PH 101 Module 5
Community Capacity-Building (CCB)
May 30, 2012

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Agenda

8:30   Sign In
9:00   Welcome & overview; Ground rules  
9:10   Introductions and Activity 1: Human bingo
9:20   Mapping the assets of this group – an example of community assets mapping  
9:45   Activity 2: Sharing our public health community stories
10:00  Why CCB in ACPHD? What is community capacity building?
10:15  Break
10:30  How do we do CCB in our public health work?
10:45  Activity 3: Case studies & discussion. Small group and large group sharing
11:30  Review - CCB activities in Module 5?
11:40  Summary: Benefits and challenges. What CCB IS and What it IS NOT
11:55  Resources and Evaluation
12:00  End on Time!
ACTIVITY 1:

Human Bingo

ACTIVITY 1 CONT’D.

Mapping the Assets of this Group
PH 101 Module 5
Learning Objectives

• Understand the concept of Community Capacity Building, and how it can help reduce health inequities.

• Increase awareness of how Community Capacity Building is done.

• Explore the benefits and challenges of Community Capacity Building.

Module V
Good to Keep in Mind...

• Creating a learning community today

• Concept of CCB is not new or unique
  ➢ Long history abroad and in USA
  ➢ Includes a variety of strategies

• You may do CCB in both your work and personal lives
What is Community Capacity Building (CCB)?

• **Builds upon community assets**
  - People who are already leaders in their communities, or who want to develop their leadership skills
  - Assets that individuals bring
  - Groups that people already trust (churches, schools, CBOs)

• **Maximizes community potential**

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A Sampling of ACPHD CCB Projects

• PH Nursing: Community Health Teams
• Ashland Cherryland Youth Participatory Action Research
• City County Neighborhood Initiative in Sobrante Park & the Hoover Historic District of West Oakland
• Food to Families Project of the Building Blocks Collaborative
• Others?

[Image of Healthy Living Champions for Change Councils]
Review: Why Public Health 101?

- Ensure that all ACPHD staff:
  - Understand public health issues
  - Understand the past, present and future of public health
  - Have a common language for discussing public health issues
  - Are prepared to address public health challenges

- Engage all staff in developing strategies to address health inequities

- Continue improving the quality of services provided to Alameda County residents

Public Health 101

Module 1:
PH History; Public Health System Core Functions & 10 Essential Services

Module 2:
Cultural Competency and Cultural Humility

Module 3:
Undoing Racism

Module 4:
Social and Health Equity

Module 5:
Community Capacity Building
Module 1:
PH History; Public Health System
Core Functions & 10 Essential Services

Module 2:
Cultural Competency and
Cultural Humility

Cultural Competency can include:
- mandates
- laws
- rules
- policies
- standards
- practices
- attitudes

Cultural Humility is a process and a lifelong commitment to self-evaluation and critique to improve relationships and outcomes.
Module 3:
Undoing Racism

What is this thing called race?

RACE
the power of an illusion

Courtesy of California Newsreel

Module 4:
Social and Health Equity

Socioeconomic, cultural, & political environment
Social & physical environment
Individual lifestyle factors
Age & hereditary features
What is “community”?

Consists of Bonds of place and relationships:

- The place is the physical neighborhood, city, county, country, etc. that people occupy together.
- Relationships may include shared identity, memberships, common values, common needs, and shared history.
What is “community”?  
ACPHD Example

**Place**
- Countywide
- Downtown Oakland, San Leandro, Hayward
- Others?

**Relationships**
- Co-workers
- Acquaintances and Friends
- Maintenance Staff
- Others?

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**ACTIVITY 2.**

Sharing our  
Public Health  
Community Stories
What is your “work community”?

Small groups share your story about your work life:

• Think about your Public Health community

• What is one thing that you do with your co-workers that creates community?
  • Can be an activity, event or shared time that made you laugh, inspired creativity or insight

Relevance of “Community” to our public health work

• Having a sense of “community” is an essential aspect of life

• ACPHD mission—to work in partnership with communities we serve

• Important to understand what is “community” so that we can be effective in our work in communities/neighborhoods
Why CCB in ACPHD?
Our Mission Statement

To work in partnership with the *community* to **ensure the optimal health and well being of ALL people** through a dynamic and responsive process respecting the diversity of the *community* and challenging us to provide for present and future generations.

