





# Module 8: Community mobilisation

## Pre-assessment

After reading through the module overview and introduction, complete the following pre-assessment in order to determine how experienced or comfortable you are with the topic of supporting agripreneurship. You will be asked to complete a post-assessment after you have worked through the learning content. Rate your knowledge on the topics on a scale of 1 to 5 by circling the corresponding number.

|   | Question   | Self-assessment |   |      |   |   |
|---|--|-----------------|---|------|---|---|
|   |  | Low             |   | High |   |   |
| 1 | I recognise that community mobilisation is important for successful extension.                               | 1               | 2 | 3    | 4 | 5 |
| 2 | I am able to choose and employ appropriate approaches to facilitate community mobilisation.                  | 1               | 2 | 3    | 4 | 5 |
| 3 | I am confident in my ability to design processes that facilitate community mobilisation involving women.     | 1               | 2 | 3    | 4 | 5 |
| 4 | I am confident in my ability to design processes that facilitate community mobilisation involving the youth. | 1               | 2 | 3    | 4 | 5 |

# Study unit 1: Culture and diversity including gender and youth

## Session 1.1: Understanding culture and diversity

### Activity 1.1 Individual activity: Building an inclusive community

Answer the following in your own words. Write your answer in the space provided.

1. Briefly explain why culture is important to consider in community mobilisation. (2)

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2. Is the following statement true or false? If false, what is the correct statement?

It is important to include people from different cultures in the decision-making process in a community. (2)

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3. Briefly explain how diversity can benefit or challenge a community. (2)

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## Session 1.2: Vision for inclusive local community

### Activity 1.2 Individual activity: Relationships and diversity

Answer the following in your own words. Write your answer in the space provided.

1. Is the following statement true or false? If false, what is the correct statement? Write your answer in the space provided.

Different cultural groups living in the same area cannot form a relationship based on their shared environment. (2)

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2. What could be a good motivator to get people of different cultural groups living in the same community to build an alliance? (1)

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3. Fill in the missing words. Different cultural groups living in the \_\_\_\_\_ area with access to the same \_\_\_\_\_ will experience the same challenges. (2)

**Total: 5 marks**

## Session 1.3: Building diverse and inclusive community

### Activity 1.3 Individual activity: Community mobilisation

Answer the following in your own words. Write your answer in the space provided.

1. Explain why dignity and hope are important in community mobilisation in a disaster situation. (2)

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2. Fill in the missing words. A good team for community mobilisation must be \_\_\_\_\_ and the people should have the \_\_\_\_\_ and \_\_\_\_\_ to address all the different aspects of the action plan. (3)

3. Is the following statement true or false? If false, what is the correct statement?

Diversity in a community can help the whole community to solve common problems more effectively. (2)

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**Total: 7 marks**

## Session 1.4: Enhancing women and youth participation and productivity

### Activity 1.4 Individual activity: Gender differences and youth participation

Answer the following in your own words.

1. Is the following statement true or false? If false, what is the correct statement? Write your answer in the space provided.

Gender differences will influence community mobilisation because of defined gender roles present in a community. (2)

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2. List some of the ways you can encourage youth participation in community mobilisation. (3)

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3. Briefly explain why it is important to give support to women and youth in community mobilisation. (2)

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**Total: 7 marks**

## Summative assessment: Unit 1

Answer the following questions in your own words. Write your answer in the space provided.

1. Briefly explain the relevance of culture and diversity in guiding a local community to develop a vision. (6)

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2. Is the following statement true or false? If false, what is the correct statement?

Men and women have equal assets, access to resources and opportunities within a community. (2)

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3. Fill in the missing words: When building a \_\_\_\_\_ community it is important to give all members of that community \_\_\_\_\_ and hope. If they feel that there is \_\_\_\_\_ for a better future they will be motivated to find \_\_\_\_\_ to the problems they face. (4)





5. Is this statement true or false? If false, what is the correct statement? To build a good team for community mobilisation you need to employ people with the skills and capabilities to understand community diversity. (2)

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6. Briefly explain why diversity in a community mobilisation team benefits the community. (4)

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7. Is this statement true or false? If false, what is the correct statement? You do not need to understand gender differences in a community to know how to appropriately engage the members in the community before designing an action plan. (2)

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**Total: 30 marks**

# Study unit 2: Livelihood assets assessment

## Session 2.1: Gathering information

### Activity 2.1 Individual activity: Assessments

Answer the following in your own words. Write your answer in the space provided.

