

COMMUNITY DEVELOPMENT



PUTTING COMMUNITY IN THE
DRIVERS SEAT

WRHA PPH Staff Development
January 12 & 17, 2017

What are we hoping to achieve today?

- Revisit the WRHA Community Development Framework and apply it to your roles;
- Develop a better understanding of Asset Based Community Development, including Capacity Building, and how you can support community in reaching their own goals;
- To have greater awareness of the role of power and privilege in community work;
- Find strength from knowing that Community Development isn't about having all of the answers!

A few things to think about

- People and programs in the WRHA are already doing this work (including you!)
- Winnipeg has a robust Community Development Sector (how do we fit in? what can we learn?)
- Community Development is all about bringing people and organizations around the table to find solutions (you don't have to (and shouldn't) have all of the answers!)
- Communities already knows what they need (but might need some support in getting there!)

Related Core Competencies

CORE COMPETENCIES FOR PUBLIC HEALTH IN CANADA

Release 1.0

http://www.phac-aspc.gc.ca/php-bsp/ccph-cesp/about_cc-apropos_ce-eng.php (pages 1/5)



FOUR... PARTNERSHIPS, COLLABORATION AND ADVOCACY

This category captures the competencies required to influence and work with others to improve the health and well-being of the public through the pursuit of a common goal. Partnership and collaboration optimizes performance through shared resources and responsibilities. Advocacy—speaking, writing or acting in favour of a particular cause, policy or group of people—often aims to reduce inequities in health status or access to health services.

