

Community Mobilizing & Organizing Part 2 Webinar



Quick Audio Checkpoints

✓ **Can you hear me?**

- Check the "audio" field (under "chat")
- Do your audio levels fluctuate (green-to-yellow)?

If not, please click the "phone" icon located in the audio section (bottom right) to dial-in. You will be shown the dial in number, after you have dialed in successfully press "ok".
Press* 6 to mute your phone

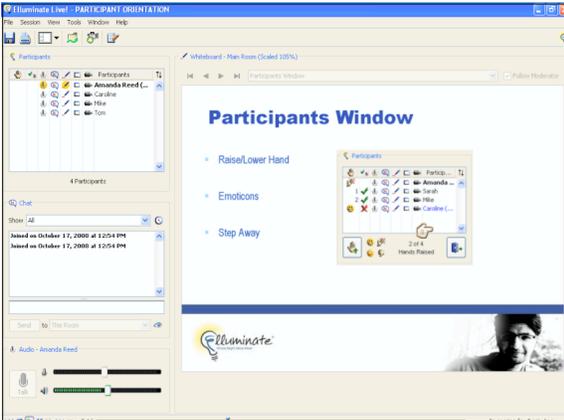
INTERNATIONAL PARTICIPANTS - If you need to dial in via teleconference press the phone button in the bottom right corner of the "audio" field under the "chat" area. Instead of using the number provided please dial in using this international number...

INTERNATIONAL # (712)-580-0360
Passcode 1087989
When you are successfully connected press "Ok"
Press *6 to mute your phone



Nice to meet you!

 <p>Jane Callahan Director, National Coalition Institute Session Facilitator</p>	 <p>Eduardo Hernández-Alarón Deputy Director, Dissemination & Coalition Relations Session Co-Facilitator</p>	 <p>Rachael Seda Associate, Dissemination & Coalition Relations Session Moderator</p>	 <p>Janine Payne Ambassador Program Manager, Dissemination & Coalition Relations Session Co-Moderator</p>
 <p>George Vasquez Consultant CADCA Trainer Session Presenter</p>	 <p>Michael Sparks Alcohol Policy Specialist CADCA Trainer Session Presenter</p>		



The screenshot shows the 'Eliminate Live! PARTICIPANT ORIENTATION' window. It features a 'Participants Window' with a list of participants including Amanda Reed, Caroline, Hira, and Tom. The interface includes a chat area, a 'Send' field, and an audio control section. The 'Participants Window' also displays a smaller version of the participant list and a 'Hand Raised' indicator.

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Principles and Practice of Community Mobilizing and Organizing for Coalitions Part 2

Presenters:
George Vasquez and Michael Sparks

1

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Summary of Part One Webinar

Information Presented:

- Why is community organizing/mobilizing important to your coalition and community
- What is the difference between the two
- What are the steps associated with organizing/mobilizing



2

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Social Host Laws: Addressing the problem of Underage Drinking Parties

- Primary setting for underage drinking by high school and college students
- Alcohol-related trauma common result
- Drain on law enforcement resources



3

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Types of Social Host Laws



In general, the hosting of a party on private property at which an underage drinker becomes intoxicated could result in different forms of liability against the social host: criminal liability, civil liability, and response costs recovery.

4

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Environmental Approach

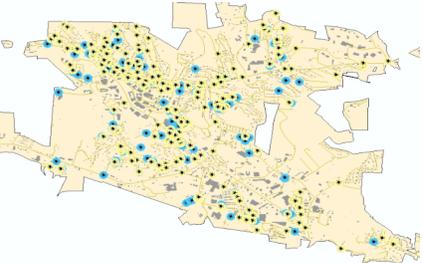
Where ? is the question!

- Location
- Day, Time, Place
- Inherent set-up for problems?
- Think about *where* problems occur

5

Example from a University Community...

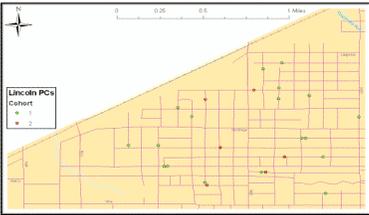
Boone PD - Noise Complaints
2005 = Yellow icons
2006 = Blue icons



7

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College Town USA



Lincoln PCs
Color:
1
2

8

Questions?



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One Outreach Strategy

Engaging In Knock and Talks: to Mobilize Residents

**Building Relationships
With the Community**



9

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Knock and Talk Goals

Build relationships with residents to:

- Educate the residents
- Analyze problems
- Obtain information
- Recruit members
- Ensure participation: active/passive
- Identify leaders
- Find solutions



10

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What is the "Knock and Talk?"

- An effective technique to be in touch with residents
- Direct contact with neighbors, parents, business people, etc. to work as a team.
- Direct contact with people that we do not have any information
- It is most effective when a common acquaintance provide us with a "referral"

11

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Who Do You Want to Speak With?

- Families that your partners have referred to you and want to participate in your organization
- Candidates who want to participate in your program to learn leadership skills that will help them improve the quality of life for their families and community
- The community at large. Recruit community members to participate in specific programs.

