

C O N
N E C T
I N G
D O T S.

Community
Mobilization
Summit
November 6-8, 2013
Austin, TX

...and changing the *game*.

A red oval logo containing the text "DSHS" in black, bold, uppercase letters.

DSHS



INTRODUCTIONS



**HOUSEKEEPING
ITEMS**

WHY

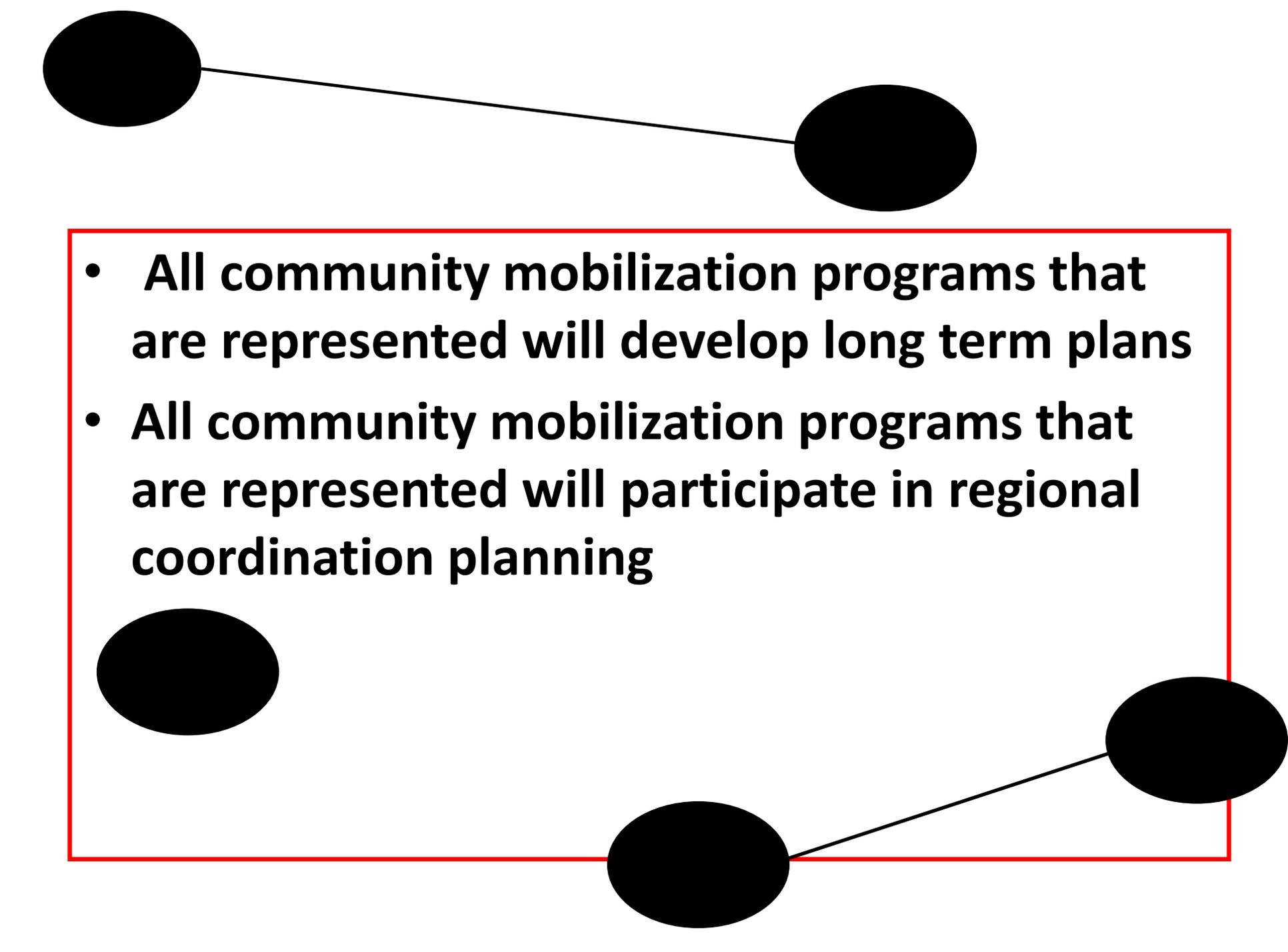
ARE

WE

HERE

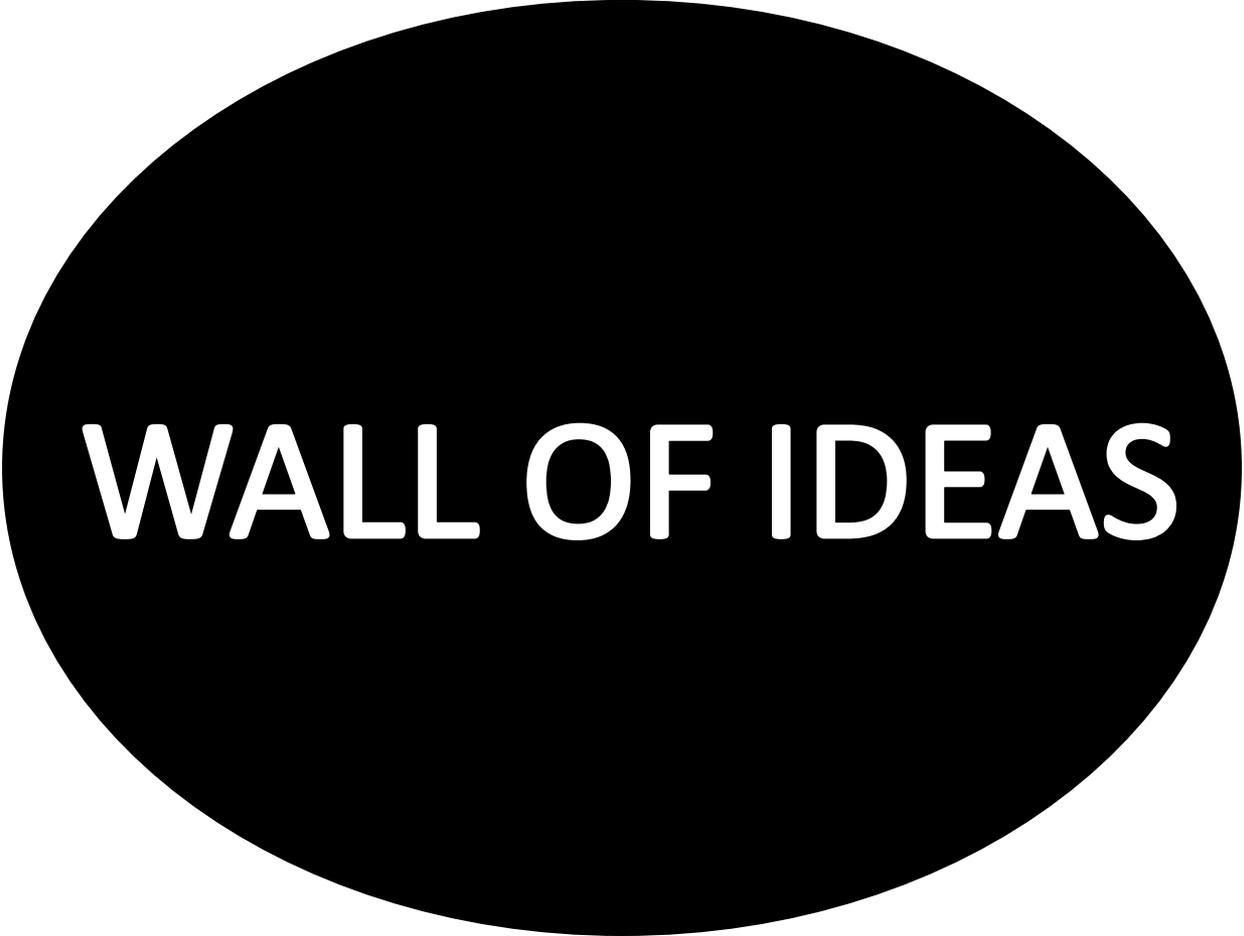
TODAY

- Attendees will discuss the *Socio-Ecological* framework in relation to community mobilization
- Attendees will discuss *Social Determinants* of health in relation to HIV and community mobilization
- Attendees will become familiar with all projects across the state
- Attendees will define their role in their community mobilization efforts