Related Core Competencies

CORE COMPETENCIES FOR PUBLIC HEALTH IN CANADA

Release 1.0

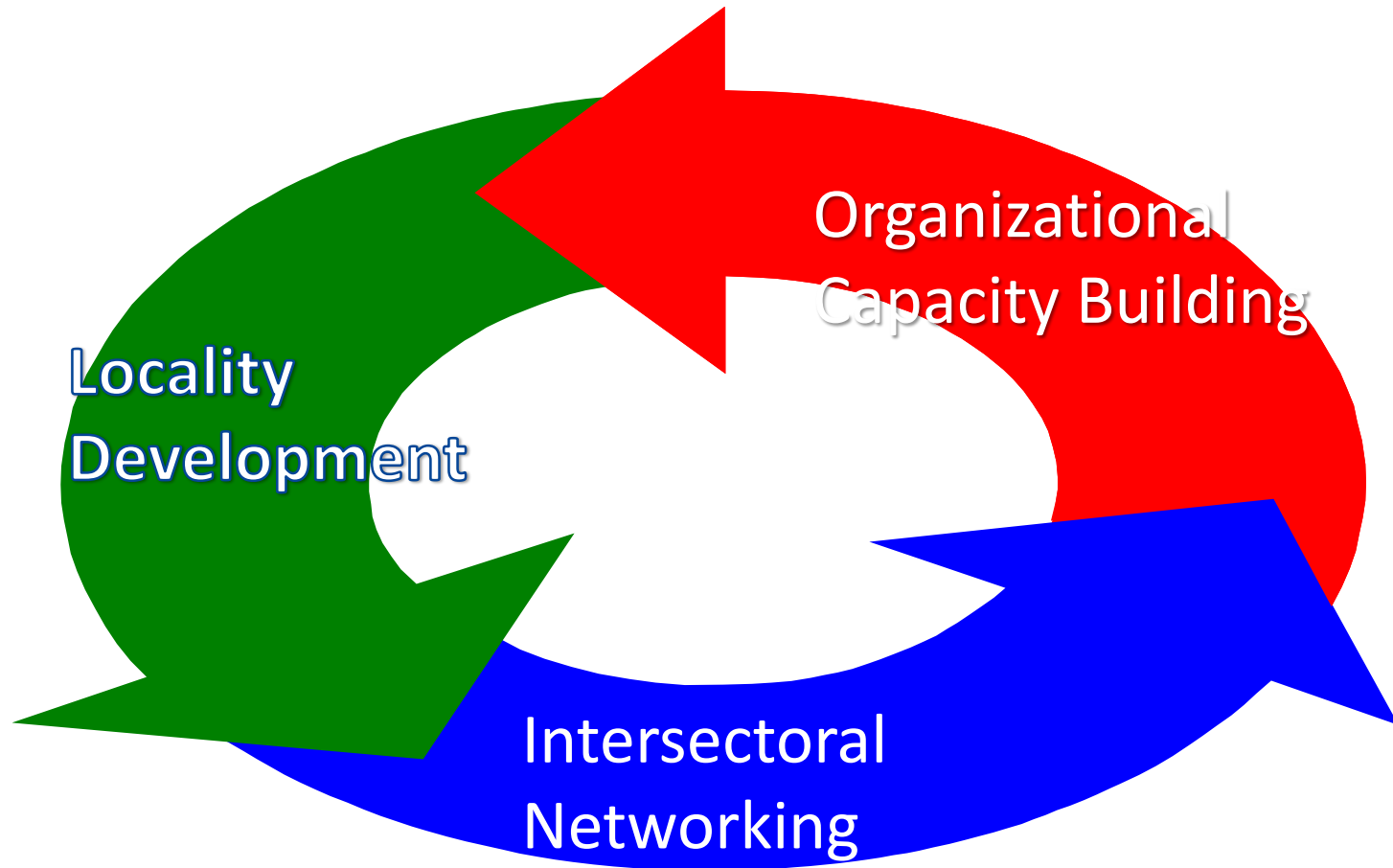


FIVE... DIVERSITY AND INCLUSIVENESS

This category identifies the socio-cultural competencies required to interact effectively with diverse individuals, groups and communities. It is the embodiment of attitudes and practices that result in inclusive behaviours, practices, programs and policies.

http://www.phac-aspc.gc.ca/php-ppsp/ccph-cesp/about_cc-apropos_ce-eng.php (pages 1/5)

Community Development Framework



WRHA Community Development Framework (2014).

Available: <http://www.wrha.mb.ca/community/commdev/>

Community Development Components

Locality Development

- Supporting local community members to define their strengths, identify problems and plan and implement strategies for change or action.
- For any community development strategy to be effective, it must include the provision of, and access to, resources (human resources, support, finances etc.) targeted to facilitate grassroots work and local action.

Your Role

- Build Relationships with neighbourhood agencies and groups;
- Encouraging/facilitating collaboration;
- Recognizing community as experts;
- Empowering community to facilitate solutions;
- Being a point of connection into the health system;
- Not making decisions about a community, without the community;
- Bringing forward the voice of the community within all aspects of your work.



Community Development Components

Intersectoral Networking

- Health care services alone, do not make a community healthy.
- Different sectors working together to problem solve issues that impact community health.

Your Role

- Building relationships with those working in other agencies and sectors.
- Attending intersectoral meetings and other opportunities to share and gather information.
- Facilitating intersectoral processes where there are gaps.



Community Development Components

Organizational Capacity Building

- Strengthening the ability of our organizations to support community development practices.

Your Role

- Actively using a community development lens in your work.
- Encouraging a community development lens be used in decision making across the region.
- Bringing forward issues within our systems that are creating barriers for communities or community development processes



Capacity Building

Watch video:

<http://www.scdc.org.uk/news/article/video-what-community-capacity-building/>

Asset Based Community Development

It is the capacities of local people and their associations that build powerful communities.



What can we do with what we already have?

