

Building Community Capacity: Contributing to Change and Improvement in Communities

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IOM Workshop on Population Health Improvement
April 9, 2014

Presentation Overview

- Present successful community-based efforts
- Present Frameworks for Collaborative and Participatory Action
- Examine Capacity-building processes
- Explore Community-university partnerships

**NEVER DOUBT THAT A
SMALL GROUP OF
THOUGHTFUL,
COMMITTED CITIZENS
CAN CHANGE THE
WORLD. INDEED, IT IS
THE ONLY THING THAT
EVER HAS.**

Quote by
Margaret
Mead

Tuesday,
June 17,
1997
★



Looking for a better future for his family and his neighbors, Alan Young has been fighting gang members and drug dealers in his neighborhood. Young and his daughter, Alana Young, left, handed out fliers to encourage neighbors to attend an upcoming Ivanhoe Neighborhood Association meeting. Ten years ago Young's house, below, was on the city's demolition list.

Photos by JENNIFER
LOCKER
The Star

Inadvertent activist fights for neighbors

By MARY SANCHEZ
Staff Writer

Alan Young never wanted to be a community leader for the central city. He lived in the suburbs. He believed he had no business traveling north of 47th Street after dark. He concentrated on his belief in God and supporting his wife and four children.

But many things have happened to Young in the 10 years since he bought a broken-down house in the 3800 block of Highland Avenue as an investment.

That house in the Ivanhoe neighborhood became his family home.

He knows now what it is like to hear bullet casings clatter on the roof. He understands



KAREN SCOTT/The Star



Alan Young,
former
president of
the Ivanhoe
Neighborhood
Council,
Kansas City,
MO,
revitalized in
1997.

Model for
community-
based
neighborhood
improvement.

www.incthrives.org



Abandoned Buildings and Businesses in the Area



Vacant housing and squatting was common in the area.