- 
- **All community mobilization programs that are represented will develop long term plans**
 - **All community mobilization programs that are represented will participate in regional coordination planning**



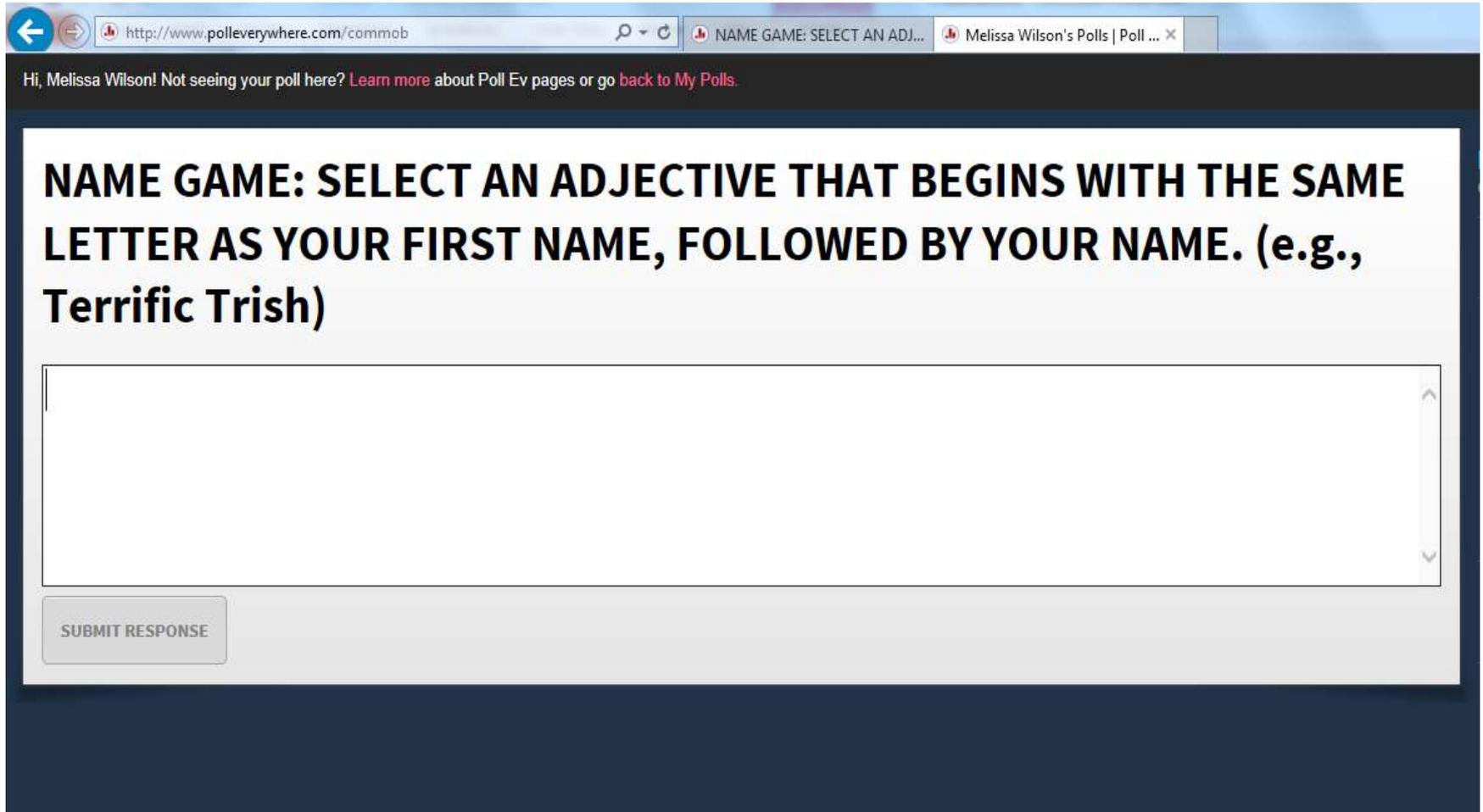
AGENDA



WALL OF IDEAS

TECHNOLOGY

EVALUATION



Hi, Melissa Wilson! Not seeing your poll here? [Learn more](#) about Poll Ev pages or go [back to My Polls](#).

NAME GAME: SELECT AN ADJECTIVE THAT BEGINS WITH THE SAME LETTER AS YOUR FIRST NAME, FOLLOWED BY YOUR NAME. (e.g., Terrific Trish)

Polling Question

Select an adjective that begins with the same letter as your First name, followed by your name.

