

Bridging the Gaps:

Eliminating Disparities in Teen Pregnancy and Sexual Health

COMMUNITY MOBILIZATION FOR SUSTAINABILITY BEST PRACTICES

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Disclaimer Language

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Objectives

- To describe how and why community mobilization contributes to creating sustainable culture change related to teen pregnancy prevention and adolescent sexual health
- To provide program planners with evidence-based strategies to mobilize their communities to support teen pregnancy prevention efforts
- To demonstrate how grantees have operationalized these best practices.

*Purpose of CDC/OAH Initiative**

To test the effectiveness of innovative, multi-component, community-wide initiatives in reducing rates of teen pregnancy and births in communities with the highest rates, with a focus on African American and Latino youth aged 15-19.

***Advocates for Youth is a Funded Partner of the Teen Pregnancy Prevention 2010-2015 Initiative ■**

The Components of this TPP Initiative



CDC/OAH Community-Wide Initiative Program

Goals

- **Reduce rates of pregnancies** and births to youth in the target community
- **Increase youth access to evidence-based** and/or evidence-informed programs
- Increase linkages between teen pregnancy prevention programs and community-based **clinical services**

The Sustainability Premise

The basic premise of the CDC/OAH's Teen Pregnancy Prevention Initiative is that the implementation of evidence-based programs and services will be most effective when the ***entire community is mobilized*** and when a wide range of community stakeholders, including community residents, take ownership for program outcomes and activities.

What Inspires You?

- Pair up with someone you don't know very well...or better, someone you don't know at all

- Finish this sentence:

When I think about what my role is or could be in mobilizing my community around the teen pregnancy prevention issue, I think about ...

When You Think of Community Mobilization, You Think of...

**Community
Involvement**

**Collaborative
Partnerships**

**Community
Partnerships**

Community Building

**Community
Collaborations**



What is Community Mobilization?

Community Mobilization is a process by which we reach out to different sectors of the community to create partnerships that focus on, and ultimately address, the social, structural and individual issues associated with an issue such as teen pregnancy prevention

The Sustainability through Community-Wide Initiatives Model

Community Mobilization Impacts

CM Targets:

• *Grass Tops*

/Community Leaders:

Decision makers and resource gatekeepers (local, county, state) for financial, policy, and resource support

• *Grass*

Roots/Community

Influencers: Respected and beloved leaders who live in and who have the ability to create a critical mass of community support.

• *Youth:* Young people who directly benefit from the programs and services of the initiative and who can bring other young along.

BROAD COMMUNITY SUPPORT: favorable attitudes; greater resource commitment; institutionalized in youth serving institutions, and moving toward culture change (Community Pathways Mobilization Model)

TPP programs and services are an integral part of the fabric of the community (failure to provide programs and services to youth has become “unthinkable” and the community resists going back) **NORMALIZATION**

CPLT/CAT/YLT ‘s community leadership leverages their authority to build widespread community support for TPP (by converting late adopters & resisters to supporters) **TRANSFORMATION**

CPLT, CAT, & YLT (Project) becomes the recognized community leaders on TPP **LEGITIMIZATION**

Increased awareness of TP issues via education **ENGAGEMENT**

CPLT/CAT/YLT Best Practice
Mobilization Activities

Community Mobilization: Best Practices & Lessons Learned

- 1. Secure Strong Leadership**
- 2. Develop a Formal Infrastructure**
- 3. Engage Diverse Organizations and Community Leaders**

Community Mobilization: Best Practices & Lessons Learned

- 4. Ensure Authentic Participation for Stakeholders**
- 5. Ensure Meaningful and Productive Roles for Young People**
- 6. Develop a Shared Vision**
- 7. Conduct a Needs Assessment**

Community Mobilization: Best Practices & Lessons Learned

- 8. Create a Strategic Plan**
- 9. Implement Mutually Reinforcing Strategies**
- 10. Create a fundraising strategy**
- 11. Establish Effective Channels for Internal Communication**

Community Mobilization: Best Practices & Lessons Learned

12. Educate the Community

13. Conduct Process and Outcome Evaluations

14. Evaluate the Community Mobilization Effort Separately

Developing Your Plan

- In groups, select the strategies that you believe will be the most challenging to implement
- Brainstorm strategies to operationalize the best practice in your community
- Report out on one strategy

Parting Thoughts

Teen pregnancy prevention, it has often been suggested, is such a complex phenomenon, with so many varied factors underlying it and an array of risky behaviors associated with it, that only a concerted effort on behalf of entire communities is likely to have a significant impact. Because the problem is so complex and no one intervention or sector can “solve” this problem alone, strategic alliances and/or partnerships among multiple sectors are seen by many as essential.³

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