12. Session plan: Community mobilization

	Volunteer	

Learning objectives

By the end of the session participants shall be able to:
- Explain community mobilization.
- List the aims of community mobilization.
- Give examples of methods of community mobilization.
- List benefits of community mobilization.
- Explain the role of community mobilization in disability inclusive disaster risk reduction (DRR)
- Explain how to carry out community mobilization.

Time allocated

- 100 minutes.

Resources needed

- Whiteboard or flipchart
- Flipchart paper and markers
- Cards with the ten headings of the different steps of community mobilization

Preparation

Familiarise with:
- Community mobilization section of the CBR Guidelines (Empowerment component pp.19-27)
- Community mobilization session plan and Participant Manual content.
- Local community context.

Write:
- Flipcharts of the text within each of the boxes headed **Write on BOARD** in advance of the session to help the flow.

Print:
- Ten headings of the different steps of community mobilization (from session resources folder or end of session plan) for the trainer to pin up during the activity as groups present on each step

Trainer's notes:
It is important to make this as relevant to the local context as possible. Therefore, if you are from outside the community where the training is taking place, speak to local stakeholders including persons with disabilities to find out more about the local culture, challenges, social and political situation so that your training and examples are relevant to the local volunteers.

12.1 Introduction (5 minutes)

	Volunteer	

Write on BOARD:

Community mobilization learning objectives:
- Explain community mobilization
- List the aims of community mobilization
- Give examples of methods of community mobilization
- List benefits of community mobilization
- Explain the role of community mobilization in disability inclusive disaster risk reduction (DRR)
- Explain how to carry out community mobilization

Ask: What do we mean when we talk about community mobilization?
Acknowledge responses.

Explain: In this session we are going to look at what we mean by community mobilization, its aims and benefits for community based inclusive development (CBID) and how to carry it out. We will also look at some examples of community mobilization in the local context.

Read out the learning objectives from the board.

12.2 Community mobilization and its aims (15 minutes)

	Volunteer	

Write on BOARD:

- Institutions / leadership / communities
- Common vision and organization for action

Explain:
- Community mobilization is a process that brings together different stakeholders including local institutions, local leadership and local community members including persons with disabilities for joint planning and actions to work towards a common vision or objective.
- It is a strategy to help communities understand their situation and to organize themselves and take actions – or we can say mobilize - to improve their situation.
- Community mobilization can be powerful and effective by coordinating a variety of activities of different stakeholders towards a common goal.
- Any stakeholder might initiate a community mobilization programme based on local needs and interests.
- It is about interacting with the structures who hold the power in the situation.
- CBID volunteers can play an important support role in community mobilization.

Ask if any participants have been involved in a community mobilization process they can share with the group?
Acknowledge responses.

A case study from Kenya is also given below, taken from the CBR Guidelines.

BOX 10 Kenya

Changed attitudes

Kalume is a young boy with epilepsy who lives with his family in a rural Kenyan community. Kalume has a mobility impairment as a result of leg contractures that developed after he had a seizure near a fire and was burnt. Many of his skills, e.g. communication skills, were delayed because he was hidden and isolated. Kalume's family were considered outcasts in the community because of his disability and as a result they found it very difficult to meet even their basic needs.

Kalume was identified during a disability survey conducted in the district. A CBR worker took Kalume to a health centre so he could get medication to control his seizures. Arrangements were made by the Kenya Medical Research Institute (KEMRI) in collaboration with the Association of People with Disabilities Kenya (APDK) to access surgery for Kalume so his contractures could be corrected. Kalume also received basic therapy to improve his skills. Follow-up with Kalume and his family was conducted every month in the community by KEMRI fieldworkers.

The community was also sensitized on disability including the possible causes, through the chief's *barazas* (gatherings). KEMRI staff helped the community to understand that epilepsy is not contagious and that witchcraft does not bring disability, and that it is the responsibility of every community member to support children with disabilities and their families. Regular communication with community members helped to change attitudes towards people with disabilities and their families, and some members of the community even made a house for Kalume's family.

Ask: Based on the example(s) given, what are some of the common features of a community mobilization campaign?
Write key words on the board.

Emphasise that the issue may be anything. It could be the case of a child with a disability being hidden indoors for example.

