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Believe

Ready. Set. Go!

# SCOPING, MAPPING AND RESOURCE MOBILISATION

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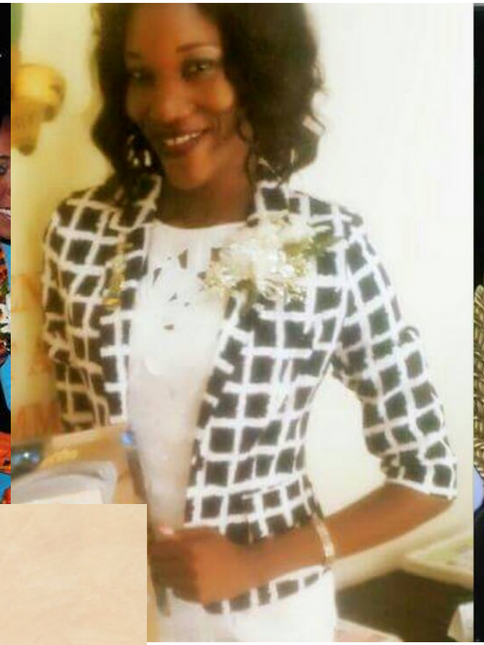

**READY, SET, GO!**
**COACHING CLINIC FOR TEENS & YOUNG ADULTS (AGE 15 -25)**

# Objectives

1. To learn techniques for identifying problems within communities;
2. To support the development of targeted needs-based solutions;
3. To review approaches for human and financial resource mapping and mobilisation.

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# Participation and the project cycle

- Project Identification
- Preparation
- Appraisal
- Implementation
- Evaluation

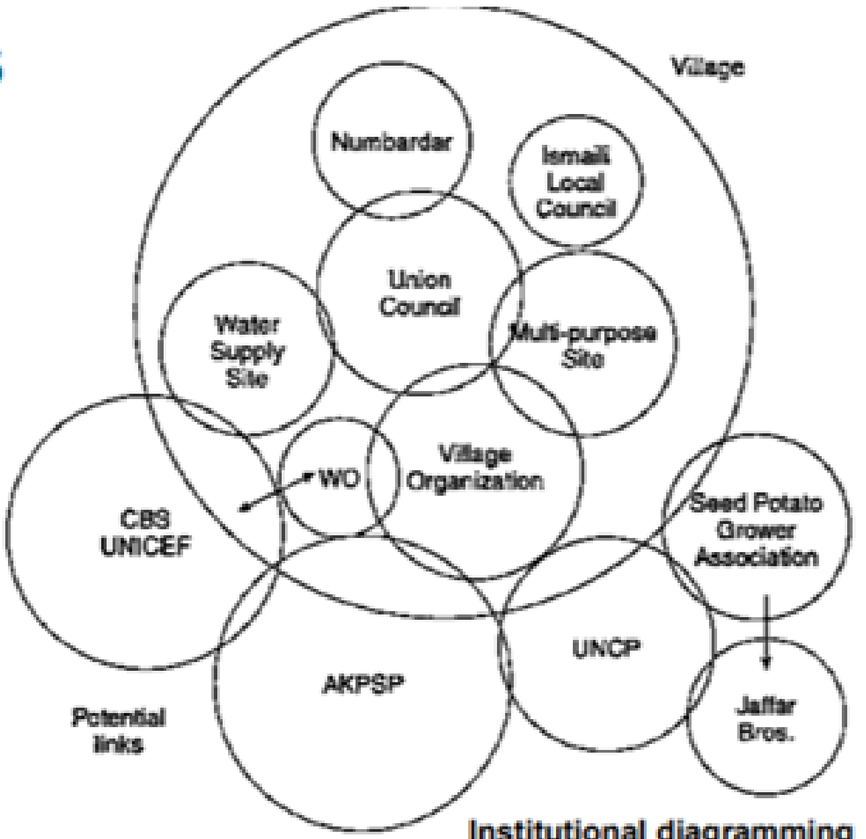
**Injecting 'Participation'**

- Participatory needs assessment (asking people 'what is the development problem in your area?')
- Stakeholder analysis
- Involving beneficiaries in decision making processes
- Involving beneficiaries in the management of budgets (e.g.)
- Peer evaluation, not externals

# PRA Methods: Examples

Let the participants do the ranking on their own. Ask the participants to sort out the household cards into representatives categories of well-being. Ensure that the participants discuss among themselves and arrive at the well-being categories.

