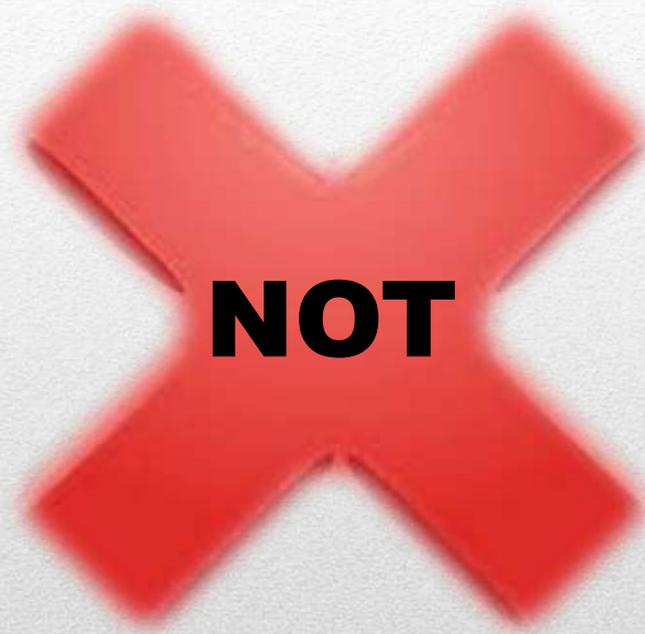




# **Community Mobilization**

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**HIV prevention is easy**

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# The HIV epidemic is resistant to strategies that:

- Focus primarily on individuals
- Focus only on disease
- Neglect the social determinants of health

## **Conventional programs only go so far...**

# Community Mobilization

Call to action!

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# To do list...