1. Fill in the missing words. It is important to set \_\_\_\_\_ so that you will know what the community hopes to \_\_\_\_\_ from making changes. The \_\_\_\_\_ will depend on the situation. It is also important to consider if \_\_\_\_\_ objectives are the same as the community's objectives. (4)

2. List the main resources you need in order to collect information for a livelihood assets assessment. (5)

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3. Is this statement true or false? If false, what is the correct statement? Information on what resources are available to each household can be collected through different methods. (2)

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**Total: 11 marks**

## Session 2.2: Sampling and assessment planning

### Activity 2.2 Individual activity: Samples

Answer the following in your own words. Write your answer in the space provided.

1. List the steps of planning an assessment in order. (5)

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2. Is this statement true or false? If false, what is the correct statement? The sampling method you choose will only be determined by the goals of the assessment. (2)

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3. Choose the correct answer from the options below. The accepted rule for household food security and livelihood assessments when using purposive sampling is:

- a. 20-100 households
- b. 200-300 households
- c. 40-250 households
- d. 50- 150 households (1)

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**Total: 8 marks**

## Session 2.3: Core components of livelihood assets assessments

### Activity 2.3 Individual activity: Context analysis, food security, and coping strategies

Answer the following in your own words. Write your answer in the space provided.

1. Briefly explain what context analysis is and why it is important. (8)

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2. List the factors that influence food security. (5)

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3. Fill in the missing word. Coping strategies are the \_\_\_\_\_ that people take to manage their resources in times of hardship at household level. (1)

**Total: 13 marks**

## Session 2.4: Analysing results

### Activity 2.4 Individual activity: Analyse and interpret data

Answer the following in your own words. Write your answer in the space provided.

1. Fill in the missing words. Different sources of \_\_\_\_\_ need to be assessed together so that the \_\_\_\_\_ ranking reflects the concerns of the community to make sure that the core indicators of vulnerability are the \_\_\_\_\_ across all groups and zones. (3)

2. Is this statement true or false? Data analysis and interpretation should be done throughout the assessment process. (2)

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3. Briefly explain why it is important to identify principal causes of food insecurity and risks to livelihoods? (2)

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**Total: 7 marks**

## Summative assessment: Unit 2

Answer the following questions in your own words. Write your answer in the space provided.

1. Why are livelihood assets assessments useful? (4)

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2. Briefly explain what factors will influence the sampling method you choose for your assessment. (5)

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3. Describe what bias is and explain why you need to consider bias in your data. (3)

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4. Name the two main sampling methods to use for data collection and state which method will have a high chance of introducing bias into the results. (3)

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**Total: 15 marks**



## Study unit 3: Problem solving approaches

### Session 3.1: Defining problems and their root causes

#### Activity 3.1 Individual activity: Root causes

Answer the following in your own words. Write your answer in the space provided.

1. Is this statement true or false? If false, what is the correct statement? Defining a problem is necessary so that you know exactly what needs to be changed to make a situation better. (2)

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2. Briefly explain why it is important to find the root cause of a problem. (1)

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**Total: 3 marks**

# Session 3.2: Participatory development of a basket of options

## Activity 3.2 Individual activity: The importance of participatory development

Answer the following in your own words. Write your answer in the space provided.

1. Briefly explain the importance of participatory development of different solutions. (2)

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2. Fill in the missing words. Creative problem solving has the \_\_\_\_\_ of generating a \_\_\_\_\_ of possible solutions that you can \_\_\_\_\_ from to solve a particular problem. (3)

**Total: 5 marks**

## Session 3.3: Participatory selection of an appropriate solution

### Activity 3.3 Individual activity: Feasible solutions

Answer the following in your own words. Write your answer in the space provided.

1. List the things you must consider when deciding if a solution is feasible. (5)

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2. Fill in the missing words. A solution is acceptable if the implementers \_\_\_\_\_ the solution, if they perceive it was worth their \_\_\_\_\_ and \_\_\_\_\_, if the risks are \_\_\_\_\_, if the solution \_\_\_\_\_ the people affected by the problem and if it benefits the \_\_\_\_\_. (6)

**Total: 11 marks**

## Session 3.4: Participatory implementation

### Activity 3.4 Individual activity: Implementing a solution

Answer the following in your own words. Write your answer in the space provided.

1. Briefly explain why participatory implementation is important.

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2. List the questions you must ask when planning an action plan.

