

Compendium of Capacity Building Assistance Services for Community Mobilization



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Comunidades Saludables Ahora (CSA)/Healthy Communities Now focuses on building HIV prevention capacity for communities. The initiative is a capacity-building program designed to increase access to and utilization of HIV prevention services among Latinos nationally through the implementation and dissemination of community mobilization models. CBA Specialists will work with your agency to increase your capacity to implement community mobilization models, as well as assist in the various steps of the actual implementation. We developed our expertise in community mobilization through four primary models: *National Latino AIDS Awareness Day*, *Latino Religious Leadership*, *Mobilizing Emerging Hispanic Populations*, and *Hispanic Healthcare Worker Mobilization*. These models are theoretically driven and grounded in practical experience.

National Latino AIDS Awareness Day (NLAAD) occurs every October 15th and brings focus to the HIV needs of Latinos. NLAAD is supported by health departments, federal government, private industry, entertainment companies, CBOs and FBOs. Over 300 organizations across the country take part in a variety of ways – HIV testing events, media announcements, radio and television interviews, health fairs, elected official pronouncements, art shows and cultural events.

Latino Religious Leadership was built over 13 years of working with Latino faith communities in New York State. The model focuses on health promotion, increasing awareness of AIDS social stigma, and skills building around coalition work, resource development, and health education.

Mobilizing Emerging Hispanic Populations emerged from over 4 years of coalition building with community groups in seven states of the US South where the Latino population has increased from 200 to 400% in the last decade. Mobilizing Emerging Hispanic Populations focuses on building capacity in communities, organizations and institutions to meet the HIV prevention and AIDS service needs of diverse and growing Latinos.

Hispanic Healthcare Worker Mobilization recognizes that health service staff – such as nurses, medical doctors and case workers – can play an integral part in improving the health outcomes of Latino communities. Hispanic Healthcare Worker Mobilization focuses on increasing the leadership, cultural competence and disease integration capacity in healthcare workers.

Our services include:

- I. Community Assessment
- II. Process and Outcome Monitoring of Community Mobilization Models
- III. Coalition Building
- IV. Social Marketing
- V. Developing and Implementation of Community-Developed Mobilization Models

We provide capacity building on the above topics through:

- A. Skills Building

Trainings to increase the agency's capacity to implement community mobilization models. Provided in English or Spanish, for 1-3 days, and at varying difficulty levels.

B. Technical Consultation & Coaching

Usually given in conjunction with or as a follow up to the skills building activities to increase the agency's capacity to implement community mobilization models. Provided in English or Spanish, for 1-3 hours or a full day, and at varying difficulty levels.

C. Technology Transfers

A variety of technology transfers are available, including, but not limited to, revision/review of tools and materials (i.e. brochures, surveys, proposals), GIS maps, and data entry templates.

D. Technical Services

Technical services include, but are not limited to, data analysis, evaluation report write ups, review of adaptation materials, and community assessments.

I. Community Assessments

Community assessment is a first step, with the capacity building process, to determine priorities for the implementation of the community mobilization model.

We can provide skills building trainings to increase your agency's capacity to conduct your own community assessment with trainings, technical consultations and coaching on topics such as formative assessment such as:

- ☞ Community Mapping
- ☞ Recruitment and Retention Strategies
- ☞ Focus Groups
- ☞ Interviewing Skills
- ☞ Cultural sensibility & Cultural Competency

Services can also be requested for our CBA specialists to assist you in actually conducting the community assessment.

II. Process and Outcome Monitoring of Community Mobilization Models

It is important to evaluate your community mobilization model during its implementation (process monitoring) and after implementation (outcome monitoring), to ensure its effectiveness in your community.

A variety of skills buildings, technical consultations and coaching are available; including, but not limited to Overview of process and outcomes evaluation training, interviewing for data collection, data management for non-profits, survey design.

Our CBA providers may also assist through technology transfers and technical services by reviewing surveys, analyzing qualitative and quantitative data and writing evaluation reports.

III. Coalition Building

To assist your agency in coalition building, trainings, technical consultations and coaching are provided on topics such as:

- ☞ Mission, Vision, policies and principles development??
- ☞ Leadership Building
- ☞ Team Building
- ☞ Development Partnerships
- ☞ Strategic planning
- ☞ Resource Development
- ☞ Media 101

IV. Social Marketing

To assist CBOs and non-traditional partners in designing and implementing social marketing campaigns by providing skills building trainings, technical consultation and coaching, technology transfer and technical service in social marketing steps such as:

- ☞ Identifying the Problem
- ☞ Understanding the Target Audience
- ☞ Setting Goals & Objectives
- ☞ Establishing and managing a Budget
- ☞ Selecting Marketing Strategy
- ☞ Campaign Planning
- ☞ Implementation & Evaluation

V. Developing and Implementation of Community Mobilization Models

We have various community mobilization models your agencies can learn from and implement. Our CBA providers will inform you and assist you in the implementation of

- ☞ **National Latino AIDS Awareness Day (NLAAD)**

Typical requests include: Social Marketing, Community Mapping, Formative Assessment, Evaluation, Coalition Building, Fundraising, Media Training, Press Releases and Event Implementation

- ☞ **Latino Religious Leadership**

Typical requests include: Coalition Building, Organizational Assessments, Anti-Stigma Training, Disease Integration, Health Promotion Materials Development and Fundraising

- ☞ **Mobilizing Emerging Latino Populations**

Typical requests include: Coalition Building, Formative Assessment, Strategic Planning, Events Implementation, Media 101, Tool Development and Leadership Development

- ☞ **Hispanic Healthcare Worker Mobilization**

Typical requests include: Organizational Assessments, Leadership Development, Cultural Competence, Strategic Planning, Treatment Education, Anti-Stigma Skills Building and Materials Development