Text to: 37607

Respond: 407690 (Response)





**SOCIAL
DETERMINANTS
OF
HEALTH**

**Health begins where we
live, learn, work and play**

**Mary Chapman McIntosh, M.Ed.
Capacity Building Consultant
HIV Targeted Prevention and Interventions Team**

What Are Social Determinants Of Health?

Life-enhancing resources, such as food supply, housing, economic and social relationships, transportation, education and health care, *whose distribution across populations effectively determines length and quality of life*

DISCUSS AT YOUR TABLES:

- Which populations in your area are adversely impacted by HIV?
- Other than individual behavior, what contributes to high rates of HIV in some communities and not in others?
- If you could wave your magic wand, what would you change to make all communities healthy?

UNNATURAL CAUSES:

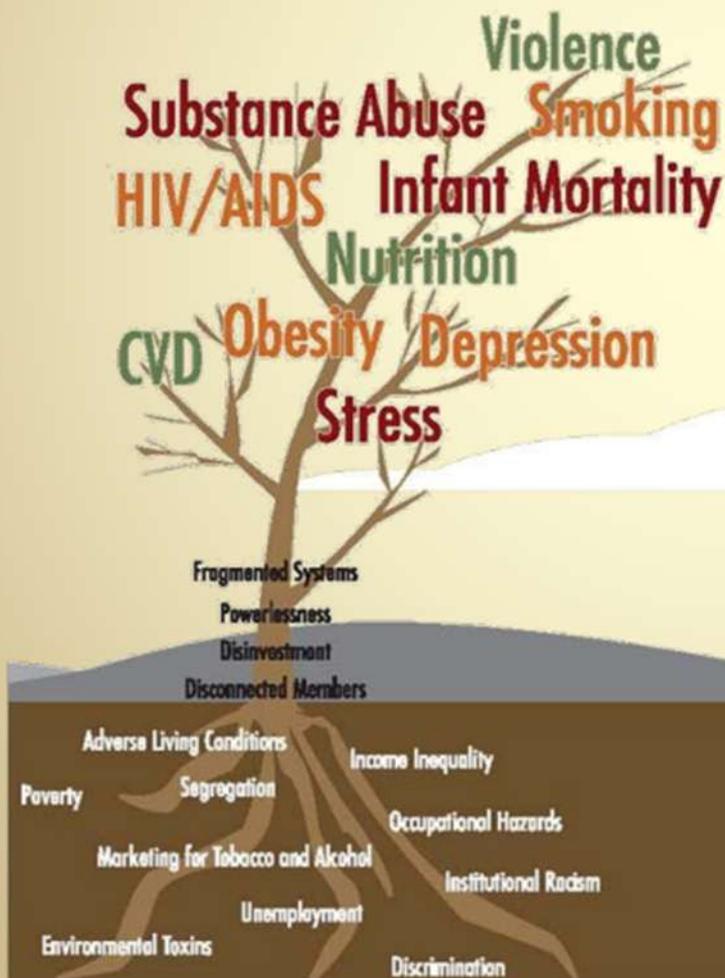
is inequality making us sick?

UNNATURAL CAUSES: *is inequality making us sick?*

- **What stood out as surprising or disturbing for you in the film?**
- **What elements depicted in this film reflect your community?**
- **How would a healthy community look?**
- **How can community mobilization help make it happen?**

Our environments cultivate our communities & our communities nurture our health

When inequities are high and community assets are low, health outcomes are worst.



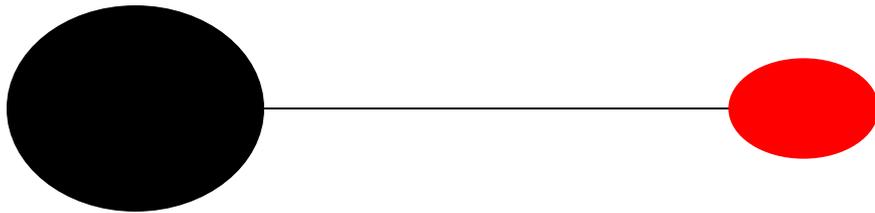
When inequities are low and community assets are high, health outcomes are better.



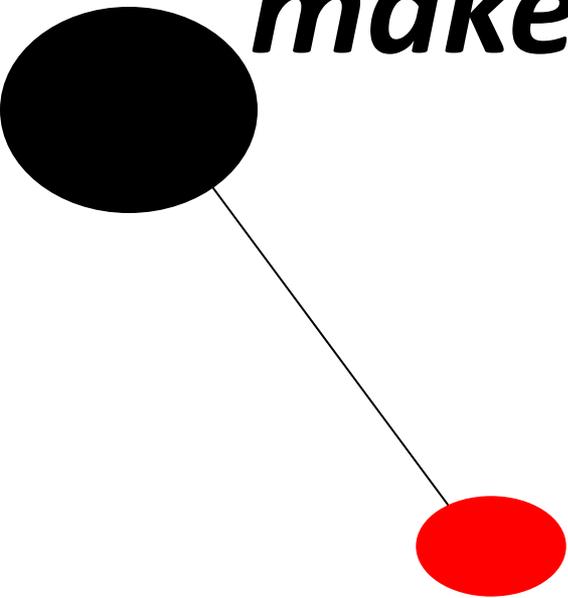
So, how can we talk about...

**Social Determinants
of Health?**

***Health starts-long before
illness-in our homes,
schools and jobs***



***Where you live, learn,
work and play shouldn't
make you more likely to
be sick***

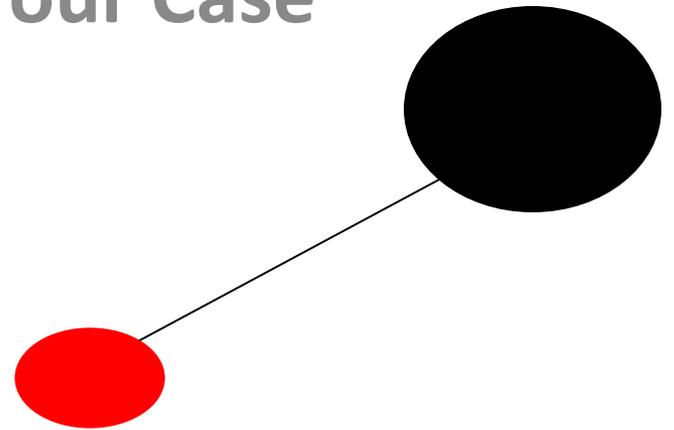


For optimum health, we need:

- ***educational and job opportunities***
- ***living wages***
- ***healthy foods***
- ***adequate housing***
- ***social support & positive social interactions***
- ***transportation options***
- ***safe neighborhoods***
- ***quality healthcare***

Find One Fact to Fight Fiction

Use Data and Information to
Support - Not Make - Your Case



A New Way to Talk About
**THE SOCIAL DETERMINANTS OF
HEALTH**

[http://www.rwjf.org/content/dam/farm/
reports/reports/2010/rwjf63023](http://www.rwjf.org/content/dam/farm/reports/reports/2010/rwjf63023)

**Unnatural Causes: is inequality
making us sick?**

<http://www.unnaturalcauses.org/>

Polling Question

What is one thing that stood out to you about Social Determinants of Health in relation to HIV Community Mobilization?