Trainer's notes:	
Examples may highlight: • Variety of stakeholders • Different roles of stakeholders • Demands • Planning • Common goal	• Awareness raising • Media or publicity involvement • Coordination of effort • Participatory • Delivery of resources / services

12.3 Community mobilization and disability inclusive disaster risk reduction (DIDRR) (20 minutes)

	Volunteer	

Write on BOARD:

• Community mobilization to support persons with disabilities in disaster situations

Explain: Persons with disabilities are one of the most vulnerable groups when a disaster, emergency, or conflict situation strikes a community. What are the types of situations that have occurred or are likely to occur in our country?
Acknowledge responses**.**

Ask: Why are persons with disabilities most vulnerable in these situations?
Acknowledge responses**.**

Trainer's notes:
Factors affecting vulnerability of persons with disabilities: • *Restricted access to warning information or advice on actions to take when a disaster occurs, because they are not in accessible formats for them.* • *Physical barriers preventing them from responding in the same way as non-disabled people, such as wheelchair users being unable to negotiate roads that are flooded, or persons with visual impairments being unable to travel to food distribution points without assistance in areas of food insecurity.* • *Lack of consideration of the needs of persons with disabilities by those leading response and recovery efforts, especially shelters, camps and food distribution.* • *Discrimination is common when resources are scarce.*

Ask: Have you heard of the term Disaster Risk Reduction? (DRR)
Acknowledge responses.

Explain: Disaster Risk Reduction – or DRR has the aim to reduce damage caused by natural disasters such as earthquakes, flood, droughts or pandemics or by manmade disasters such as wars. It is about planning prevention campaigns as well as minimising the impact of these disasters when they occur.

Ask: What can be done to make disaster risk reduction more inclusive of persons with disabilities?

In pairs, ask participants to discuss this question to find positive steps towards greater inclusion of persons with disabilities in DRR. **Allow** 5 minutes.

Ask for responses from pairs in turn. **Acknowledge** responses and add additional points from the trainer's notes below:

Towards greater inclusion of persons with disabilities in DRR:
- *Persons with disabilities need to be involved and consulted in humanitarian action at all stages:*
  - *Mitigaton, preparedness, emergency response and recovery activities.*
- *Involvement of a range of stakeholders (persons with disabilities, families, institutions, communities, leaders) towards a shared objective of including everyone in plans for DRR.*
- *Be proactive with plans **before** the event, not reactive **after** the event when it is often too late to do anything about it.*

Write on BOARD:

- Disability inclusive disaster risk reduction (DIDRR)

Summarise:
- Considering the needs of persons with disabilities in planning for and dealing with disasters is often called Disability Inclusive Disaster Risk Reduction – or DIDRR - and it is being increasingly recognized as an essential consideration in disaster risk reduction. Such consideration must include persons with disabilities representing themselves in all stages of planning and dealing with disasters. This recognition is a sign of mainstreaming.
- Community mobilization is an effective mechanism to help achieve greater inclusion in DRR, both short-term and in long-term recovery and reconstruction efforts when the needs of persons with disabilities continue to be ignored and opportunities to make environments more accessible are missed.

12.4 Community mobilization and CBID (60 minutes)

	Volunteer	

Explain:
- Community mobilization (sometimes called social mobilization) is the second element within the 'Empowerment' component of the CBR Matrix.
- The CBR Guidelines define community mobilization as 'The process of bringing together as many stakeholders as possible to raise people's awareness of and demand for a particular programme, to assist in the delivery of resources and services, and to strengthen community participation for sustainability and self-reliance'.
- We are going to look at the different steps of community mobilization in the next activity.

Activity: Community mobilization	
Groups	**Split** participants into five groups.
Instructions	**Allocate** 2 of the 10 steps cards to each group in order: Group 1: Steps 1 and 2 Group 2: Steps 3 and 4 Group 3: Steps 5 and 6 Group 4: Steps 7 and 8 Group 5: Steps 9 and 10 **Ask** groups to refer to their Participant Manual for information on their allocated 'steps' and to use their own experience and ideas to prepare a five-minute drama, story, role-play, or song to give an example of what is included in the steps they have been allocated to the other participants. They will have 5 minutes to present.
Monitor	**Check** the groups are focusing on the specific steps they've been assigned.
Time	**Allow** the groups 15 minutes to prepare and 5 minutes for each group to present. **As** they present, pin the cards of the steps on the wall in order. **Allow** a brief discussion after each presentation. (Total time: 45 minutes)
Feedback	**Highlight** the different aspects of community mobilization and the many ways it can be carried out. Emphasise that CBID Networks can help ensure communication and collaboration takes place between stakeholders on a regular and ongoing basis to achieve inclusion.

Summarise
Point to the ten steps of community mobilization that you pinned on the wall and encourage participants to use all of these strategies in their community work. Emphasize the need for persons with disabilities to be included in all stages of planning and evaluation.

Emphasize that we all have a role in changing negative attitudes in community, and that the only way for real inclusion to be achieved for persons with disabilities is to change attitudes. Therefore, a major part of our work as CBID volunteers is community mobilization to achieve inclusion.

Ask if any participants think they will be in a better position to carry out community mobilization after this session and one thing this session taught them.

Close the session.

1. Find out about the community

2. Design strategy for the process

3. Identify mobilization techniques

4. Build trust and credibility in the community

5. Raise awareness in the community

6. Motivate the community to participate

7. Create opportunities for community participation

8. Bring relevant stakeholders together

9. Build capacity in the community

10. Celebrate achievements