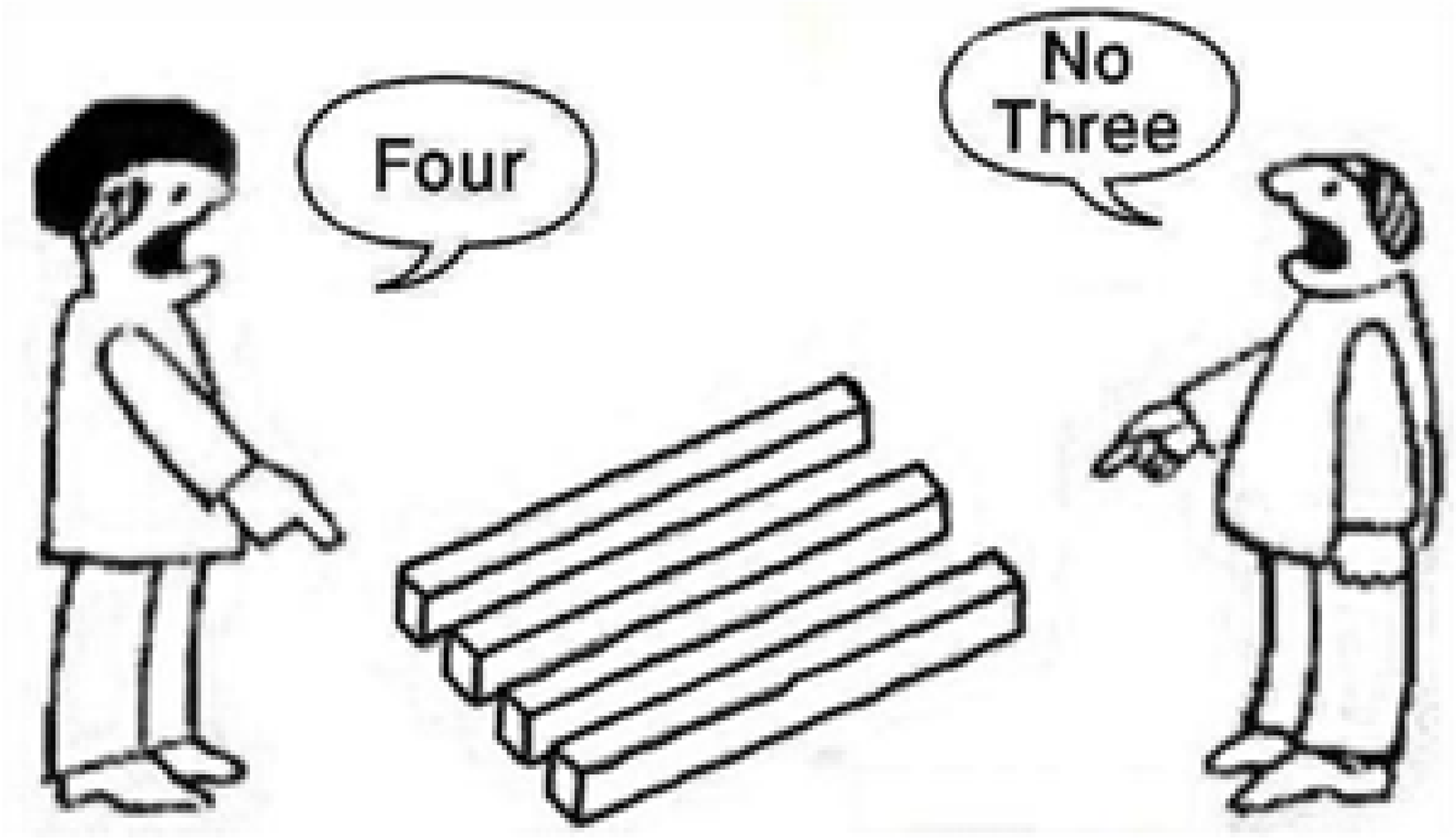
Transect walk




Institutional diagramming

Participatory mapping

# Why does it matter how we see reality?



# Scoping

## Identifying Community Issues

Observation
Environmental Scanning
Complaints
Recurring Statistics

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# Scoping

## Criteria to Consider When Identifying Community Problems

Equity

Severity

Duration

Perception

Frequency

Scope/Range

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# Scoping

## Identifying Problems Within Communities

Equity-The problem deprives people of legal or moral rights.

Severity- The issue is disrupting to personal or community life.

Frequency-The problem occurs too frequently.

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# Scoping

## Identifying Problems Within Communities

Duration-The issue is long standing.

Perception- The issue is perceived as a problem.

Scope/Range- The problem affects many people.

