

Community Organizing

I. Community Organizing

Community organizing is a continuous and sustained process of:

- Guiding people to understand the existing condition of their own community
- Organizing people to work collectively and efficiently on their immediate and long-term problems
- Mobilizing people to develop their capacity and readiness to respond and take action on their immediate and long-term needs

II. Importance of Community Organizing

- It provides the people with an opportunity to get involved and identify the common health problems of their community.
- It guides the community in decision-making towards self-reliance.
- It guides people in analyzing the strengths and weaknesses of every possible solution offered by them.

III. Steps in Community Organizing

A. Pre-entry Phase - This phase is also known as project site selection. The conduct of preliminary social analysis of the community is needed to be able to plan the most effective way of entering the community.

1. Preparation of criteria and guidelines for area selection

Criteria for selection

- a. Local leaders and community are receptive/supportive - this is most important for sustainability
- b. Community organizing can serve as a model for our SELECTED PROGRAMS - this is important for replication by others
- c. Area must have relatively high prevalence of diseases but not necessarily the highest - this is important for optimum use of limited resources

Phases in guidelines preparation

- a. piloting - standardization of basic activities and tools based on small-scale implementation of project

- identifying contacts
- core group formation
- start-up activities

b. implementation of activities - standardization of comprehensive line of activities for large scale implementation

- KAP surveys
- development of advocacy/IEC materials (workshop/trimedia/production)
- community organizing
- training of health workers
- building of family competencies
- mass treatment
- monitoring and evaluation

2. Identification of target area - the possible target area must be able to provide information relevant to the criteria provided.

3. Assessment of target area - conduct community profile to have an initial impression of the barangay based on the criteria set. It will also serve as a means to get to know other people in the area and to identify contacts.

B. Entry Phase - This is also known as social preparation of the community. It is considered crucial because the success of later activities depend largely on the community organizer's (CO) extent of integration with the people, her/his understanding of the events in the community, and how she/he is identified by the people.

1. Establishment of links with leaders and agencies - give formal recognition of the role of local authorities by paying them a visit to inform them of the activities to be done.

2. Immersion

Selecting a host family

In general, a CO is more effective if she/he lives with the people in the project site. By living there, the CO acquires a deeper knowledge of the objective conditions of the community, and integration is facilitated.

There are 4 main activities that are interrelated and simultaneously carried out to be totally immersed in the community.

a. Integration with the community

Community integration is the process of establishing rapport with the people in a continuing effort to imbibe community life by living with them and undergoing the same experiences, and sharing their hopes, aspirations, and hardships toward building mutual trust and cooperation.

Community integration involves:

- Participating in community activities
- Conducting house to house visits or social calls
- Conversing with people in places where they usually converge

b. Identification of potential leaders

Potential leaders are considered future community organizers and managers of community-based programs. They are the people who will also be the foundations of the community organization.

c. Information campaign on SELECTED PROGRAMS

- Discussions during house to house visits
- Small group discussions/focus group discussions
- Purok meetings and community assemblies

d. Provision of basic health services

- Responding to immediate health-related needs
- Problems of the community may already be identified

3. Agreement - A partnership agreement is sealed by the members of the community to develop their own initiative and dynamism.

4. Direction setting - it involves the preparation of specific plans, schedules, and working arrangements with the community regarding SELECTED PROGRAMS. This activity takes the form of a community assembly attended by the Proponent, the LGU representatives, the RHU based on the project site, and the members of the community.

C. Helping Phase - This is also known as community involvement. This covers gathering data and encouraging people to identify and analyze their needs and problems.

1. Community profiling and analysis

There are four major activities in developing an accurate profile and analysis of the community.

a. Collection of primary data through surveys

- Accessibility - access to and from the town proper
- Socio-economic characteristics - means of livelihood, peace and order situation, and population of indigenous groups
- Facilities and infrastructures - types of facilities and infrastructures, the presence of electricity and communication facilities, when and how these were established, their users, and problems encountered
- Access to service - groups and agencies that are providing service, and the type and frequency of the service they provide
- Community organizations - organizations in the barangay, their projects, activities, and organizational set-up
- Health status - common and endemic diseases, causes and management, maternal and child-care practices, sources of water, waste and disposal, as well as dietary patterns
- Participation of women in development activities

b. Walk-through of the community - To familiarize with their area's physical features. A spot map is the output of the activity.

c. Collection of secondary data through interviews/review of records

- Background data and map
- Barangay population by sex and age
- Household size
- Health status
- Health manpower
- Health facilities
- Educational institutions
- School enrollment

d. Data analysis

- Problem identification
 - distinguishing problem from cause or need
 - distinguishing effect of the problem
 - distinguishing need from "want"

- Prioritizing the problem
 - urgency of the problem
 - severity or seriousness of the problem
 - percentage of the population affected
 - Problem analysis
 - cause and effect of the main problem
- Strategizing - cause are translated to strategies or means to deal with the problem

SWOT Analysis

Strengths: like human/material resources

Weaknesses: like lack of trained manpower

Opportunities: like support from LGUs, NGOs, GOs

Threats: like implementation problem

2. Core group formation - Formation of groups who will organize the community, develop and sustain planned activities after phase out

3. Community planning - Formulation of measures to address the problem in a systematic and sequential process (Please refer to chapter IV for more details on community health plan)

4. Implementation - Series of activities designed to address concerns that affect the health and lives of the people in a community; this is consistent with the community health plan

5. Monitoring and evaluation - It is needed not only to improve particular actions for specific settings but also to gain knowledge for expanded action. It also requires innovative use or reformulation of existing methods and tools not previously given much attention.

D. Phase out - This phase could mean that a program is already **community-managed**. Facilitators (or outsiders) withdraw from self-reliant groups who will now continue to implement the cycle of direction setting, organizing, planning, implementation, and review for the benefit of the community members.

Determining factors to ensure sustainability

1. Structure. It refers to the organizational structures both in the partnerships and in the communities. The capability of the people and the viability of the organization as a whole will greatly influence **sustainability**.

2. Skills development and technology transfer. The skills required to carry out the project activities must be fully developed and integrated in the partnership before

the end of the project life. This should be preserved in the memory of the organization which eventually will help **sustainability**.

PROPERTY OF www.aaroncyuntalan.com

3. Systems. It includes the systems and procedures needed to formulate policies, plan, and make decisions on the day-to-day operation of the system. Consensus among the members and their responsiveness to the changing times will determine the prospects of **sustainability**.

4. Commitment. Participation in planning and decision making fosters greater commitment in the community. This is because it gives community members a true sense of ownership of the program as well as a sense of self-respect that flows from self-governance.

When to phase out

1. When the objectives have been attained
2. When the impact of the project has become visible or change has been made
3. When the members of the community can take over the planning, implementation, monitoring, and evaluation of the project
4. When the community resources can already be maximized by the people
5. When a viable community-based organization has been established

Phase out strategy

1. Conduct of an impact assessment
2. Preparation of a comprehensive phase out action plan
3. Gradual pull-out of intervention
4. Institutionalization of the community organization with other agencies who provide support
5. Provision of consultancy services

Steps in phase out

1. Determine factors to ensure sustainability
2. Determine when to phase out
3. Identify which strategy plans to phase out

PROPERTY OF www.aaroncyuntalan.com