Community Mobilization Strategies
Making Community Level Change!

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Objectives

• Gain skills in facilitating the steps of community development process and learn at least one new strategy for each step.
• Gain an understanding of how to expand a project to influence community-level change.
• Gain skills in ensuring community stakeholders lead a process while at the same time guiding them towards best practices in primary prevention.
Harborview Center for Sexual Assault and Traumatic Stress
King County, Washington
Offices in Seattle, Bellevue, Redmond, and Shoreline

- Trauma-focused therapy for survivors of trauma
- Crisis line
- Medical exams
- Parent coaching and support
- Advocacy
- Consultation
- Prevention

Rooted in Theory

- Primary Prevention
- Social Ecological Model
- Nine Principles of Prevention
- Social Norms Theory
- Public Health Model
How to make Community Development

1. Recruit key stakeholders
2. Ask why does ____ happen here?
3. Ask what would the community look like without ____?
4. Ask how can we get from A → B? Make a plan.
5. Ask how will we measure success?
6. Carry out your plan.
Working with Stakeholders

- recruitment
- assessment of readiness
- creating a safe space
- training
- retention
Identifying Root Causes

- ask “the question”
- how else can we get this information?
- how to move to outer levels of the social ecology

Factors that Contribute to Sexual Assault:

- Unequal power between ppl
- Media messages
- Lack of Education/Ignorance
- Misconceptions (blaming the Victim, fear, stereotypes)
- Some ppl view it as acceptable behavior (that's just how they are)
- Silence about the issue (don't know how to talk about it or intervene)
Envisioning a Community Free from Sexual Violence

- assessment of community strengths
- ideal conditions and community norms
- shift to prevention of perpetration
Creating A Prevention Plan

• how to get from “A to B”
• create a process to hear all voices
• address oppression & biases that can impede the process
Creating an Evaluation Plan

- measure stakeholder successes and the efficacy of their initiatives
- consider multiple levels of the social ecological model in an evaluation
Carrying out the Prevention Plan

- how to determine priority activities
- manage the work plan
- utilize community members’ strengths
- re-direct stakeholders to best practices in prevention

Guru Program!
Welcome to Two Rivers School

TWO Rivers is...
Helpful  Engaging
Respectful Encouraging

Two Rivers is...
Comfortable
Relaxing
Community

Two Rivers is...
Different  Small
Great  Alternative

We are FAMILY
**Be the Solution**

- May 21st
- Much fun, food, games & activities
- Starts @ advisory and ends after lunch
- Performing
- Art

This Event is about fun, music, art, food and most importantly, sexual assault awareness & prevention.
Evaluation and Revision

• engaging stakeholders in looking at data to improve prevention initiatives
• facilitating the shift in ownership
• celebrating successes

Process (Implementation) Evaluation and Outcome Evaluation
### Outcome Evaluation: Students

How would you have described Two Rivers before you came here?

<table>
<thead>
<tr>
<th><strong>Outcome</strong></th>
<th><strong>Percentage</strong></th>
<th><strong>Details</strong></th>
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<tbody>
<tr>
<td>78% of respondents reported having seen the video “Welcome to Two Rivers.”</td>
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<td>73% of respondents reported having seen the video “Punta’d.”</td>
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<td>74% of respondents reporting having seen the video “Rumor Wildfire.”</td>
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<td>75% of respondents reported having seen the video “Obsessed.”</td>
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<td>75% of respondents reported having seen the video “The Clique.”</td>
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<tr>
<td>78% of respondents reported having seen the video “Harassment, Intimidation and Bullying.”</td>
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<td>Respondents who reported participating in the Mentor/ Gru Program</td>
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<td>43% participated as a new student</td>
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<td>37% participated as a mentor</td>
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- 92% of respondents reported they met Leadership Students or saw their presentation during orientation.
- 47% of respondents reported they attended leadership class.
- 78% of respondents reported they received a Welcome Card, Bag with Goodies, or Small Gift (like a pen or a planner) when they started school.
- 35% of respondents reported they wrote an idea for the Suggestion Box to improve the school.
- 50% of respondents reported they attended the “Be the Solution” Event (with music, poetry, video) in May 2014.
- 72% of respondents reported they attended the All School Meeting on “Harassment, Intimidation and Bullying” (with video) in March 2015.
- 96% of respondents reported they had seen the posters and art about Two Rivers at school.
- 73% of respondents reported they contributed time or donations to any community service projects at Two Rivers, such as food for the homeless shelter, African Goat fund, Pennies for Patients, or holiday gift drive.
Outcome Evaluation: Students
How would you describe Two Rivers NOW?