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# Examples of Long Standing Community Issues

- Teenage pregnancy
- Child abuse and neglect
- Gang violence
- Domestic violence
- Drug abuse
- Lack of funding for schools
- HIV/ AIDS
- Youth unemployment
- Poverty
- Police brutality

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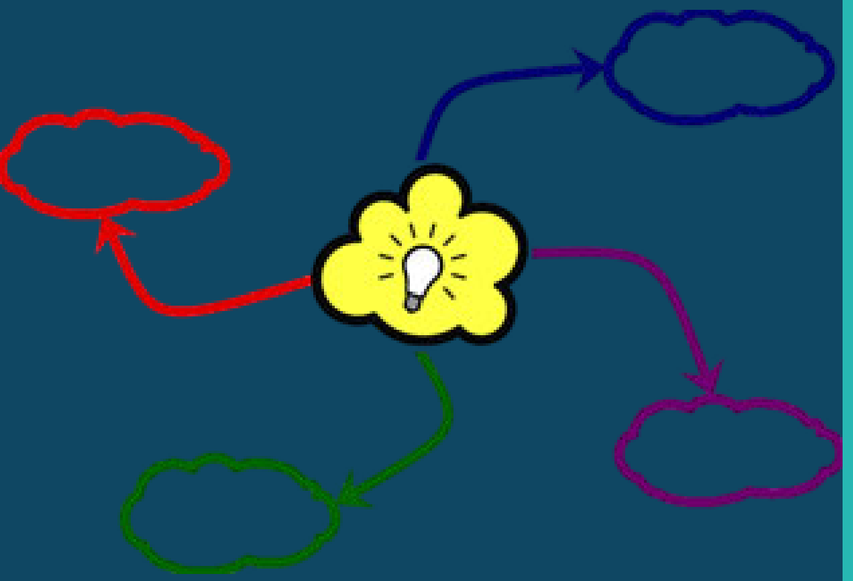
# Mapping



In mapping, there are some specific groups, organizations and individuals that we can go to. These include:

- Schools
- Churches
- Youth Groups
- Outreach Groups
- NGO's
- Members of Parliament

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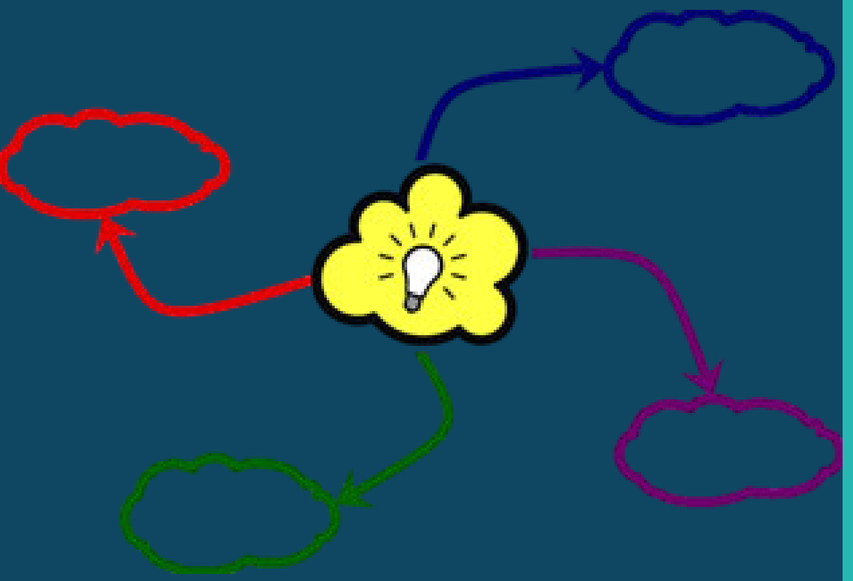
# Mapping



## The Mapping Process

-In  mapping we will need to create linkages, networks and partnerships in order to target needs of the community and formulate solutions.

-In the mapping process we look  on what is happening and we can now connect problems to a solution.