- Believe
  - Accept
  - Learn
  - Persist
-

**Are you fired up?**

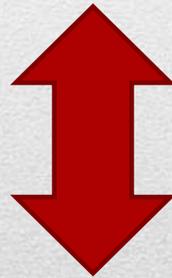


**Are you ready to go?**



# Social Determinants of Health

**BORN    GROW UP    LIVE    WORK    AGE**



**ECONOMICS    SOCIAL POLICIES    POLITICS**

**S  
O  
W  
h  
a  
t**

**Stigma**

**Limited access to risk-reduction resources**

**Poor understanding of sexual health**

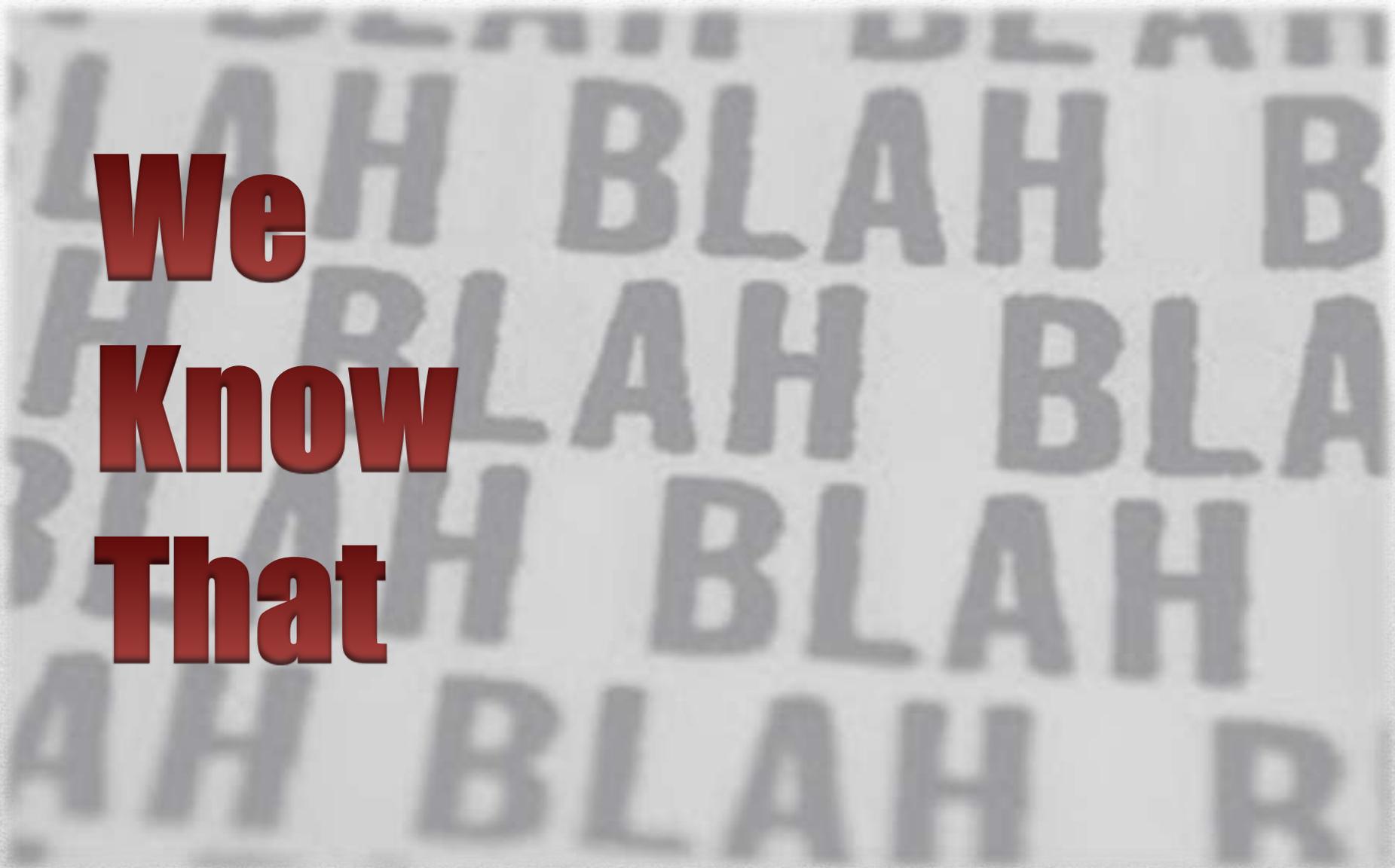