it only takes

one

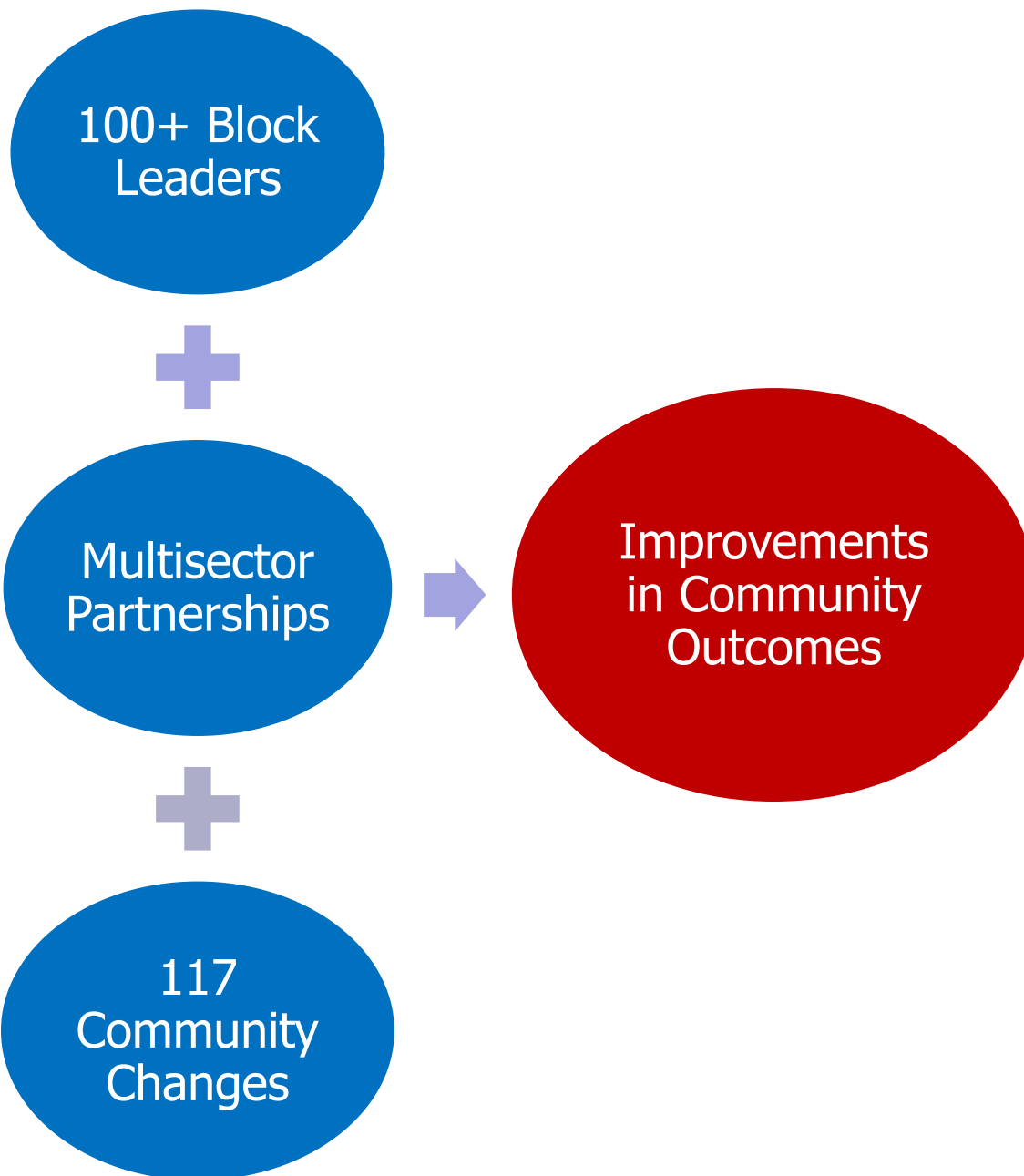


to step
up and **lead**



to **join**
with

others



Building
Capacity
for
Change
in
Outcomes



+ 54%
increase
in housing
loan apps

- 17%
decrease
in violent
crime



— 20% decrease in non-violent crime when residents started to care

Vacant Lot Clean Up



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FOR COMMUNITY HEALTH AND DEVELOPMENT

<http://communityhealth.ku.edu/>



“Grown in
Ivanhoe”
Farmer’s
Market in
New Area
Park

Community Improvements in Underage Drinking Outcomes



— 9.6% decrease in self-reported 30-day alcohol use by youth in 14 Kansas SPF-SIG communities