Why CCB in ACPHD?

- Data show that health inequities, social inequities, and high rates of crime and violence cluster in certain neighborhoods.
- Research shows that if we improve social inequities, we can improve health disparities.

Social Inequities

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Health Inequities
**Why Build Community Capacity?**

- Address root causes of health inequities
- Leverage existing city, county and community resources to solve problems
- Support organizational and systems change
- Build a power-base of residents and staff who can advocate for equitable distribution of resources
- Ensure sustainability through partnerships

**How Does ACPHD Build Community Capacity?**
Ways that we work with community in our public health practice

Inform
Empower
Consult
Collaborate
Involve

International Association of Public Participation/IAP2

Community Residents’ Capacity Ladder

Residents in Control: Act as decision makers and take power to make policies and take action
Influence those in power

Residents as Participants: Take social action and/or actively supports social change

Build Awareness: and interest in solving problems.

Residents as Recipients: Limited awareness and/or capacity to solve problems that affect them.

-adapted from ABCD Institute
How will we know when we’ve achieved CCB?

Community residents will…
• Actively participate in the community
• Become stronger leaders
• Be able to assess and solve their own problems
• Develop their own organizations
• Increase links with other organizations
• Create equitable relationships with outside agents


ACTIVITY 3:

Case Study & Discussion
Case Studies

Case Studies
(Report-backs to Large Group)

1. Who are the community (ies) involved?
2. How is “community” being defined?
3. Does the project result in a shift in power, connections or resources to the community?
4. Based on your own experiences and what you’ve learned in this module on CCB, what recommendations would you give to increase community capacity-building?
ACTIVITY 4.

Review

What are some elements of CCB practice?

What activities did we do in Module V that are examples of how to build community and community capacity?
CCB Activities in Module V

- CCB in practice
  - Human Bingo
  - PH 101
  - Work Story
  - Case Studies

Summary: Benefits of CCB

- Community ownership of problem-solving
- Development of community leaders
- Sharing of power with communities
- Sustainability of efforts
- Other Benefits?
Summary: Challenges of CCB

• Can be time and resource intensive
• Sustainability
  ➢ Maintaining long-term commitments from Agencies and funders
  ➢ Leadership burn-out
• Dynamic CCB process requires continuous planning, doing and monitoring what works and what is not working
• Others?

Summary: What is CCB?

CCB Is...                                      CCB is Not...
• A way of thinking and working                • A stand-alone activity
• A philosophy                                • A program, fund or service
• A guiding value                              • A job description
• A way of doing business                     • “Administered to people”
  ....Worth the effort                         ....Easy!
Resources

• The story of the Delta Health Center in Mound Bayou, Mississippi is a very good illustration of how to work in a community on a combination of health services and develop the community’s capacity to address the broader determinants of health.

• Public health hero and Nobel Peace Prize winner Jack Geiger’s commentary is particularly compelling in setting the health/medical intervention within a framework of the large social process.

http://www.socialmedicine.org/videos/Out_in_the_Rural.wmv

Resources


Acknowledgments

- CAPE Staff for health inequities graphs; ACPHD Community Health Services Staff who helped pilot earlier versions of this training,
- Sandi Galvez, current director of the Bay Area Regional Health Inequities Initiative (BARHI) for previous CCB training materials and co-developing CCB and community practice at ACPHD,
- Current and past members of the CCB Leadership Team: for helping to develop CCB practice in Oakland’s multicultural communities, Africa Williams, Anita Siegel, Arnold Perkins, Bill Richie, Evette Brandon, German Martinez, Iris Merriouns, Joe DeVries, Keshia McLaughlin, Lincoln Casimere, Lori Williams, Shalonda Jones, Sheryl Walton, Tony Iton, Valerie Street
- Claudia Albano, City of Oakland, for her theoretical and practice contributions, especially in the community organizing approaches to CCB
- Anna Geer, evaluation consultant, for her contributions of CCB resources and slide graphics
- Community organizations and residents who have worked on CCN efforts

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November 15, 2011

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