

Community-Based Approaches

Joan M. Mazur, Ph.D

Southeast Center for Agricultural Health & Injury
Prevention

SOUTHEAST CENTER
FOR AGRICULTURAL HEALTH AND INJURY PREVENTION

Central
Appalachian
Regional
ERC

*This publication or project was supported by SCAHIP through Grant 6U54OH007547.
Its contents are solely the responsibility of the authors and do not necessarily represent
the official views of the NIOSH/CDC.”*

Disclosures

I have no conflicts of interest or other disclosures.

Learning Objectives

- Define community-based approach (CBA)
- Understand roles and processes
- Understand the strengths and weaknesses of community-based approaches

Synonyms

- Community-Level Interventions
- Community-Based Prevention
- Community Development
- Coalition Building
- Community Based Participatory Research (CBPR)

Why CBA?

- Without enforcement or engineering, we are left with education
- Knowledge is not always ready for community adoption
 - Not all education is equal
- Community adoption improves when members are involved in the outcomes and have a stake in its success

Defining Community-Based Approaches

- An equal partnership between experts and members of the community
- Addresses a salient issue
- Solutions are based on community needs and local collaboration
- Community is involved at every step
- Action oriented; tangible outcomes

A Kentucky Example: The 'Think of Me, I'm Thinking of You' FFA Essay Contest

<p>Equal Partnership Between Experts & members of Community</p> <p>(Acknowledge Mr. Dale Dobson & Ms. Elizabeth Gordon, Kentucky Dept. of Agriculture)</p>	<p>Partnership with KDA part of KY Farmer Suicide Prevention Task Force</p> <p>KDA wanted to involve Youth so much affected by suicidal ideations, attempts or completions</p> <p>Essay Theme for Project collaboratively developed</p> <p>SCAHIP Provided Participant Awards</p> <p>SCAHIP & KDA Presented at Awards Banquets</p>
<p>Addresses a Salient Issue</p>	<p>Farmer suicide is a burgeoning issue in rural farming communities</p>
<p>Solutions based on community needs and local collaboration</p>	<p>Collaborations with County HS FFA program – Intergenerational dialogues on tough issue</p>
<p>Community involved at every step</p>	<p>FFA chapters/leaders provided application materials sent to KDA.</p> <p>Close collaborations, meetings with KDA, collaborative scoring process for essays</p>
<p>Action oriented; tangible outcomes</p> <p>https://www.facebook.com/SCAHIP/videos/426076767965837/</p>	<p>8 Counties with over 150 FFA students participating – Essay winners read essays at Annual FFA Banquets & community</p> <p>Short PSA Video on SCAHIP Facebook</p>

Defining Community

- Individuals must identify as a member of the community
- Do not assume a community exists without sufficient evidence
- Targeting smaller populations with which individuals can more easily identify, e.g. a township, a co-op, a school or school district
- A community should have some influence over its individual members

CBA – Do's

- A needs assessment
- Be inclusive
- Be creative
- Be patient and flexible
- Be specific
- Be honest (to others and yourself) about resources and timelines
- Think beyond committees and task forces
- Plan evaluation
- Appreciate alternative outcomes
- Plan for success

Community-Based Approaches – “Do Nots”

- Parachute
- Ignore other community issues
- Lead with funding
- Reinvent the wheel (if possible)
- Forget to involve the target population
- Make promises and then fail to follow through
- Coerce the community/force your agenda
- Take advantage of less-privileged groups
- Overindulge the loudest voice
- Forget evaluation
- Leave without giving the community a report

