

The most effective way to create change is by organizing people ...

... inspire residents to use THEIR voice

Today's Presenters...

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A public health agency specializing in upstream prevention.

IPS...

But First:

Poll Question

Why we're here...

To share strategies for building and gaining trust with communities.

Knowing the community you serve

Keeping your eyes on the prize

Giving power not taking power



QUANTITATIVE DATA

- Counted
- Measured
- Expressed using numbers

QUALITATIVE DATA

- Descriptive
- Conceptual
- Categorized based on traits and characteristics

There are many ways to collect QUANTITATIVE data

Census Data

Surveys

Good sources of quantitative data:

- City Health Dashboard (www.cityhealthdashboard.com)
- Sheriffs/ Police Department website
- Neighborhood Scout Report (www.neighborhoodscout.com)

Reports

There are many ways to collect QUALITATIVE data

Community Forums

> Door Knocking

The most effective = 1:1s

Environmental Scans

Data Tools for You

1:1 Template
Site Characteristics Tool
Audience Tool



Who do you start with?

Your coalition should be a mix of community members, residents, business owners, community partners and anyone who feels a connection to your cause.









Business Owners



Religious institutions/ Clergy



Schools/ Principals

12 must know Stakeholders



Police/ Captains



Other Activists/ Community leaders



Health Care facilities



Workforce Development



Banks/ Community Liaisons



Local Media/ Reporters, Editors, Influencers

Have 1:1s with Key Stakeholders

- Set up 1:1's in public meeting spaces
- Ask who else you should talk to? (Warm hand-offs give you credibility)



Name: Referred by: Organizer:

Kanes Walde	
Problems:	
Assets:	
Vision:	

Interest: Low/Med/High Referral: Next Steps:

You must be completely dedicated to building and gaining the TRUST of the residents.

Meet residents where they are

Volunteer at local food banks, visit local churches, schools, playgrounds, and small businesses

BONUS Tip

Use the Good Old-Fashioned Telephone

Make sure you call and check on your Coalition members regularly. The quarantine has tested everyone's mental fitness.



Who are they and why do we need them?

- Professional organizations or individuals with interest in the community you serve
- Provide resources and connect you to networks

Tip: Give a little take a little

Support your partners' endeavors as you want them to support yours.

Audiences

Who will benefit from the data that you are collecting.

TOPIC	QUESTIONS OF INTEREST	Residents	Partner Orgs.	City/ County	Schools/ District	Water District	Chamber of Commerce
Health	What is the responsiveness of Code Enforcement?	X		X			
Crime	How do people feel about crime?	Х					
Crime	How many calls do the police get per year?						
Health	Is the water safe to drink?	Χ	Χ	Χ	Χ	Χ	Х
Demographics	How many people live in N. Adelanto?		X	X	X		X
Demographics	What is the racial demographics of N. Adelanto		Х	Х	X		Х
Economics	What are your sources of income?		Х	Х	Х		Х
Economics	How much money do you make?		Х	Х	Х		Х
Economics	What is your debt to income ratio?		Х	Х	X		Х
Economics	How many people go down the hill to work?		Х	Х	Х		Х
Economics	How many people are homeless	X	Χ	Χ	Χ		Χ
Economics	How many homeowners live in N. Adelanto	Х	Х	Х	Х	X	Х
Health	How many people have substance abuse problems?	Х	Х	Х	Х		Х
Health	How many people have Mental illness?	Х	Х	Х	Х		Х
Health	What is the average ACE scores		Χ	Χ	X		X
Crime	Do people feel safe in their neighborhoods	X	Χ	X	X		Х
Crime	How does the community feel about the Sheriff's?	Х		Χ			



Determining Goals

There are many useful tools that you can use with your coalition to determine your goals.

