



Module 8: Community Mobilisation

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Summary

MODULE OVERVIEW

Community mobilisation is a process whereby local groups are assisted in clarifying and expressing their needs and objectives and in taking collective action to attempt to meet them. It emphasises the involvement of the people themselves in determining and meeting their own needs. It is closely linked with the concepts of participation and resilience and recognises that the problems which the local population may face cannot always be solved on an individual basis.

Module Learning Objectives

At the end of this module, you will be able to:

1. Explain why community mobilisation is important.
2. Employ appropriate approaches for community mobilisation.
3. Design processes and methods of community mobilization strategies that involve women and the youth.

Module Performance Outcomes

1. Explain the importance of community mobilisation for successful extension professional practice.
2. Employ appropriate approaches of facilitating community mobilisation.
3. Increase your confidence in designing processes to facilitate community mobilisation that involve women and youth.

Units

Unit I: Culture and Diversity, including Gender and Youth

- Understanding culture and diversity.
- Vision for inclusive local communities.
- Building diverse and inclusive community.
- Enhancing women and youth participation and productivity.

Unit II: Livelihood Assets Assessment

- Gathering information.
- Sampling and assessment planning.
- Core components of livelihood assets assessments.
- Analysing results.

Unit III: Problem Solving Approaches

- Defining problems and their root causes.
- Participatory development of basket of options.
- Participatory selection of an appropriate solution.
- Participatory implementation.
- 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.