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**Total: 9 marks**

## Session 3.5: Participatory monitoring and evaluation

### Activity 3.5 Individual activity: Effective monitoring

Answer the following in your own words. Write your answer in the space provided.

1. Choose the correct answer to complete the sentence from the options listed below. Monitoring and evaluation of an action plan is important because:
  - a. It helps you track the progress of your intervention.
  - b. It makes sure there is enough funding available for the intervention.
  - c. It reduces conflict in the community.
  - d. It makes division of labour easier in the community. (1)

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2. Is this statement true or false? If false, what is the correct statement? Monitoring and evaluation is a linear process that does not need constant review of the plan and progress. (2)

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**Total: 3 marks**



3. Explain the importance of involving the community in the planning, implementing and monitoring and evaluating of an intervention to solve their problems. (5)

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**Total: 14 marks**

# Study unit 4: Leadership development

## Session 4.1: Leadership styles

### Activity 4.1 Individual activity: Identify different leadership styles

Answer the following in your own words. Write your answer in the space provided.

1. List the different leadership styles. (5)

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2. Which leadership style is thought to be the best in a strong leader? (1)

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3. Is this question true or false? If false, what is the correct statement? Strong leadership is beneficial because it lets individuals in the community choose what activities they do during implementation of a plan. (2)

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**Total: 8 marks**



## Session 4.2: Communication skills

### Activity 4.2 Individual activity: Appropriate communication styles for effective communication

Answer the following in your own words. Write your answer in the space provided.

1. Name the communication style(s) you would use when reporting quantitative data results. (2)

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2. Fill in the missing words. When you interact with someone face to face there are \_\_\_\_\_ communication methods in play. These are \_\_\_\_\_, gestures, silence, \_\_\_\_\_ and use of \_\_\_\_\_. (4)

3. Is this statement true or false? If false, what is the correct statement? Effective communication is characterised by active listening, providing feedback and recognising barriers to understanding. (2)

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**Total: 8 marks**

## Session 4.3: Leading and motivating community co-workers

### Activity 4.3 Individual activity: Motivating co-workers

Answer the following in your own words. Write your answer in the space provided.

1. Is this statement true or false? If false, what is the correct statement? A successful leader is someone who does not need to work well with others because they make all decisions based on their own judgement. (2)

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2. List some common motivators for volunteers. (4)

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3. Choose the correct answer from the options given below to answer the question.

Why are challenges a possibility when leading friends and colleagues?

- a. Leaders have limited decision-making power and friends or colleagues will make all the decisions.
- b. Leaders must make decisions based on their own judgement even if it disagrees with what friends or colleagues think.
- c. Friends cannot make good suggestions.

- d. Colleagues will not do what they should when their leader is part of their group normally. (1)

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**Total: 7 marks**

## Session 4.4: Mentoring

### Activity 4.4 Individual activity: The purpose of mentoring

Answer the following in your own words. Write your answer in the space provided.

1. Briefly explain the purpose and application of mentoring. (3)

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2. Is this statement true or false? If false, what is the correct statement? In a mentorship relationship the mentor is there to make all the decisions on behalf of the community. (2)

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3. Fill in the missing words. Sharing \_\_\_\_\_ and expertise is important in improving retention and recruitment, \_\_\_\_\_ morale, accelerating \_\_\_\_\_ development, encouraging \_\_\_\_\_ and increasing \_\_\_\_\_ knowledge. (5)

**Total: 10 marks**

## Session 4.5: Time management

### Activity 4.5 Individual activity: Managing your time effectively

Answer the following in your own words. Write your answer in the space provided.

1. Choose the correct answer from the options below to answer the question. What is time management? (1)
  - a. A way to make more time for leisure activities.
  - b. A stepwise plan of an intervention.
  - c. A way to organise your tasks to make sure everything is completed in a reasonable timeframe.
  - d. The time you need for a given task to be completed.

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2. Why is effective time management beneficial? (2)

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3. List the characteristics of effective time management. (4)

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**Total: 7 marks**

## Session 4.6: Participatory goal setting and accountability

### Activity 4.6 Individual activity: Effective goal setting

Answer the following in your own words. Write your answer in the space provided.

1. Describe what the benefits of participatory goal setting are. (2)

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2. Is this statement true or false? Is false, what is the correct statement? Accountability means the leader will always take responsibility for their decisions and the consequences of those decisions. (2)

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3. List the characteristics of effective goals. (5)

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**Total: 9 marks**

## Session 4.7: Teamwork

### Activity 4.7 Individual activity: Team-building and development

Answer the following in your own words. Write your answer in the space provided.