+ 802 community changes implemented engaging 12 community sectors

14 Kansas counties funded to address underage drinking using the SPF

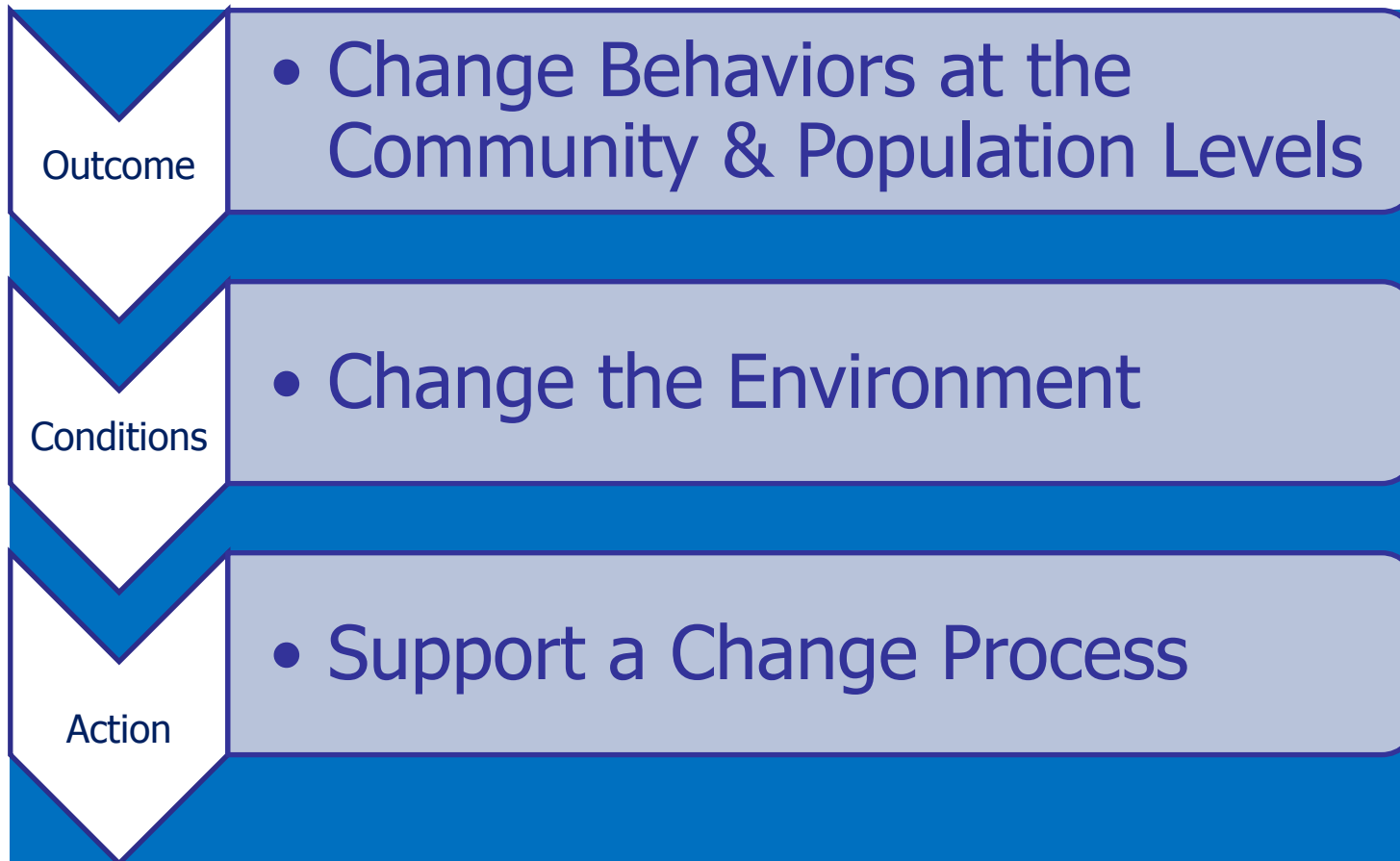
Addressing Health Disparities



- ✚ 41 community changes implemented engaging multiple sectors in initial three years of program.

Latino Health for All Coalition in Kansas City, KS aims to reduce diabetes & cardiovascular disease among Latinos

Critical Elements to Support Population-Level Improvements



Transform community conditions to promote health and well-being

Framework for Collaborative Action for Improving Health & Development



Adapted from the Framework for Collaborative Public Health Action in Communities. Institute of Medicine. (2003). *The community. In Institute of Medicine (Ed.), The future of the public's health in the 21st century* (pp. 178–211). Washington, DC: National Academies Press.

Best Processes for Capacity & Change

Assess, Prioritize, Plan

- Analyze information about problem/goal
- Establish vision & mission

Implement Targeted Action

- Develop framework/model
- Develop & implement strategic plan
- Define organizational structure
- Developing Leadership

Change Community Conditions

- Community Mobilization
- Implementing Effective Interventions
- Assuring Technical Assistance