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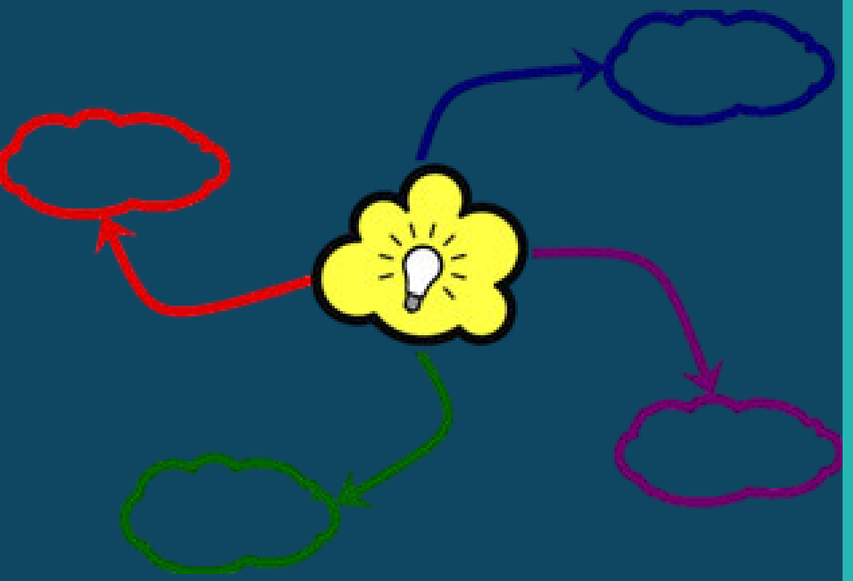
# Mapping



## The Mapping Process

-In this process we will need to plan on how each connection or partnership will  aid in combating the particular issue.

-We also have to connect the issue with correct facilitators in order to fully combat the issue at hand.

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# Mapping

## The Mapping Process

-We will need to analyze the issue and online ways to eradicate the problem.

-We will look and costing, budgeting and project planning in the mapping process.

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# Mobilising

## Community Mobilization Strategies

Secure Strong Leadership- Ensure that the project leader is aware, supportive and indomitable.

Ensure Authentic Participation and Shared Decision Making- This creates a  sense of commitment and ownership of the vision and plan for the community.

Create a Strategic Plan- Draft a strategic plan that lays out the partnership's goals and objectives

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# Mobilising

## Community Mobilization Strategies

Educate the Community-Educate and inspire the community by holding forums, engaging local media, designing public service announcements, drafting letters to the editor, launching web-based and social media campaigns, parent meetings, roundtables, and conferences.

Create a Fundraising Strategy- Explore a wide range of funding opportunities to ensure that the strategies and activities can continue beyond the life of the original funding cycle.

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# Mobilising

## Community Mobilization Strategies

Develop a Shared Vision- Create a shared understanding of the goals of the community partnership by drafting a written mission statement specific to the collaboration.

Conduct a Needs Assessment- Build a solid understanding of the current issue in the community by conducting an environmental scan and community mapping process. Use a variety of techniques such as surveys, focus groups, and interviews with residents and key stakeholders.

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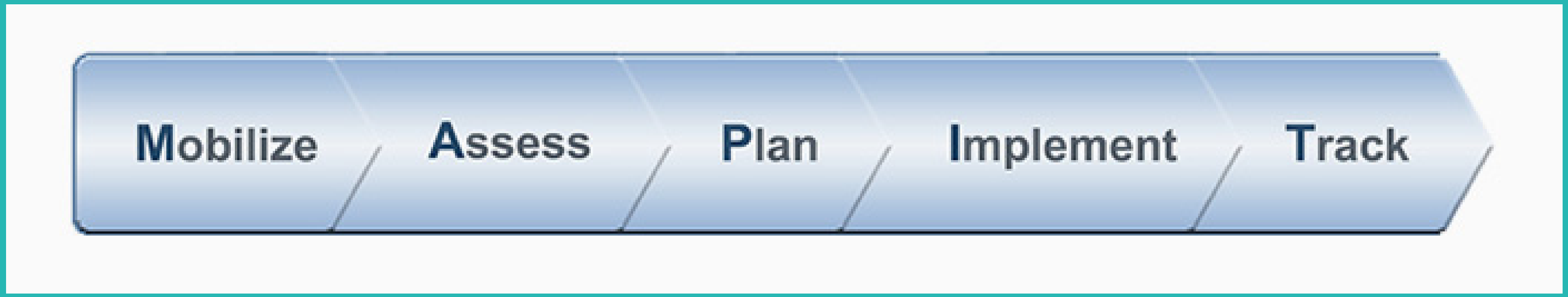
# The MAP IT APPROACH



# The Logical Framework

| | Objectivity verifiable indicators | Means of verification | Assumptions |
|---|---|---|---|
| **GOAL** | | | |
| To empower remote and deprived communities… | | | |
| **OBJECTIVES** | | | |
| 1) To provide accessible health care services … | | | |
| 2) To achieve gender equality by eradicating female illiteracy | | | |
| **OUTPUTS** | | | |
| 1) Video conferencing … | | | |
| 2) Electronic and online female literacy … | | | |
| **ACTIVITIES**<br>1) Installed technology … | Resources: | | |

# Let's Get to WorK !

# Issue: Child abuse and neglect

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