**Financial hardship**



**Disparities in Risk and HIV Infections**



**We  
Know  
That**

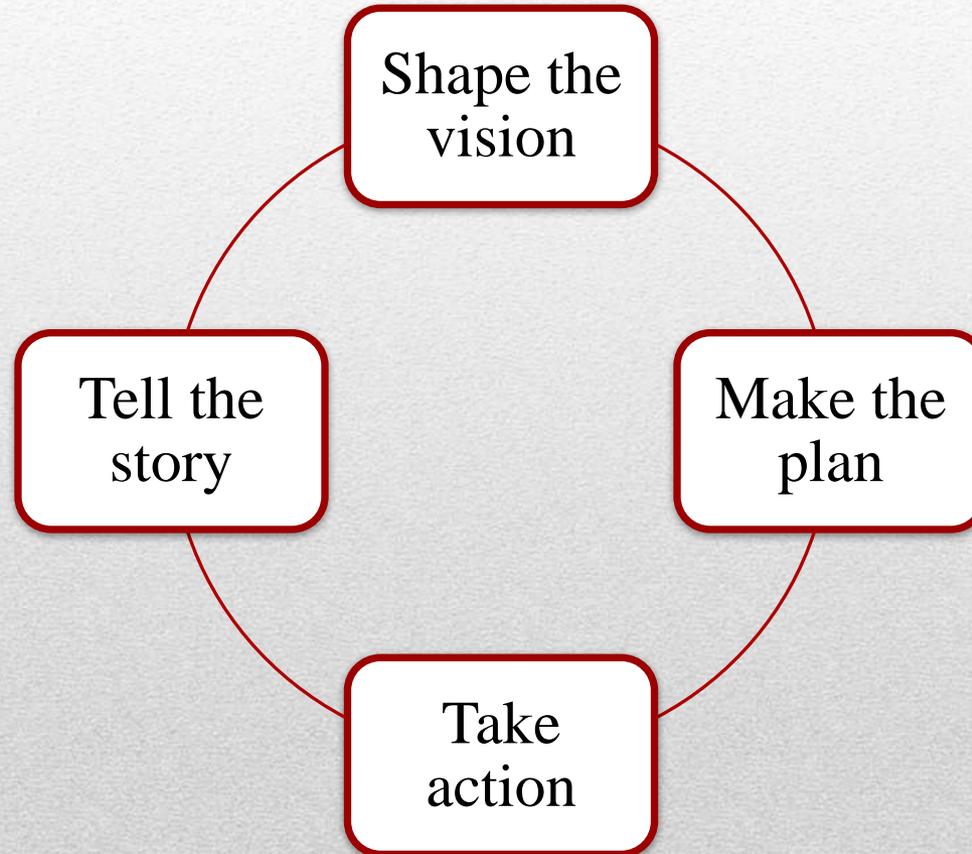


*“If you do what  
you’ve always  
done,  
you’ll get what  
you’ve always  
gotten.”*

*-Anthony Robbins*

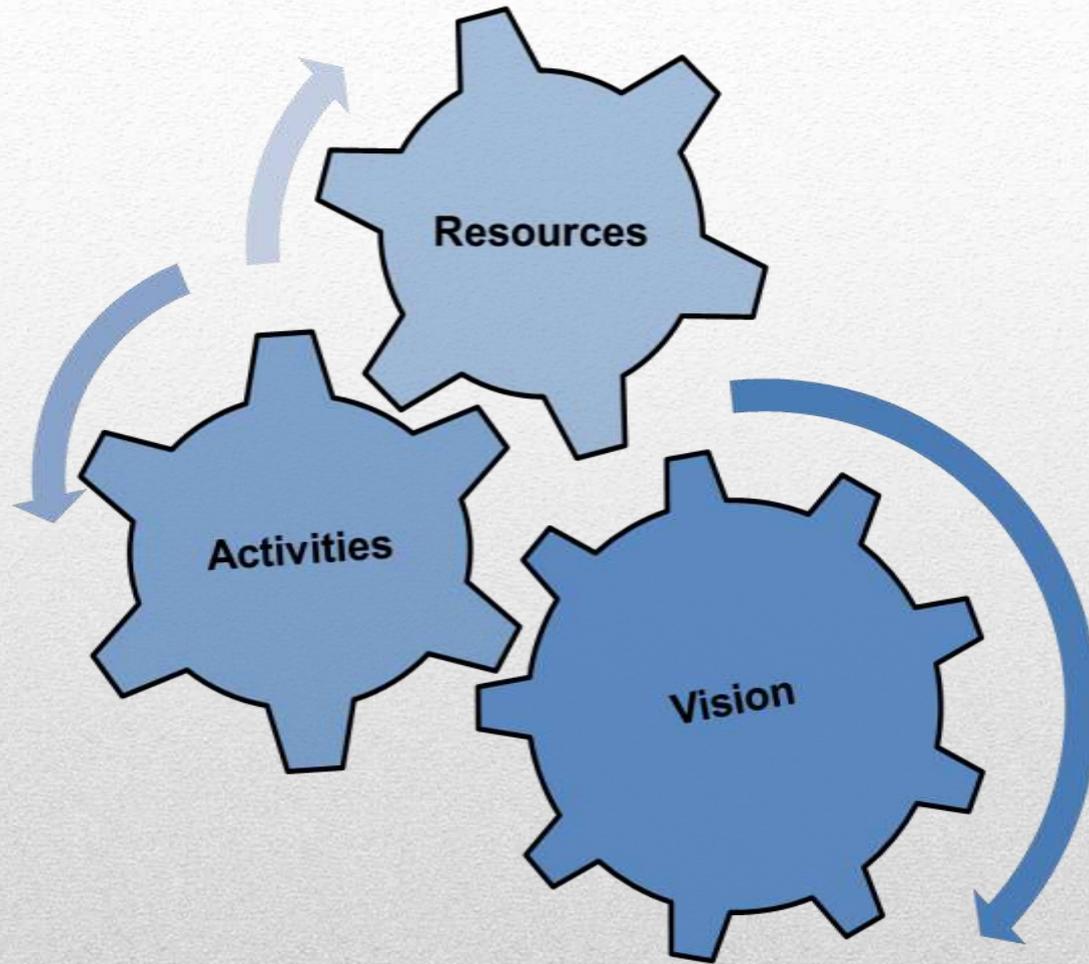
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# Get in the flow