Achieve Widespread Behavior Change

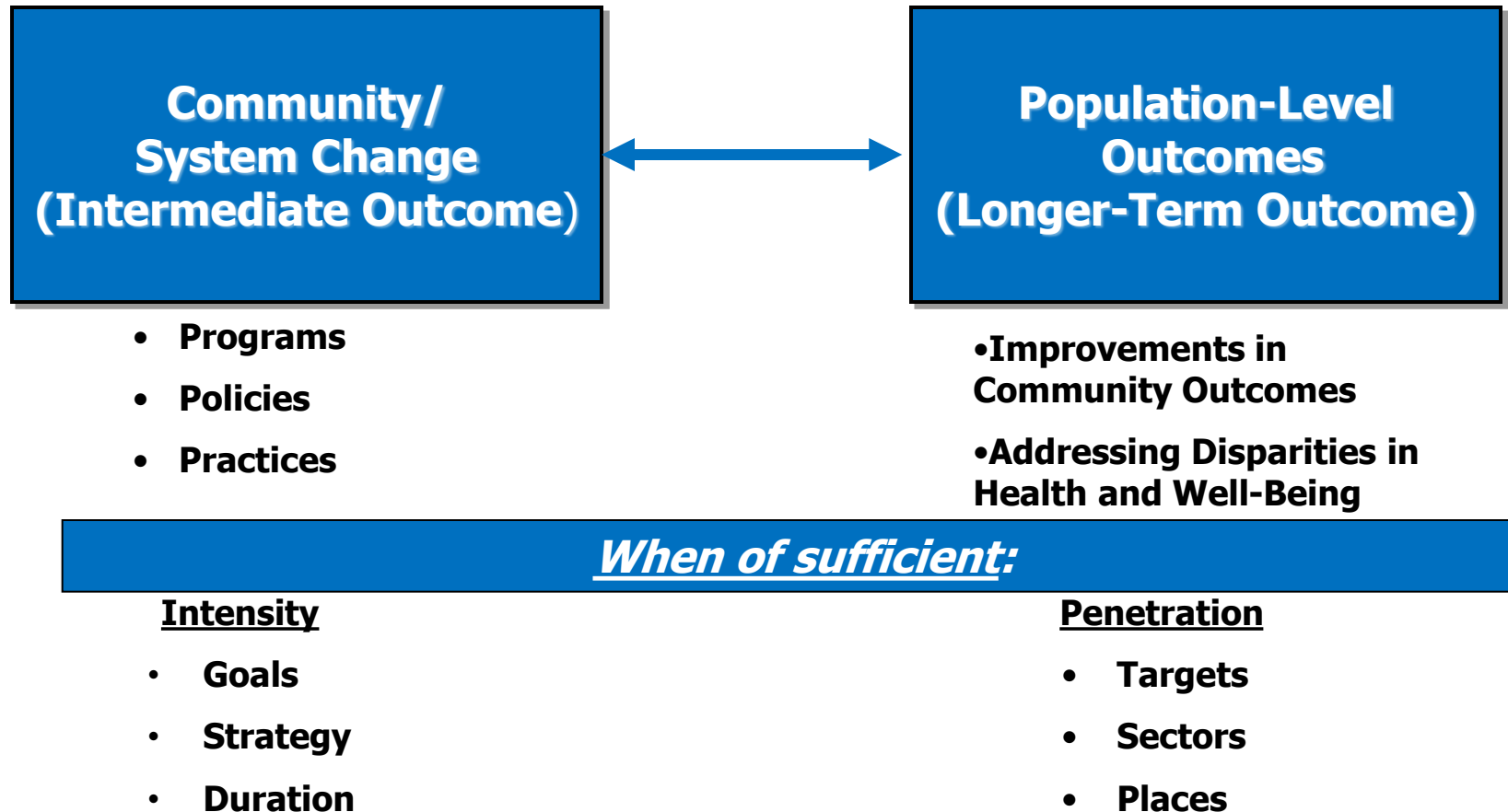
- Document Progress & Using Feedback

Improve Population- Level Outcomes

- Sustaining the Work
- Making Outcomes Matter

Adapted from Fawcett, S., Schultz, J., Watson-Thompson, J., Fox, M., & Bremby, R. (2010). Building multisectoral partnerships for population health and health equity. *Preventing Chronic Disease*, 7(6). Retrieved from http://www.cdc.gov/pcd/issues/2010/nov/10_0079.htm

