Re-framing the future;

MOBILIZING COMMUNITIES TO SUPPORT THE IMPLEMENTATION OF EVIDENCE-BASED ALCOHOL POLICIES (EBAP).

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INTRODUCTION

Community support systems means the support that may be organized through extended family members, friends, neighbors, religious organizations,schools, community programs, workplaces, cultural and ethnic organizations, or other support groups or organizations. In Uganda individual behavior remains deeply rooted in social norms and cultural practices that vary from region to region, so we need to influence those.

Mobilizing communities to support the implementation of projects like alcohol policies has been in place since time immemorial.

Where is the missing Link?

The Missing Link?

Underestimation of a Proposed Change
Community members may not want to be fully involved in every tiny bit of the project; this allows them to make certain decisions that may bypass the formal change request and lead to scope creep.

Scope creep; project deliverables change as work progresses. It is hard to spot because it often comes on slowly. It's what happens when project deliverables exceed the project scope, and you end up with more work than you bargained for.

The inflexible cultural norms. Sometimes its difficult to deal with communities whose living is on cultural consideration, Ajono for the Itesots in Eastern Uganda, administered at birth for the boy child.

Unclear objectives to the community; objectives are drown from offices, not on ground.

Economic factors; Limited resources, better competing projects with bigger offers,

Poor communication; Team members don't understand how and when to communicate updates.
Monitoring and evaluation. Training, resources(time, materials) adjustments.

Mobilizing communities

VHTS, School Administrators,

Local leadership Committee,

Community groups- Youth, Women

CBOs,

NGOs,

Youth workers,

Municipal & District Leaders…..

Requires Social behaviors change strategies;
positive behavior and social change

Ring of Hope-Jinja Women Group
celebrating Recovery

"Every week the group goes out to the community and performs dances and drama to show families the importance of nutrition. We believe change can happen when we join hands as a community to combat the poor health of children in our communities".

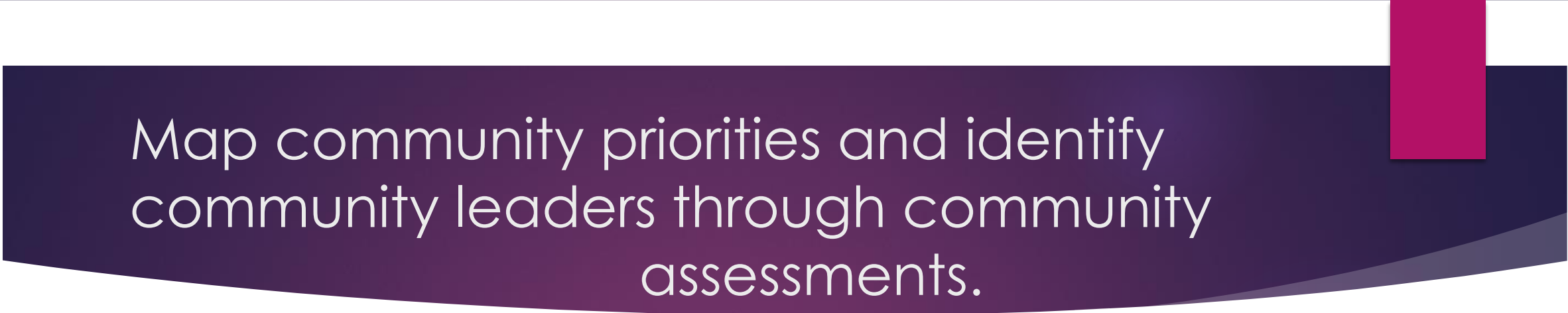Medius Kyarikunda, a health worker in Kicuzi sub-county

We can emulate this for Alcohol Control Regulation; attach FUN to our activities

Start off with a transparent community selection process and share projected results

- **Mapping Community-based Mechanisms that can support EBAP;** people, groups, and networks

- Informative interviews with some key people in the community to assess the highest level of vulnerability(target population, goals, what is in existence)

- Sensitizing

Map community priorities and identify community leaders through community assessments.

- Find out the community pressing needs that need priority

- Inform community members about your upcoming program, its objectives and next steps.
- Find out the community members who the entire community turn to in case of a challenge or an issue that need to be resolved in their community.

Hold preliminary meetings with community leaders and enlist their support to mobilize community participation.

▶ Establish community channels and trusted intermediaries to quicken success in mobilizing communities to participate early in the program.

▶ Introduction of the program to the leaders who may engage the entire community(they have the strategies of involving the communities (Akright village leaders 11th March 2023 fellowship, St. Padre Pio Kabulamuliro professional counsellors group).

▶ Door-to-door visitations to the neighbors and tell them about the program (Alcohol Control program)

▶ Community group events

Continuation

- Radio programs
- School Conferences about reduction of alcohol harm(Drugs Hapana prefects conference).
- Community sensitization especially in market places and on market days.

Community assembly meetings to elect local representation to coordinate program activities

▶ Community capacity building activities such as community development planning, project formulation and implementation can be done through leaders elected by community members.

▶ The leaders can help in mobilization of funds, coordination of the program and help the community set up a structure that can handle their issues.

▶ Representation of the different people both the youth and senior citizens.

Allow communities to prioritize and select quick impact projects to solidify support and galvanize local participation

▶ Community assessments to help members prioritize their needs and discuss among themselves.

▶ Training needs

▶ Selection of a community project or activity that would help contribute to achieving the prioritized community objective which would be control of alcohol harm.

▶ Expand community development activities that will bring psychosocial wellness of the community(SEEK-GSP in school settings)

Fun Community Building Activities

▶ Decorate a community space Space/wall.

▶ Newsletters

▶ Sports competitions

▶ Volunteering; gives folks a shared mission and a sense of doing good for the world. this not only connects participants to other group members, but also to the wider community; do a cleanup, read to children.

Conclusion

▶ Community involvement in Planning improves financial sustainability and project operational sustainability- with proper communication flow.

▶ Invest in capacity development of these community champions; train them in project management skills especially project assessment, monitoring and evaluations as well as resource management skills.