Core Approaches in ABCD

- Organizing a core group to carry forward a process;
- Mapping the capacities and assets of individuals, associations and local institutions;
- Building relationships within the community;
- Mobilizing the community assets for development and information sharing;
- Convening the community to develop a vision and a plan;
- Leveraging activities, investments and resources from outside the community

Appreciative Inquiry

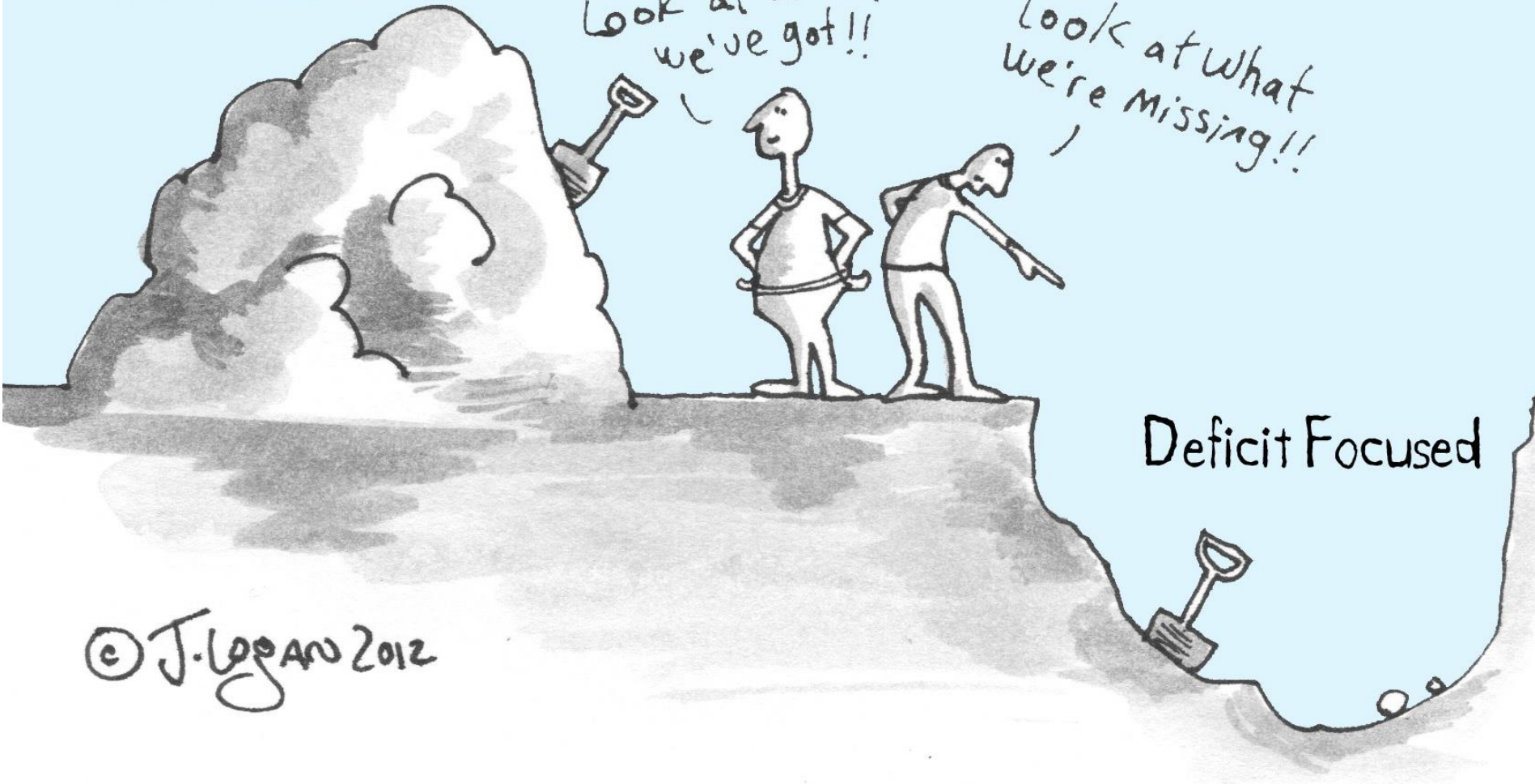
Asset Based

Look at what we've got!!

Look at what we're missing!!

Deficit Focused

© J. Logan 2012



Exercises

1. Asset Mapping- What's Wrong to What's Strong.
2. Understanding our power and privilege when supporting community work.
3. Scenarios