Community/System Change Theory



Fawcett, S.B., Boothroyd, R., Schultz, J.A., Francisco, V.T., Carson, V., and Bremby, R. (2003). Building capacity for participatory evaluation within community initiatives. *Journal of Prevention and Intervention in the Community*, 26 (2), 21-36.

Behavior Change Strategies

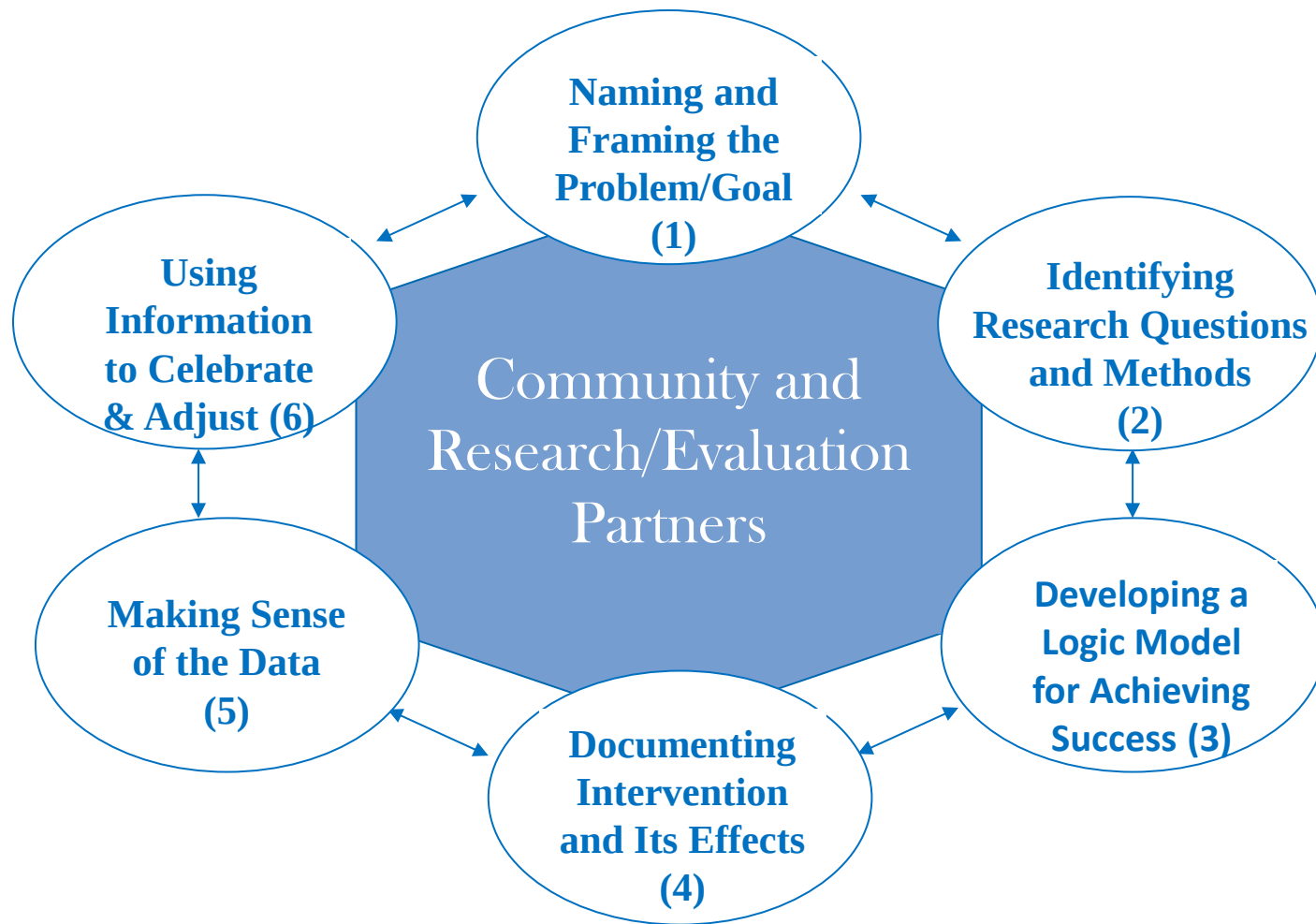


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Community-Based Participatory Evaluation Framework



Fawcett, S.B., Boothroyd, R., Schultz, J.A., Francisco, V.T., Carson, V., and Bremby, R. (2003). Building capacity for participatory evaluation within community initiatives. *Journal of Prevention and Intervention in the Community*, 26 (2), 21-36.

Principles, Assumptions and Values Guiding the Work of Community Health and Development

1. Improvements for the *population*
2. Requires changes in both *behaviors* of groups of people and in *environment*
3. Issues best *determined by those most affected*
4. Attention to broader *social determinants*
5. Influenced by *multiple and inter-related factors*- single interventions are likely to be insufficient
6. Conditions affecting outcomes are often *interconnected*
7. Requires *engagement of diverse groups* across *sectors*
8. Requires *collaboration* among multiple parties
9. Partnerships serve as *catalysts for change*
10. Support organizations *build capacity* to address what matters to people in the community.

Potential Contributions of Academic Institutions

Aim: Community Engaged Scholarship

Collaborative Research

- Participatory Research
- Documentation & Evaluation of Efforts

Teaching

- Service-Learning
- Teach Students
- Training Community

Service

- Service-Learning
- Information Dissemination (Community Tool Box)

KU Work Group Mission:

To promote community health and development through collaborative research, teaching and public service.



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<http://communityhealth.ku.edu/>



LEARN A SKILL
how-to information



