Community-Based Approaches

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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 feel they 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

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

There are multiple personality types in any group which can impact the dynamics.

We will address some of these issues in our group activity.

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 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?

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