUNDRAISING STRATEGY
- 11. ESTABLISH EFFECTIVE CHANNELS FOR INTERNAL COMMUNICATION
- 12. EDUCATE THE COMMUNITY
- 13. CONDUCT PROCESS AND OUTCOME EVALUATIONS
- 14. EVALUATE THE COMMUNITY MOBILIZATION EFFORT SEPARATELY

- Members of the CAG may or may not have a formal role in implementing the TPP program and can include:
  - Representatives from local school boards, superintendent's offices, local department of health, funders, foundations, and elected officials who can open doors for implementation and assist with sustainability
  - Implementation partners and representatives from organizations providing critical programming and clinical services to youth in the community
  - **A representative from the Youth Leadership Council (YLC)**

- OAH expects that grantees will create a Youth Leadership Council to engage with the community's youth and lead the community mobilization efforts.
- The YLC connects the project directly to the young people the project hopes to reach.

- The YLC should include members of the target population or community and represent the various settings that the program is being implemented in.

- The YLC members can be “change agents” for successful implementation of your project in your community...



- Fostering a relationship between the Youth Leadership Council and the Community Advisory Group will be a KEY factor for successful collaboration and program implementation



# QUESTIONS?