Text: 37607

Respond: 447467 (Response)

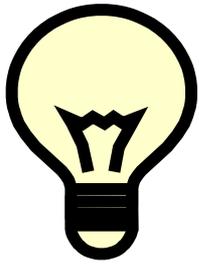




Sharing Good Ideas

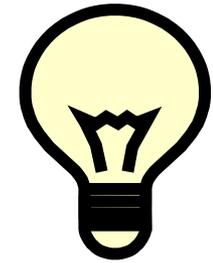
(Round Tables)





Sharing Good Ideas

(Round Tables)



Sessions 1 and 2

Table A: Using Media Outlets to Address AIDS Stigma and Homophobia by Valley AIDS Council

Table B: Creating a One-Stop Shop Website by Health Education Learning Project

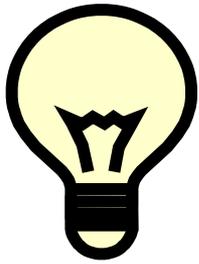
Table C: Expanding Sex Education in Public Schools by Health Horizons

Table D: Reducing Internalized Stigma through Watch Parties by Bee Busy

Table E: Community Mobilization Assessments & Evaluations by University of Texas

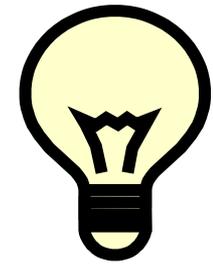
Table F: Mobilizing the Latino Community by El Paso Health Department

Table G: What “Can Greater Than AIDS” Do for You? by DSHS



Sharing Good Ideas

(Round Tables)



Sessions 3 and 4

Table A: Sex Education in Churches by Health Horizons

Table B: Use of Television and Radio by Bee Busy

Table C: Drag Queens and Cops: Pulling the Community Together by CBWF

Table D: Community Coordination vs. Community Mobilization-Rock n Roll: Who's job is it anyway? by DSHS/University of Texas

Table E: Making the Grade: Partnering with Higher Education by HELP

Table F: Community Mobilization: Implementing, Maintaining, and Sustaining by City of Laredo Health Department

What Good Ideas Did You
Hear?



Polling Question

What inspired you in today's session?

Text to: 37607

Respond: 447465 (Response)



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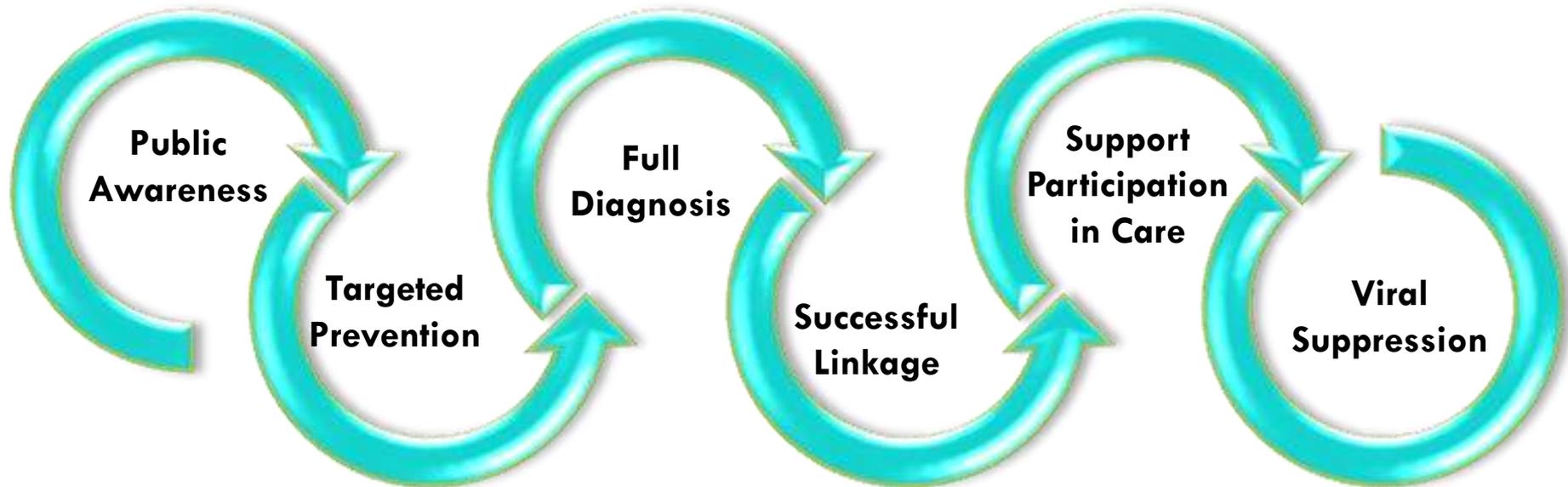
...and changing the *game*.

A red oval logo containing the text "DSHS" in black, bold, uppercase letters.