Statement % Strongly agree % Strongly agree
Pre Survey Post Survey

I believe that drugs and alcohol affect my sexual decision making 10.6% 24.1%

Even when I’m not involved and it’s not about me, I can make a difference in helping to prevent violence* 28.9% 35.7%

I have the skills to help someone who has been abused or sexually assaulted 6.5% 14.3%

I believe my friends will listen to me if I speak out against sexual violence 28.3% 41.1%
<table>
<thead>
<tr>
<th>Statement</th>
<th>% Strongly disagree Pre Survey 2012</th>
<th>% Strongly disagree Post Survey 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>If someone was raped while they were drunk, they are at least somewhat responsible for letting things get out of control.</td>
<td>31.9%</td>
<td>65.5%</td>
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<td>I believe that talking about sex destroys the romance (in the moment).</td>
<td>21.7%</td>
<td>30.4%</td>
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<tr>
<td>Men cannot be raped.*</td>
<td>48.9%</td>
<td>76.8%</td>
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<tr>
<td>If a person doesn't fight back, you can't really say it was rape.</td>
<td>51.1%</td>
<td>67.9%</td>
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<tr>
<td>Rape accusations are often used as a way of getting back at the person</td>
<td>15.9%</td>
<td>36.4%</td>
</tr>
<tr>
<td>A woman who “teases” men deserves anything that might happen.</td>
<td>45.7%</td>
<td>67.9%</td>
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Outcome Evaluation: Community

How would you have described Two Rivers 3 years ago?

- NICE TEACHERS
- DRUG/ALCOHOL PROBLEMS
- FRIENDLY
- EASY CLASSES
- DROP OUTS
- CHALLENGING
Outcome Evaluation: Community

How would you describe Two Rivers NOW?

How has your opinion/perception changed?

“"My perception used to be that two rivers was a horrible alternative school filled with bad seeds. That is not the case. Two Rivers is an exceptional school with great kids."”

“The community finally talks good things about your school. I have always supported it and I have to fight with fewer people on what a great school it is now. Nice Job.”

“My sense is that the students there appear more engaged, they are proud of their school, and I’ve been impressed with some of the projects they have taken on.”

“It used to be looked at as the druggie school, a place to get kids out of MSHS. How I see it as a WONDERFUL alternative for kids that do not function in the "regular school." I was one of the kids who would have flourished at Two Rivers!”

“I have learned more about how supportive the students are of each other and how much they oppose harassment and bullying.”
What has changed your perception of the school? Why did your opinion change?

“Getting to know students better, hearing survey results about bullying at the school and learning about the academic changes in the school.”

“Leadership has taken an active role in educating other students and creating a climate of inclusion by welcoming new students.”

“Seeing all the awesome projects the students do in leadership and seeing the difference in the kids.”

“I watched a video on Wildcat TV last year, have met the building principal, know some teachers, and spoken to students.”

“I have seen numerous examples of students supporting others during conversations. The leadership students have conducted several campaigns advocating for respect of fellow students personal value choices.”

“Public forums, increased Two Rivers student voice”

“New leadership, trying new things, staff working together to improve image of school. They are actively trying to communicate the good things that are happening there.”

References and Resources

CDC Risk and Protective Factors
http://www.cdc.gov/violenceprevention/sexualviolence/riskprotectivefactors.html

Community Development
http://www.wcsap.org/community-development

Welcome to Two Rivers
http://bit.ly/1Kjy14V

Harassment, Intimidation and Bullying Videos
http://bit.ly/1MjebsG
Contact Information

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