

Community Mobilization for Promoting Women's Self-Care of Health

A Session on How to Organize Consumers to Provide Outreach to Members in their Community

Pamela Rothpletz-Puglia EdD, RD
Veronica Jones, MPH
University of Medicine and Dentistry of New Jersey
François-Xavier Bagnoud Center

Objectives

Participants will be able to:

- Educate providers and consumers about the process of community mobilization
- Understand the various roles consumers can fulfill in community mobilization
- Identify strategies to implement a consumer-driven community mobilization effort

What are they talking about?? What does this mean?

- Health Promotion is the process of enabling individuals to increase control over and to improve their health
- A strategy for health promotion includes mobilizing affected communities to develop and diffuse health promotion messages
- Community mobilization includes utilizing the assets of the community to capitalize on their understanding of local norms, attitudes, and values

Mobilizing Communities

- Community mobilization is a capacity building process through which the community individuals or groups carry out and evaluate activities on a participatory and sustained basis

Does it work? One example from the literature....

- 174 peer-based educators reached 30,000 people with health messages, provided 2051 HIV awareness programs, and distributed 69,000 condoms and referred 2844 people for services (Van Rompey et.al., Human Resources for Health 2008)
 - Peer educators were empowered by the process – increases human and community capacity
 - Presumably health messages were more effective because they reflect the values and culture of the community

Our Experience

- Health promotion, reducing health disparities, and self-care of health are development priorities for RWCA programs
- In 2007 needs assessment of 465 women in Newark, NJ showed a need for self-care support
 - Women reported only 3 of the 10 self-care behaviors (Healthy 2010 goals), 75% of the time
 - Women infected or affected by HIV participated in significantly more self-care

Therefore...Pilot Feasibility Study

- Women were recruited from HIV care centers and community agencies to participate in a self-care of health community mobilization intervention
 - 14 women outreached to 1808 women in the community on various self-care topics including:
 - Sleep, substance abuse, depression, nutrition, exercise, dental health, HIV and STD prevention
 - Community mobilization process based on Freirean empowerment theory and education principles

Empowerment Theory and Education Principles

- Participants of the community (In our case – RWCA consumers)
 - Discuss and reflect on the issues
 - Identify the issues to work on and build a plan and hope toward a solution
 - Take action to solve a problem
 - Critically reflect on the process and evaluate activities
- Key components of the Intervention Process
 - Program ethos devoted to facilitating community participant's ownership
 - Process facilitates critical awareness
 - Community participants drive the change process

Current Expanded Community Mobilization Intervention

- Up to 85 women providing self-care outreach in two additional cities
- Inclusion of additional self-care, psychological and community empowerment outcomes (women providing outreach) and secondary evaluation outcomes (women receiving outreach)
- Women have chosen additional self-care topics such as family violence prevention, teen post-partum depression, type 2 diabetes prevention, smoking cessation, senior's health, etc.

4 ways to Be at Your Best!

1. Eat right
2. Exercise
3. Get enough sleep
4. Manage stress

DEPRESSION

Signs and Symptoms

- Persistent feelings of sadness or hopelessness
- Loss of interest in activities you once enjoyed
- Changes in appetite or weight
- Trouble sleeping or sleeping too much
- Fatigue or loss of energy
- Thoughts of death or suicide

Treatment

• Medication
• Psychotherapy
• Support groups
• Lifestyle changes

Treatment Center and hot line number.

Break the Cycle

Did you know?

Depression is a common mental health condition that affects millions of people each year. It is not just a feeling of sadness, but a serious illness that can affect your thoughts, feelings, and behavior. The good news is that depression is treatable, and with the right help, you can break the cycle and feel better.

Sleep

Getting enough sleep is essential for your physical and mental health. Lack of sleep can lead to a variety of health problems, including depression, anxiety, and heart disease. To improve your sleep, try to establish a regular sleep schedule, avoid caffeine and alcohol before bed, and create a relaxing bedtime routine.

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Increase Your Metabolism

Exercise helps increase your metabolism for weight maintenance or loss. Exercise also increases muscle mass which helps keep you strong and feeling good.

Eat small portions.

Exercise \leftrightarrow Be positive and change the way you think

The Truth about family with benefits is simple... THERE ARE NO BENEFITS!

Programs like TANF and other socially incentivized programs are just a part of the state's effort to control the government's budget.

Research has shown that to have a positive impact on the well-being of the state and its citizens, the program should be designed to provide the greatest benefit to the state's most vulnerable.

GET TESTED AND USE PROTECTION.

Even HIV testing.

Woman-to-Woman

Woman-to-Woman is a national organization that provides support and resources for women who are experiencing domestic violence. Our services include crisis hotlines, legal advocacy, and shelter referrals. We are committed to helping women and their families find safety and healing.

Depression is a Silent Killer—Don't let it Affect You!

Main Causes for Depression:

- Unemployment
- Money Issues
- Family Issues
- Drug Abuse
- Grieving

Stop feeling like no one cares. You can always contact someone who will listen.

Everyone...

Everyone... is affected by domestic violence. It is a crime that affects people of all ages, ethnicities, and social classes. Domestic violence is not just a physical act, but a pattern of behavior that includes emotional, psychological, and financial abuse. If you or someone you know is experiencing domestic violence, please reach out for help.

Call us at: 1-800-799-7233

For more information, visit us online at: www.womenandchildren.org

Be a Successful Student

Being a successful student requires a combination of hard work, good study habits, and effective time management. Here are some tips to help you succeed in your studies:

- Set clear goals and deadlines.
- Create a study schedule.
- Stay organized and keep track of assignments.
- Seek help from your professors and peers.
- Take regular breaks to avoid burnout.

End Abuse

End Abuse is a national organization that works to end domestic violence and sexual assault. We provide support, advocacy, and resources for survivors and their families. Our goal is to create a world where everyone is safe and free from violence.

Call us at: 1-800-799-7233

Considering facilitating consumer-driven health promotion in your community?

- The literature indicates that facilitating consumer ownership of the project promotes more success than the typical biomedical approach to training consumers to do community outreach
- By summer 2011 – an online repository with a model for RWCA programs to facilitate consumer-driven health promotion will be available. This will include:
 - Process instructions
 - Tips and lessons learned
 - Meeting agendas
 - Self-care of health resources for consumer education
 - Self-care of health materials for local adaptation and dissemination
- For more information contact rothplpm@umdnj or jonesve@umdnj or hrovito@hrsa.gov