Bubble Diagram

> Summary of Problem Analysis

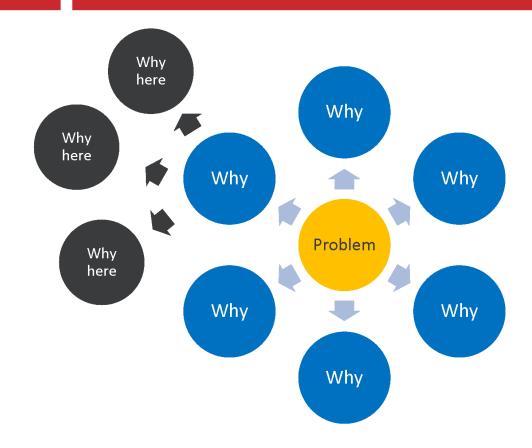
Midwest
Academy
Strategy
Chart

Bubble Diagram

Why is this a problem?

Why here?

Step 3 Problem Analysis: "Bubble Diagram"



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SUMMARY OF PROBLEM ANALYSIS: DATA SUMMARY SHEET

Summary of Problem Analysis

Do you have sufficient data to support your claim?

Selected Problem Ex: <u>Adult diabetes</u>

Definition of community La Brea Public Housing units

1. For the selected problem above, fill in all the Contributing Factors and related Local Conditions from your bubble diagram and add the data source that validated the Local Conditions.

Contributing Factor	Related Local Conditions	Data that validate local	
		condition	
Lack of exercise	People feel unsafe walking in neighborhood	Focus groups from hospital community needs assessment	
	There are no exercise classes that are free and in Spanish	Listing of local exercise options (conducted by CBI staff)	
	Adults often are working long hours	City economic development information	
Poor eating habits	Closest restaurants are all fast food	Mapping of restaurants (done by residents) within 1 mile	
	Traditional Latino eating habits	Focus groups from hospital community needs assessment	
		Population data: 80% of residents use Spanish as first language at home	
	Cost of fresh food too high for low income families	Food stamp data: 50% of residents are on food stamps	

Midwest Academy Strategy Chart

After choosing your issue, fill in this chart as a guide to developing strategy.

Midwest Academy Strategy Chart

After choosing your issue, fill in this chart as a guide to developing strategy. Be specific. List all the possibilities.

Goals	Organizational Considerations	Constituents, Allies, and Opponents	Targets	Tactics
1. List the long-term objectives of your campaign. 2. State the intermediate goals for this issue campaign. What constitutes victory? How will the campaign • Win concrete improvement in people's lives? • Give people a sense of their own power? • Alter the relations of power? 3. What short-term or partial victories can you win as steps toward your longterm goal?	1. List the resources that your organization brings to the campaign. Include money, number of staff, facilities, reputation, canvass, etc. What is the budget, including in-kind contributions, for this campaign? 2. List the specific ways in which you want your organization to be strengthened by this campaign. Fill in numbers for each: Expand leadership group Increase experience of existing leadership Build membership base Expand into new constituencies Raise more money 3. List internal problems that have to be considered if the campaign is to succeed.	1. Who cares about this issue enough to join in or help the organization? • Whose problem is it? • What do they gain if they win? • What risks are they taking? • What power do they have over the target? • Into what groups are they organized? 2. Who are your opponents? • What will your victory cost them? • What will they do/spend to oppose you? • How strong are they? • How are they organized?	1. Primary Targets A target is always a person. It is never an institution or elected body. Who has the power to give you what you want? What power do you have over them? 2. Secondary Targets Who has power over the people with the power to give you what you want? What power do you have over them?	For each target, list the tactics that each constituent group can best use to make its power felt. Tactics must be In context. Flexible and creative. Directed at a specific target. Make sense to the membership. Be backed up by a specific form of power. Tactics include Media events Actions for information and demands Public hearings Strikes Voter registration and voter education Lawsuits Accountability sessions Elections Negotiations

Review Your Goals Often

Reviewing your goals at every meeting helps with new members and keeps the group focused.



Mobilizing to Create Change

- Capacity building
- Create sustainability through empowerment
- Getting into action
- Stay focused on the goals

Poll

Let's hear from you

Final Thoughts

- Know the community you serve
- Keep your eyes on the prize
- Give power don't take power
- Operating during a pandemic takes creativity



Thank You!

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Survey (Thank you!)



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