

# Key elements for implementing community mobilization efforts

## Get ready.

- Consider your capacity to support the community's efforts, as well as your community's readiness to change.

## Build buy-in.

- Help community members at all levels understand the need for change and support. Gain commitment to make it happen.

## Do your research.

- What does your community need? Set priorities and consider the best fit of proposed strategies for your community.

## Build a team of champions.

- Success depends on an effective team to move your work forward. Don't forget to engage with youth and families!

## Allocate resources.

- Without sufficient resources (both human and financial), change can cause frustration that will slow you down.

## Make a plan. Stick to it.

- Outline the steps your community plans to take together and use this as your guide. Document it using terms of reference.

## Chart your course.

- Use evaluation to assess what you've done, determine where you're at and plot a course of action for the future.

## Reach out.

- Seek help from a trainer or someone with expertise. And don't forget to share what you learn with others!

## Keep talking.

- Establish ways to communicate with stakeholders about the process and outcomes of your community efforts.

## Maintain momentum.

- Stay motivated, energized and engaged throughout the process. Implementation isn't always fast and easy.

## Don't rush it.

- Implementation takes time. You'll be more prepared and less likely to overlook important things if you take your time.