1. List the stages of team development in order. (5)

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2. When building a team, which team-building strategies can you use and why? (4)

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**Total: 9 marks**







## Study unit 5: Resource mobilisation

### Session 5.1: Understanding local resource mobilisation

#### Activity 5.1 Individual activity: Benefits of resource mobilisation

Answer the following in your own words. Write your answer in the space provided.

1. Is this statement true or false? If false, what is the correct statement? Resource mobilisation involves learning how to connect with prospective donors in a way and with language they understand, and finding common ground through shared values and interests. (2)

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2. Briefly explain why building relationships with donors will benefit local resource mobilisation. (1)

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3. Fill in the missing words. Organisational \_\_\_\_\_ and \_\_\_\_\_ involves establishing and strengthening \_\_\_\_\_ for the resource mobilisation process. (3)

**Total: 6 marks**

## Session 5.2: Reviewing the community strategic plan

### Activity 5.2 Individual activity: Vision, mission, opportunities, and threats

Answer the following in your own words. Write your answer in the space provided.

1. Briefly explain the difference between a community's vision, mission and goal statements. (3)

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2. Is this statement true or false? If false, what is the correct statement? A situational analysis helps managers to understand their organisation's business environment, what it is capable of and the people they serve. (2)

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3. Describe how you would identify community opportunities and threats. (2)

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**Total: 7 marks**

## Session 5.3: Determining resource mobilisation targets

### Activity 5.3 Individual activity: Determining resource mobilisation targets

Answer the following in your own words. Write your answer in the space provided.

1. Fill in the missing words. Resource mobilisation \_\_\_\_\_ help you keep \_\_\_\_\_ of how many new or additional \_\_\_\_\_ you will need to find to \_\_\_\_\_ your goal. (4)
2. Briefly explain how you will identify resource gaps and why this is important information. (3)

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**Total: 7 marks**

## Session 5.4: Identifying stakeholder group

### Activity 5.4 Individual activity: Broadening the stakeholder base and developing a map

Answer the following in your own words. Write your answer in the space provided.

1. Name the tool you will use to identify stakeholders. (1)

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2. Briefly explain why it is beneficial for a community to broaden their stakeholder support base. (2)

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3. What is the main purpose of developing a stakeholder map? (2)

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**Total: 5 marks**



## Session 5.6: Selecting resource mobilisation vehicles

### Activity 5.6 Individual activity: Appropriate sources for resource mobilisation

Answer the following in your own words. Write your answer in the space provided.

1. Is this statement true or false? If false, what is the correct statement? You can use the same vehicle for resource mobilisation for every type of donor in your stakeholder support base. (2)

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2. List the different resource sources that you can get income from. (5)

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**Total: 7 marks**

## Session 5.7: Monitoring resource mobilisation activities

### Activity 5.7 Individual activity: Monitoring the success of resource mobilisation activities

Answer the following in your own words. Write your answer in the space provided.

1. What is the purpose of monitoring resource mobilisation success indicators? (2)

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2. Name the two main categories of success indicators you use for monitoring resource mobilisation activities. (2)

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3. Fill in the missing words. When \_\_\_\_\_ a monitoring and evaluation plan you decide \_\_\_\_\_ you want to monitor, \_\_\_\_\_ you will monitor the indicators, \_\_\_\_\_ you will monitor them and \_\_\_\_\_ will monitor them. (5)

4. Name a tool you can use for monitoring. (1)

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**Total: 10 marks**







# Post-assessment

The post-assessment is to be done once you have read through the module and completed all the activities. Compare your answers to those in the pre-assessment to identify where knowledge has been gained and where improvements can be made.

|   | Question   | Self-assessment |   |      |   |   |
|---|--|-----------------|---|------|---|---|
|   |  | Low             |   | High |   |   |
| 1 | I recognise that community mobilisation is important for successful extension.                               | 1               | 2 | 3    | 4 | 5 |
| 2 | I am able to choose and employ appropriate approaches to facilitate community mobilisation.                  | 1               | 2 | 3    | 4 | 5 |
| 3 | I am confident in my ability to design processes that facilitate community mobilisation involving women.     | 1               | 2 | 3    | 4 | 5 |
| 4 | I am confident in my ability to design processes that facilitate community mobilisation involving the youth. | 1               | 2 | 3    | 4 | 5 |