Roles

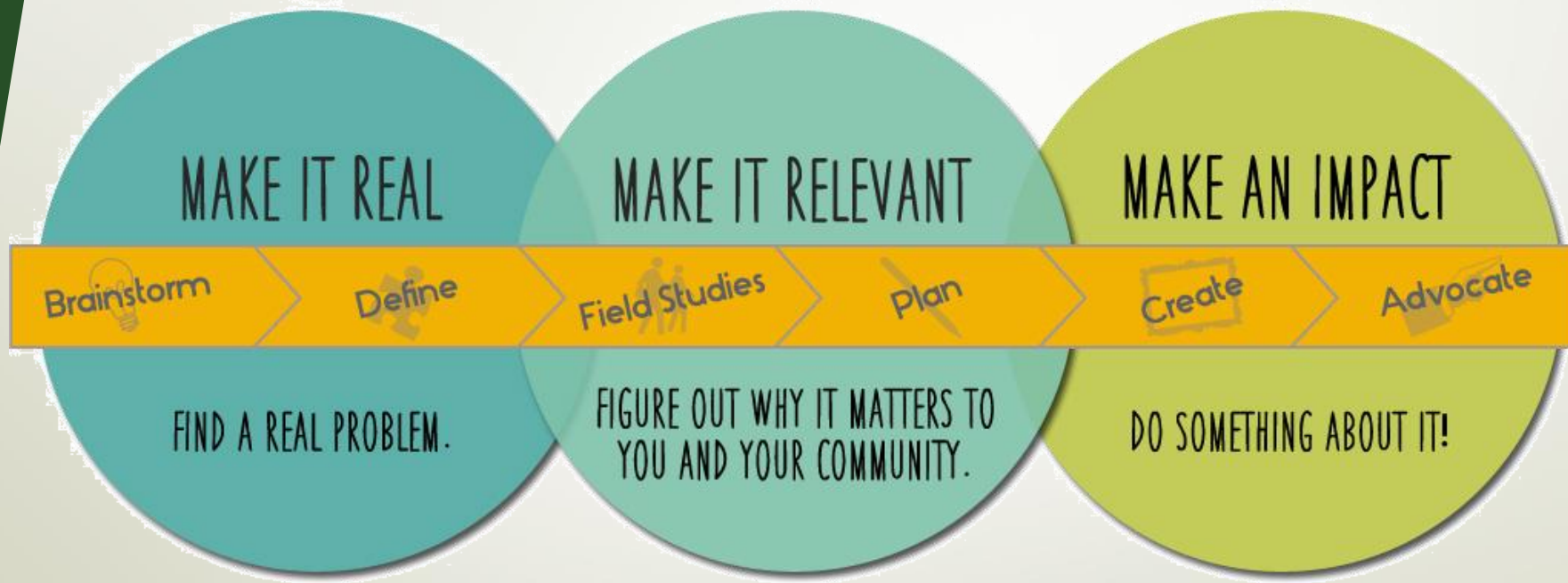
Actions

- Selection/clarification of problem
- Program planning
- Auditing program activities
- Financial support
- Recruitment/Retention
- Evaluation
- Promotion/dissemination
- Sustainability
- Other

Types of People

- Connectors
- Opinion leaders
- Doers
- Supporters
- Translators
- Critics
- Troubleshooters
- Diplomats
- “Perfect” attendees
- Blowhards or Grandstanders
- “Surfers” or “Coattail Jockeys”

Processes



Any problems with this figure?

Processes (cont.)

- Ag health and safety for children is a problem
- A problem with evidence-based solutions
- Asking the community to take on our issue
 - Add issue to preexisting agenda (e.g. public safety, trauma prevention programs, public health, ag education)
 - Raise awareness of the issue in the community
- Be ready to adapt the problem and the solution

Processes (cont.)

In the beginning:

- Gather your allies, explain the process
- Open the issue up to the public
- Attend events, ask “Who else should I talk to?”
- Keep office hours dedicated to the issue
- Start 1-on-1, building to group settings

Processes (cont.)

Organizing the members:

- Ever-changing
- Want to be part of the entire process
 - Take notes, learns names, describe personalities
 - Buy in = providing resources and structure (e.g. using their spaces, matching funding, making introductions)
- Want small promises kept rather than big let-downs
- Need to know deadlines, your limitations

Processes (cont.)

Project period:

- Layout plan, agree on resources, deadlines, roles
- Define success of every kind
 - This is the program evaluation
 - Celebrate successes as they come
- Build future resources now

Processes (cont.)

Concluding:

- Start writing the report early
 - Can the program tackle a new issues?
- Support the spinoffs
- Assume a new role
- Acknowledge the long-term needs

Advantages

- Customizes the intervention design
- Increases the relevance of the outcomes
- Combines resources
- Builds new relationships
- Creates direct stories of impact

Disadvantages

- Time consuming; resource intensive
- Subject to power structures in the community
- Subject to rivalries and individual personalities
- Smaller targets groups – interpreted as low-impact
- Differing priorities
- Missteps and broken promises have immediate consequences

CBA Activity

- Work in groups
- Use the “Roles” worksheet

Questions?



Thank You to our Sponsors!



WESTFIELD[®]



JOHN DEERE



**National Farm
Medicine Center**