



AKOMA FACT SHEET

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Guidelines for Developing a Community Mobilization Effort

What is Community Mobilization? Community Mobilization is a community's process of preparing and organizing to take action, specifically toward its own development, meeting its own needs and caring for its own people by accepting full responsibility of its duties. This may be termed as community mobilization.

The purpose of communities mobilizing is to bring together or assemble a group, network, coalition or community to prepare for action to bring change to any identified issues that may possibly become economic, social or environmental problems in the future amongst African-Americans. Coalition-building through activities, policies, planning, messages, audiences, partnerships, events and incorporation of material can link African-American communities to build stronger and more effective communities.

When the community begins to start putting it together there are a few things that must first be observed:

Pulling together different community members
Public forums with members of the targeted community
Sessions with local leaders from various segments of the community, including local governmental officials
Target populations giving input
Assessing the needs of the community based on input from all interested parties
Sharing problems to be solved in the community
Placing priorities in order for the community to work together
Developing community priorities and area plans
Organizing the community workers to serve as additional mobilizers
Training community leaders and mobilizers in special areas to do specific tasks
Empowering community workers to do for themselves
Upon completion of the project's success, public recognition or media coverage should occur.



These efforts can be specified for targeted populations, community stakeholders, grass roots organizations, community-based organizations or health departments. Community Mobilization should take place as soon as a community identifies a need. The community must also develop a vision, mission, objectives and strategies that are S.M.A.R.T. (Specific, Measurable, Achievable, Realistic and Time-Phased). Once these pertinent tools have been developed, then the community can begin to organize to develop some form of action plan against economic, social or environmental issues that may directly or indirectly affect specific ways of life.

Once the process is begun, the question may arise as to where Community Mobilization can take place? It can take place within a society, the public or social group functioning cooperatively through a mutual form of participation and living within a limited geographical area and whose social relationships fulfill major social and economic needs of the community.

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