12

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Key Skills

LISTEN

BE PATIENT



13

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**Mobilizing Residents:
The First Contact**

Your goal is to build relations, providing a brief information about your work
AND
to obtain some information regarding their neighborhood.



14

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**Mobilizing Residents:
The First Contact**



STEP #1:
WHAT YOU NEED TO KNOW BEFORE YOU GET INTO THE NEIGHBORHOOD

- How to dress
- Be in a positive frame of mind before you start
- Go in pairs

15



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**Mobilizing Residents:
The First Contact**

STEP #2:
WHAT YOU NEED TO KNOW BEFORE YOU KNOCK ON THE DOOR

- Make an assessment of the physical environment of the neighborhood
- Drive around several blocks in the area to compare different buildings
- Have available the document: Activity: "Knocking Doors"

16



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KNOCK & TALKS LOG BOOK Field Worker:

DATE DAY HOUR	PERSON CONTACTED	ADDRESS	PHONE	COMMENTS

17



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**Mobilizing Residents:
The First Contact**

STEP #3:
HOW TO DO THE "DOOR KNOCKING"

- Ring the bell or Knock on the door
- Be friendly and put on a smile. The first 30 seconds are key to be effective
- Ask them for 10-15 minutes of their time. If they agree go ahead with your presentation

18

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**Mobilizing Residents:
The First Contact**

STEPS TO FOLLOW:

1. Identify yourself and the coalition you are representing
2. Tell them that you are not selling anything
3. Explain why you are there and what will be their benefits (5 minutes)
4. Be aware of the person's body language while talking with you
5. If you notice that his/her level of comfort is low, suggest a better day/hour to come back.

19

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**Mobilizing Residents:
The First Contact**

STEP #4:

WHAT TO DO AFTER THE INTERVIEW

- Provide your business card and depart while thanking them for the time he/she gave you
- Commit yourself to keeping them informed of what is going on in their community
- Write down your comments in your logbook

20

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**Mobilizing Residents:
The Second Contact**

Your goal is to deepen your relationship with the residents while obtaining more information related to the neighborhood and how it may affect them personally



21

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**Mobilizing Residents:
The Second Contact**

STEP #1:
REINFORCE THEIR TRUST IN YOU AND YOUR COALITION

- Before knocking on the door, review the first visit information
- If someone else did it, spend time having a friendly conversation with that neighbor
- Once in the neighborhood, explain that the other person was not available, and proceed with the steps of the First Contact.

22

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**Mobilizing Residents:
The Second Contact**

STEP #2:
ASK QUESTIONS

- Ask open ended questions about what is good in their neighborhood, what they would like to be improved, and what he/she thinks should be done
- Ask open ended questions about safety, crime, drugs, gangs, etc.
- Make sure they understand that it will be necessary for them to participate in certain activities in order to achieve their own goals

23

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**Mobilizing Residents:
The Third Contact**

Your goal is to continue improving these relationships and begin to coordinate their participation with their needs



24

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**Mobilizing Residents:
The Third Contact**

- Review the documentation from previous visits
- Regarding the neighbor: review the previous conversations and provide new information
- Ask questions related to THEIR project and ask how he/she plans to participate
- Provide handouts about drugs (legal/illegal)
- Now, you can take notes in front of them.

25

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Final Thoughts on Knock and Talks

- Be aware that people will be involved as long as they can see there is a benefit for them
- This process has been tested locally, nationally and internationally and is based on community organizers' experiences
- You will create your own style after several attempts to achieve your goal
- At the end, residents participation in community activities is the bottom line.

26

Questions?





**Passing a Social Host Law:
Mobilizing Youth**

HOW TO DO IT:

- Youth reaching out to Youth
- Mostly friends from their inner circle
- Provide incentives for participation

27



**Passing a Social Host Law:
Mobilizing Youth(cont)**

INCENTIVES TO OFFER

- Stipends
- Food
- Leadership skills
- Serious but fun activities
- Safe place to engage with other youth
- Community service as entry to college
- Become the voice of the coalition

28



**Passing a Social Host Law:
Mobilizing Business**

HOW TO DO IT

- Establish customers and patrons, recruit them
- Coalition members will do “knock and talk” in a similar fashion as recruiting residents
- Coalition members use the “referral” process to get the appointment
- Contact the decision maker in the organization

29

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**Passing a Social Host Law:
Mobilizing Business (cont)**

INCENTIVES TO OFFER

- Establish a partnership with residents within their community
- Participate in efforts to get a safe environment for business to thrive
- Get name recognition within the community
- Get free promotion through this partnership
- Increase customer base

30

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CADCA Resources

CADCA's National Coalition Institute

Training & Technical Assistance Hotline
1-800-542-2322, ext. 240
training@cadca.org

Environmental Strategies Publication
<http://www.coalitionInstitute.org/EnvironStrat/EnvironStratHome.asp>

To order free hard copies of the Primer or Beyond the Basics Publication Series
Contact: Institute@cadca.org

31

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Questions or Comments?

Please take the time to do our evaluation
that will be sent later today

Thanks Michael Sparks and George Vasquez!
