



## **Module 8: Community Mobilisation**

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### **Summary**

#### **MODULE OVERVIEW.**

Community mobilisation is a process whereby local groups are helped to clarify and express their needs and objectives and in taking collective action to meet them. It emphasises the involvement of the people themselves in determining and meeting their own needs. It is closely linked with participation and resilience and recognises that the problems the local population may face cannot always be solved on an individual basis. The main purpose of community mobilisation is to get the community to recover from any shocks they may experience and to be able to deal with similar situations in the future in a self-sustaining way.

In this module, you will learn what community mobilisation is and why it is important. You will learn about using appropriate approaches for community mobilisation, including methods that involve women and the youth.

#### **Module Performance Outcomes**

After completing this module, you will be able to:

1. Explain why community mobilisation is important:
  - Discuss the roles of culture and diversity in a community;
  - Describe the roles of gender and youth.
2. Employ appropriate approaches for community mobilisation:
  - Plan and carry out a livelihood assets assessment;
  - Analyse, interpret and apply the information from livelihood assets assessments;
  - Recognise different problem solving approaches.
3. Design processes and methods of community mobilisation strategies that involve women and the youth:
  - Discuss the role of leadership development in community mobilisation;
  - Apply resource mobilisation strategies in community mobilisation.

#### **Units**

##### **Unit I: Culture and Diversity, including Gender and Youth**

- Understanding the relevance of culture and diversity in guiding a local community to develop a vision
- Building diverse and inclusive community that recognises women and youth .

##### **Unit II: Livelihood Assets Assessment**

- The sampling and assessment planning process;
- The core components of livelihood assets assessment and analyse the results.

##### **Unit III: Problem Solving Approaches**

- Describe community decision making based on data.
- Explain the root causes of problems.
- Sustainable community solutions in a participatory manner (Including development of basket of options)
- Participatory monitoring and evaluation



#### **UNIT IV: Leadership Development**

- Leadership styles.
- Communication skills.
- Leading and motivating community co-workers.
- Mentoring.
- Time management.
- Participatory goal setting and accountability.
- Teamwork and team building strategies.

#### **UNIT V: Resource Mobilisation**

- Understanding local resource mobilisation.
- Reviewing the community strategic plan.
- Determining resource mobilization targets.
- Identifying stakeholder groups.
- Developing key messages.
- Selecting resource mobilisation vehicles.
- Monitoring resource mobilisation activities.