HELP TAKING ACTION
guidance for your work



CONNECT
link with others



ABOUT
the tool box



SERVICES
supporting collective impact

Tools to change our world



Welcome to Our Community



LEARN A SKILL

Access practical, step-by-step guidance in community-building skills.



GET HELP TAKING ACTION

Access a simple model for taking action you can use for general guidance on assessing, planning, taking action, evaluating, and sustaining your work.



CONTRIBUTE TO OUR WORK

Help sustain these resources for building healthier communities. Donate today.

"The Community Tool Box is easily the most comprehensive, rigorous, and user-friendly 'field manual' for anyone involved in social change - including community leaders and organizers, scholars, policymakers, philanthropists, and others - to understand the how, what, when, and where of community transformation." - Brian D. Smedley, Ph.D., VP and Director, Health Policy Institute

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PARTNERSHIP WEBINAR "WORKING TOGETHER - STARTING THE CONVERSATION"



HEALTHY PEOPLE 2020
Community Tool Box: Implementation Supports for Healthy People 2020



2013 MEDICAL CORPS RESERVE OUTSTANDING NATIONAL PARTNERSHIP ORGANIZATION AWARD
This award honors Medical Reserve Corps partner organizations that support MRC units in carrying

Community
Tool Box

ctb.ku.edu

Over 7,000
pages of
practical
how-to-
information
for
improving
communities

Lessons Learned: Challenges and Opportunities for Academic Institutions



“We need to empower our people so they can take more responsibility for their own lives in a world that is ever smaller, where everyone counts...We need a new spirit of community, a sense that we are all in this together...”

President Bill Clinton

**ACADEMIA
AS A BASE
FOR
SUPPORTING
CHANGE
AND
IMPROVING
COMMUNITY**

For Further Information
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collaborative
research,
teaching,
and service



World Health
Organization
Collaborating Centre