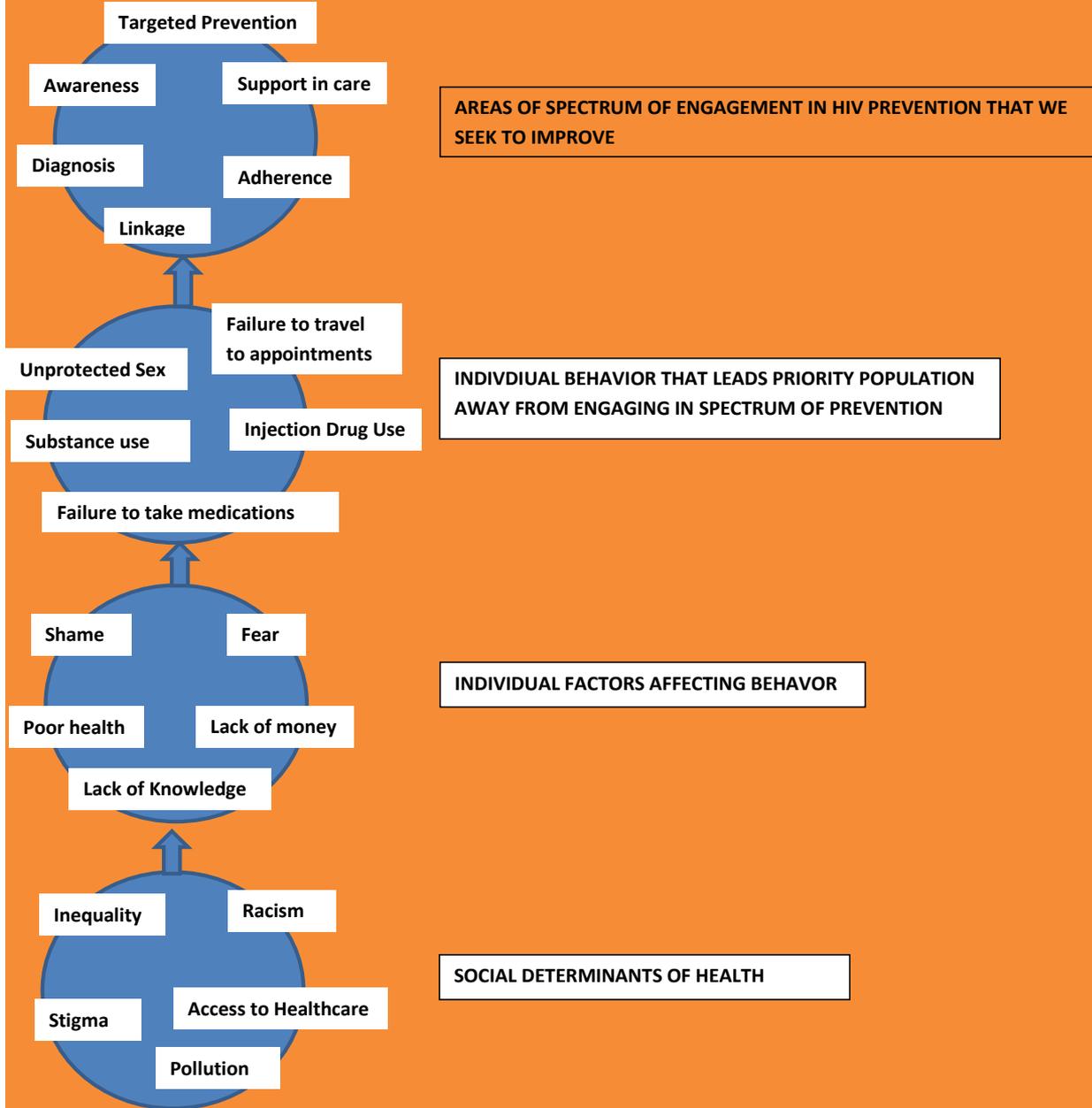
DSHS

Texas HIV Plan:

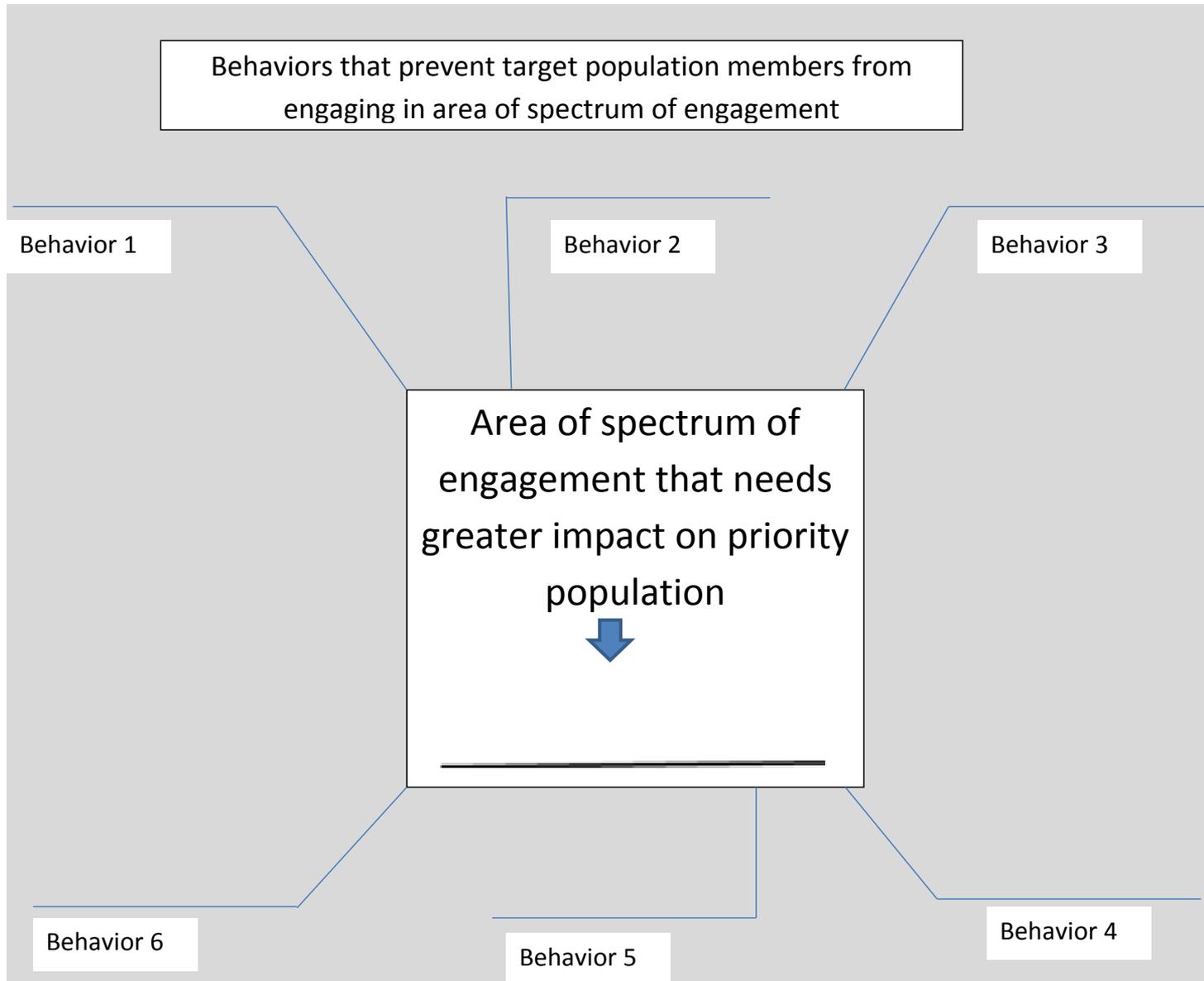
The Spectrum of Engagement



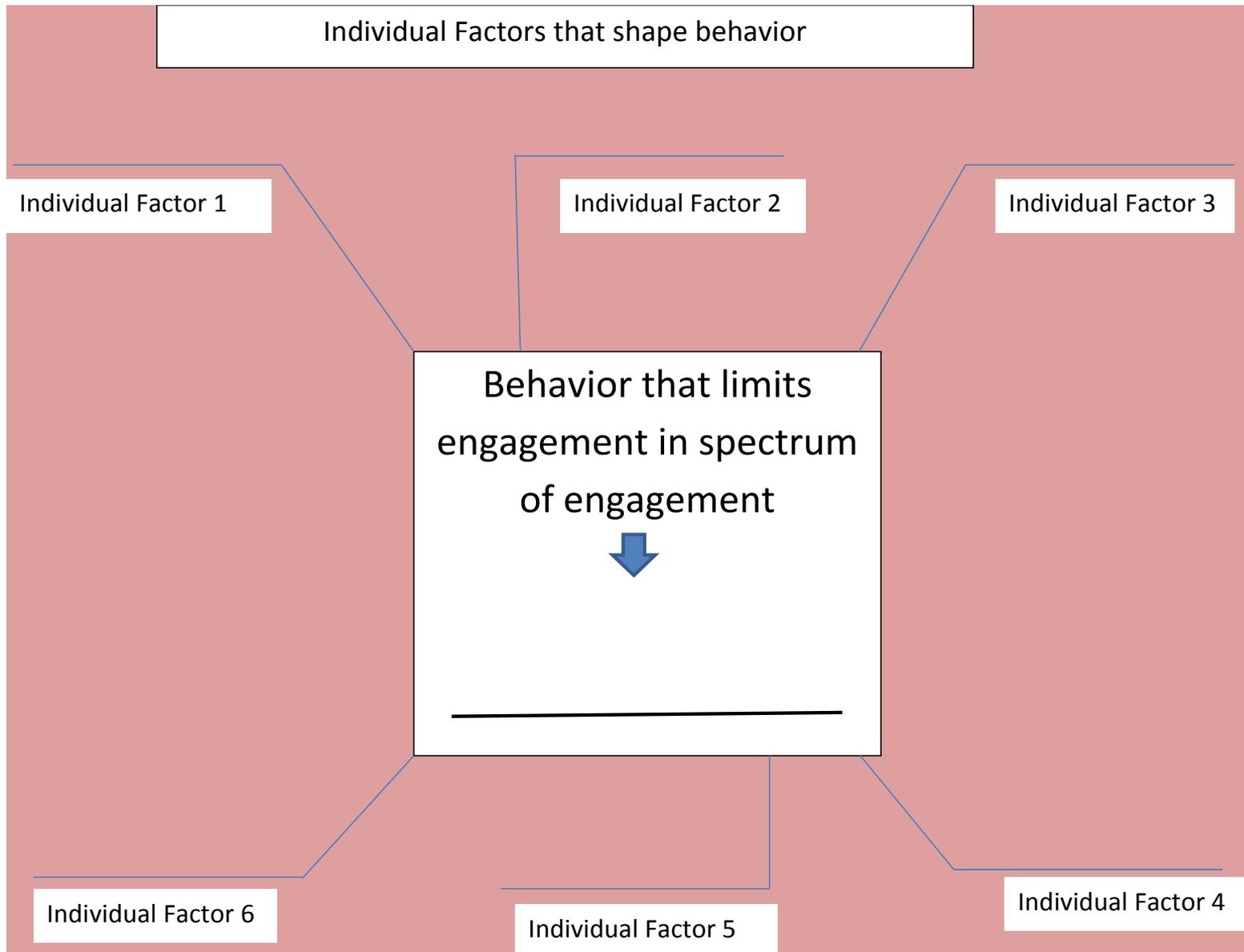
CONNECT THE DOTS, CHANGE THE GAME



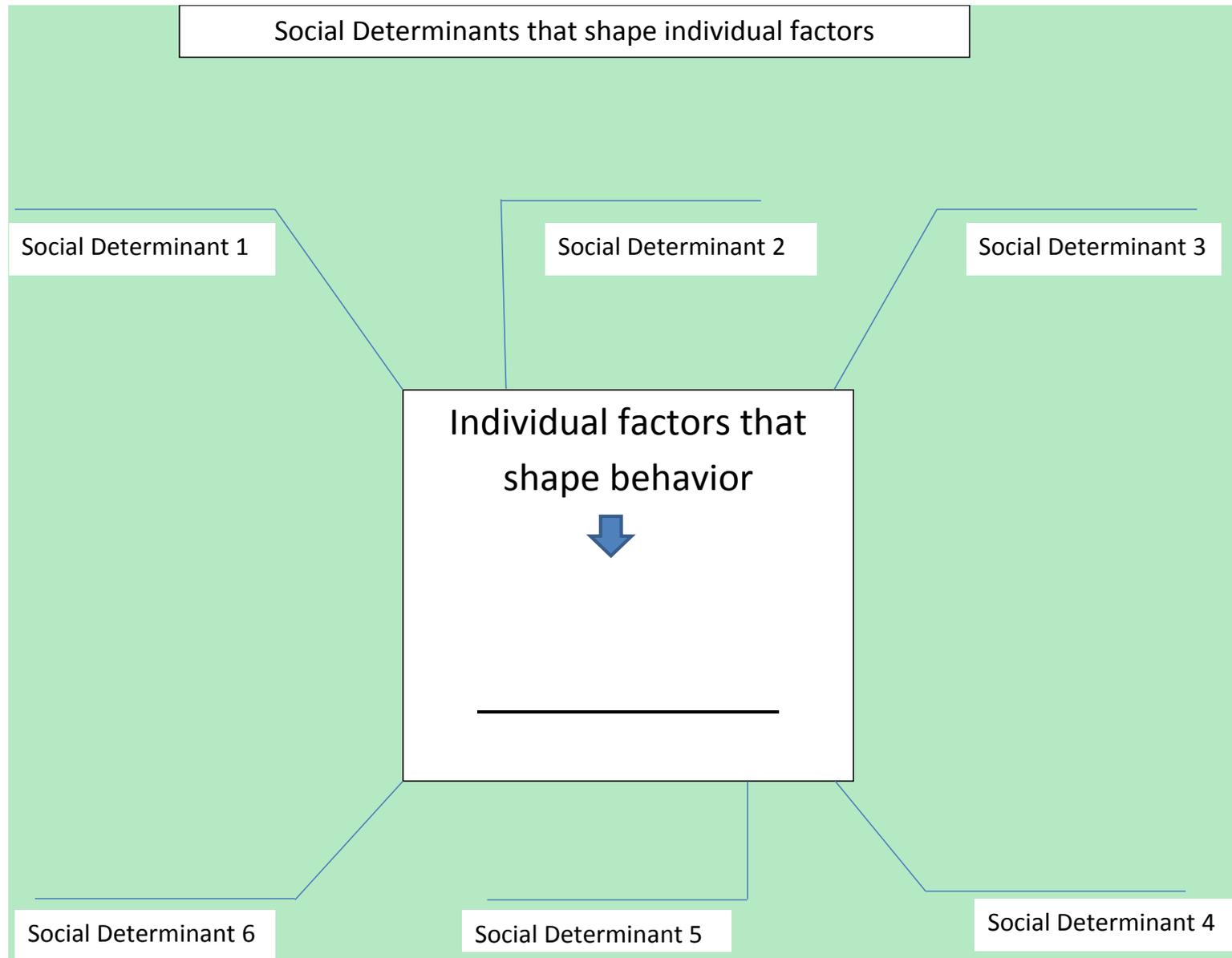
Brainstorm 1: Behaviors



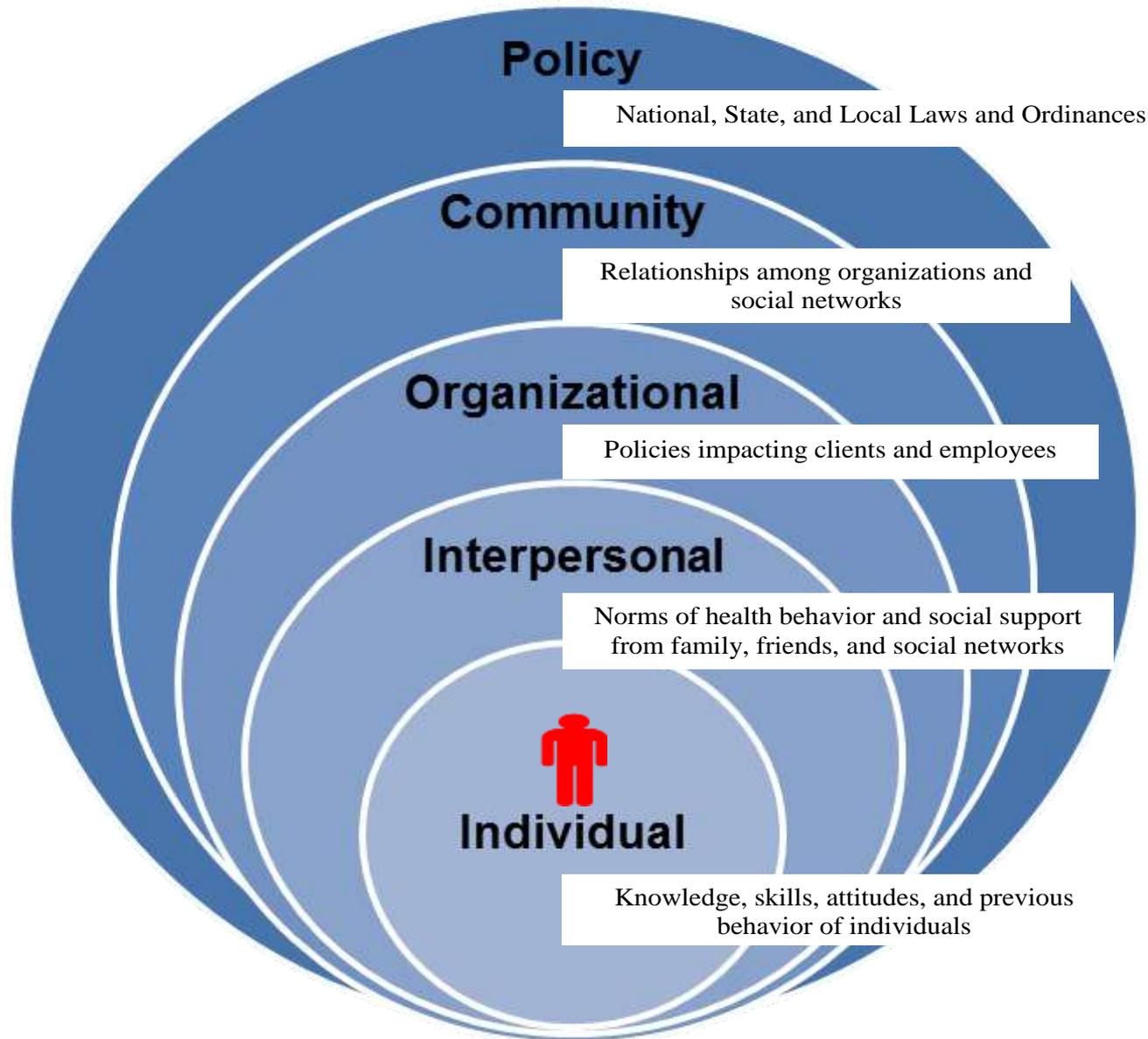
Brainstorm 2: Individual Factors



Brainstorm 3: Social Determinants



SOCIO-ECOLOGICAL MODEL



Using a Socio-ecological Planning Matrix

Priority Population

Black Heterosexual Females

Area of Spectrum of Engagement

Targeted Prevention

Enter the behavior from your first brainstorm into the space to the right.
[handout color]



Unprotected sex

Develop a goal related to this behavior. The goal, if realized, should make your target population better able to engage the spectrum in your area of interest. Write this goal into the space provided.