# Shape the vision

- Evolving process
- Central to community & social change
- Builds support & participation
- Common goal or vision



# Make a plan

---

# Take action

professional groups

religious groups

a

policy makers

community-wide  
effort

governments

businesses

opinion leaders

individual community members



health

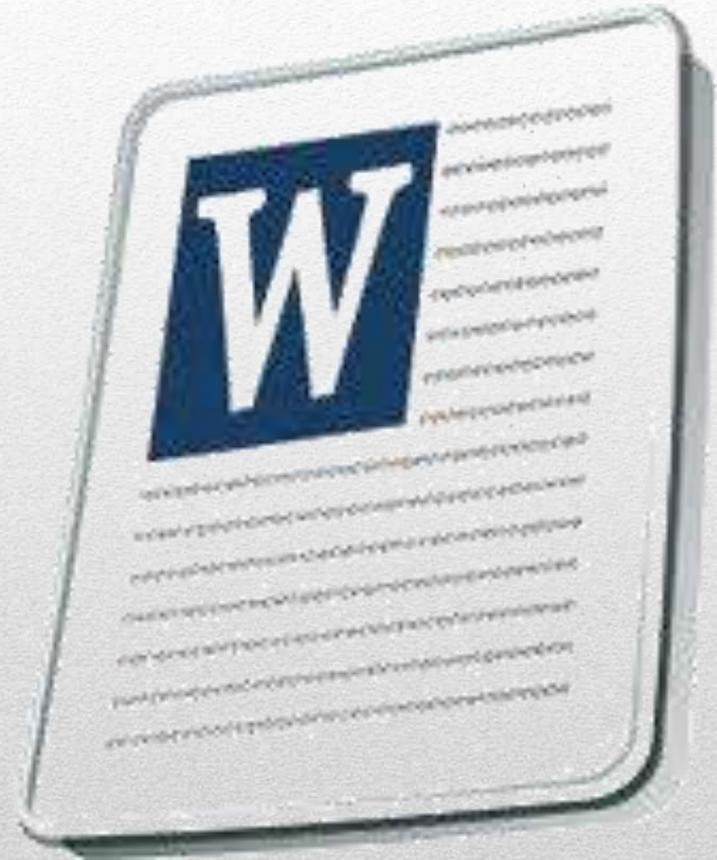
environmental

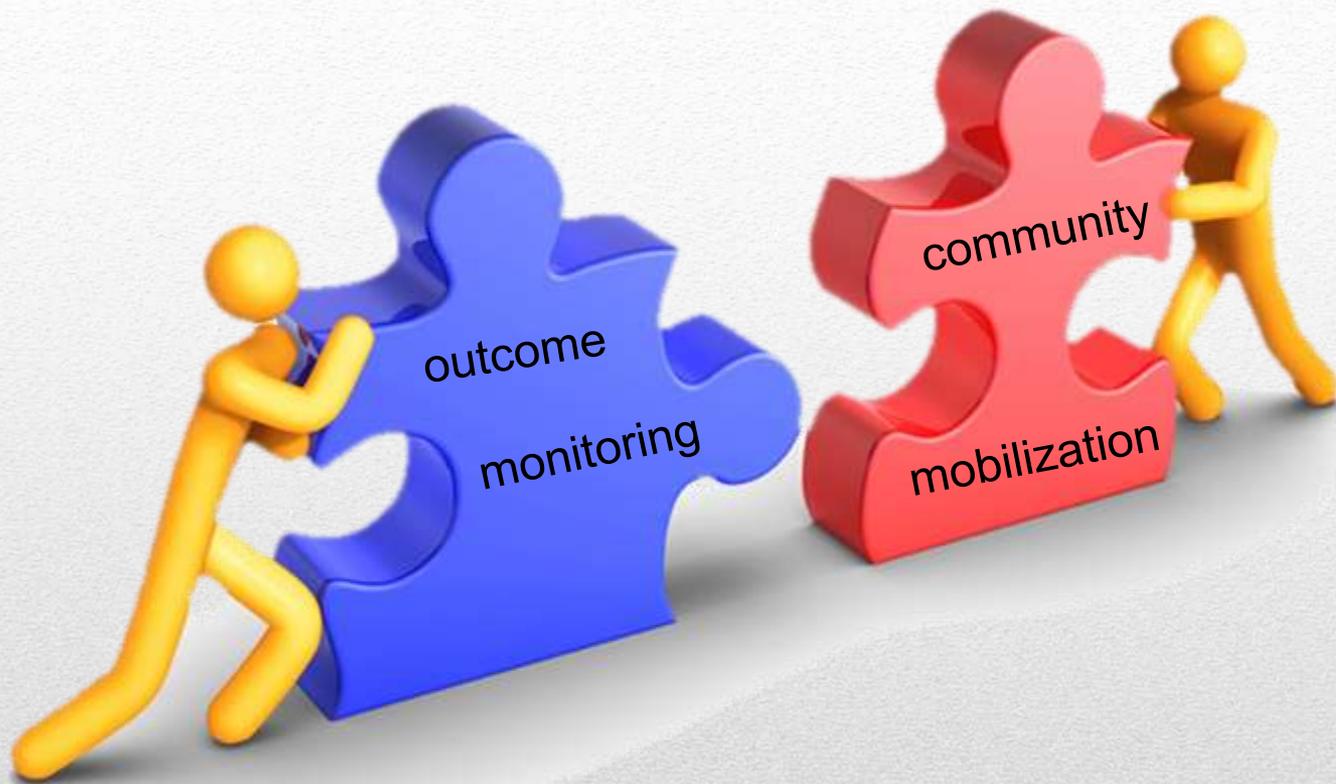
social

# Tell the story

## Document

- ✓ Process
- ✓ Outcomes
- ✓ Adjustments





# **Outcome monitoring for Community Mobilization**

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# Outcome Monitoring

## Identify outcomes

immediate  intermediate  long-term

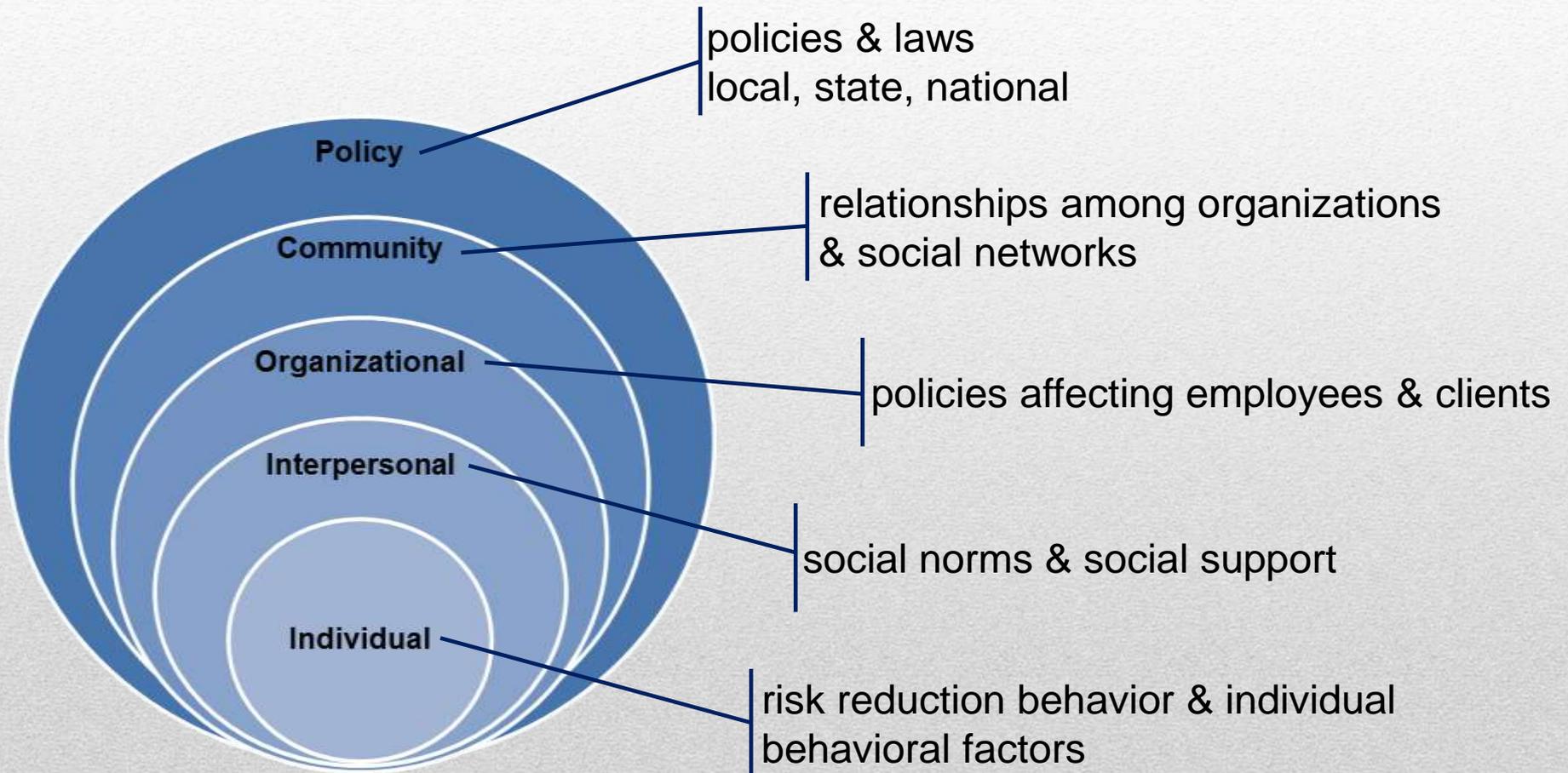
## Develop

outcome measures  analysis plan

*Outcomes may change!*

---

# Outcomes may be



# Prepare for change

## HERR

Most programs have assessed a stable set of outcomes

VS

## Community Mobilization

Outcomes change as the community evolves

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reflect

interplay

discovery conversation

emergent interactions co-create diversity

Positive Deviance

innovate opportunity data meaning

collaboration possibilities

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# Community Mobilization

Sharing Current Projects

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Bexar County HIV/Syphilis Task Force

T.R.U.T.H. Project

PILLAR



Hip Hop for HIV

Texas Black Women's Initiative

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# Community Mobilization

## Regional Breakouts

What are you doing?

What have you seen and heard?

**Make at least one commitment to work with another entity.**

- Time
  - Place
  - Action
-

# References

Centers for Disease Control and Prevention

<sup>1</sup><http://www.cdc.gov/nchhstp/newsroom/docs/2012/HIV-Infections-2007-2010.pdf>

<sup>2</sup><http://www.cdc.gov/socialdeterminants>

<sup>3</sup><http://www.cdc.gov/stopsyphilis/toolkit/Community/CommunityGuide.pdf>

Village Earth

<http://villageearth.org/training-and-consulting/online/community-mobilization>

The Community Toolbox at the University of Kansas

<http://ctb.ku.edu/en/default.aspx>

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# Community Mobilization Resources

## Websites

<http://ctb.ku.edu/en/default.aspx>

<http://www.cdc.gov/stopsyphilis/toolkit/Community/CommunityGuide.pdf>

<http://www.cdc.gov/stopsyphilis/toolkit/community.htm>

<http://villageearth.org/training-and-consulting/online/community-mobilization>

<https://ctsacorus.org/>

## Academic Papers

<http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2527202/>

[http://www.hawaii.edu/hivandaids/Eliminating\\_Disparities\\_in\\_HIV\\_Disease\\_Community\\_Mobilization\\_to\\_Prevent\\_HIV\\_Trans.pdf](http://www.hawaii.edu/hivandaids/Eliminating_Disparities_in_HIV_Disease_Community_Mobilization_to_Prevent_HIV_Trans.pdf)

[http://141.213.232.243/bitstream/handle/2027.42/67070/10.1177\\_109019819802500303.pdf;jsessionid=25365398E8C4AC27F1BC08D1905CA449?sequence=2](http://141.213.232.243/bitstream/handle/2027.42/67070/10.1177_109019819802500303.pdf;jsessionid=25365398E8C4AC27F1BC08D1905CA449?sequence=2)

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