Reduce frequency of unprotected sex events in priority population members

Enter the individual factor(s) from your second brainstorm into the space provided. [handout color]



**Knowledge about sexual health;
Financial need; Intentions**

Develop a goal related to this (these) individual factor(s). The goal, if realized, should make your target population more likely to reach their behavioral goal. Write this goal into the space provided



More priority population members will know more about sexual health, have reduced financial need, and form intentions to have safe sex

Enter the social determinant(s) from your third brainstorm into the space provided. [handout color]



Lack of comprehensive sex education; Mismatch between educational system and employment options; Lack of social support & positive social norms

Develop a long term goal for how you want to impact these social determinants of health in a way that will have a positive impact on the individual factors driving the behavior of your priority population. Write this goal into the space provided.



Education system better prepares students for local employment opportunities; More local employment opportunities; More conversations about safe sex among priority population members

Socio-ecological Planning Matrix

Socio-ecological level

<ul style="list-style-type: none"> • Individual level <ul style="list-style-type: none"> ○ Knowledge ○ Attitudes ○ Self-efficacy ○ Intentions ○ Health
<ul style="list-style-type: none"> • Interpersonal level <ul style="list-style-type: none"> ○ Social support ○ Social norms for the behavior
<ul style="list-style-type: none"> • Organizational level <ul style="list-style-type: none"> ○ Org policies that affect employees ○ Org policies that affect clients
<ul style="list-style-type: none"> • Community level <ul style="list-style-type: none"> ○ Bringing organizations together ○ Bringing social networks together ○ Major community events
<ul style="list-style-type: none"> • Public policy level <ul style="list-style-type: none"> ○ Local ordinances ○ State laws ○ Federal laws

What's happening now in your community?

SISTA program affecting knowledge, attitudes, self-efficacy, and intentions

School district parents addressing the school board about distributed education

What could your community mobilization do?

Trickle up effect



Trickle up effect



Promote sex education through churches; Promote sex education through local SHAC; Develop job fair plan between local employers and school district; Promote condom distribution at youth oriented businesses

Link with SISTA program to share information about activities; Link with parents addressing school board about distributed education; Host a youth summit to deal with sexual health and employment issues in the community

Advocate with city council for youth jobs program; advocate with school board for comprehensive sex education and distributed Education.

Polling Question

What is one way the Socio-Ecological model can inform your programming?

Text to: 37607

Respond: 488169 (Response)



Giving and Receiving Feedback



Guidelines for Giving Feedback

- Be specific: describe behavior, not the person
- Non judgmental
- Constructive feedback only
- Provide alternatives
- Use “I” statements (avoid “you”)
 - *Poor: You are too soft-spoken.*
 - *Good: I had some trouble hearing you.*



Guidelines for Receiving Feedback

- *Listen! Listen! Listen!*
- Do not defend yourself
 - Do seek clarification, as needed and immediately (don't interrupt a sentence)—
 - “What problems do you have with the example I used?”
 - “From what you say, I didn't communicate clearly. Tell me where I became confusing.”
 - And, did we mention: Listen?



Regional Planning Groups



North:

AIDS Arms
DCHHS
HELP
Tarrant County HD

Central:

ATCHHS
CTSS-UWGFH
ASA
Cardea

South:

City of El Paso DPH
City of Laredo HD
CBWF
VAC
SAMHD

East:

Bee Busy
Health Horizons

Polling Question

**How do you envision your agency's role in
Community Mobilization efforts?**

Text to: 37607

Respond: 488170



Wagon Wheel

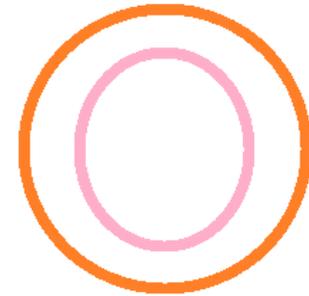
**An opportunity to:
Network, learn ideas and strategies from peers,
HAVE FUN!**



Wagon Wheel

Instructions

- **Form 2 circles (inner and outer)**
- **Face each other and partner up**
- **DSHS will announce question (on slide)**
- **Outer circle will answer (2 minutes)**
- **DSHS calls time after 2 minutes**



Wagon Wheel

Instructions continued...

- **Inner circle will answer (2 minutes)**
- **DSHS calls time after 2 minutes**
- **Outer circle moves to the right one person**
- **Repeat with same question (3-5 times)**
- **Repeat with new questions**



Question # 1

- Share three (3) ideas on how you got your community involved in your mobilization project.

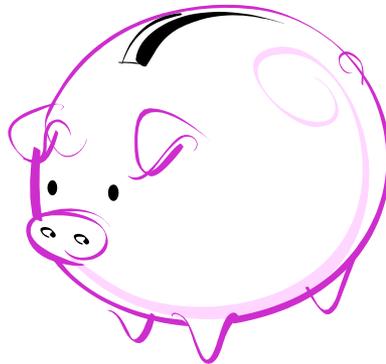
(If just starting mobilization share 2-3 ideas on how you plan to get your community involved.)



Question # 2

- Share two (2) ideas on how you made something happen when you didn't have money in your budget for it.

(If just starting mobilization share 2 ideas on how you may have done this with other projects.)



Question # 3

- Share one (1) challenge you've had with your community mobilization project and discuss how you overcame it.

(If new to mobilization discuss a challenge you anticipate and how you might overcome it.)



Question # 4

- Share something that you are proud of with your community mobilization project.



Polling Question

What did you learn or hear today that surprised you?

Text to: 37607

Respond: 489930 (Response)



Regional Planning Groups



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DCHHS
HELP
Tarrant County HD

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ATCHHS
CTSS-UWGFH
ASA
Cardea

South:

City of El Paso DPH
City of Laredo HD
Coastal Bend Wellness
Foundation
VAC
SAMHD

East:

Bee Busy
Health Horizons

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DSHS

Planning Group Presentation Format

- 1. What is the social issue you will work on together?**
- 2. What approach will you use to take on this issue?**
- 3. What are your first steps?**

Polling Question

1. What are 3 words or phrases you would use to describe the entire Community Mobilization Summit?

Respond: 489932 (Response)

**TEXT
37607**

2. What is one contractor project you enjoyed learning about?

Respond: 489931 (Response)

