



# Community Mobilization

## What can the AWW do to mobilize her community?

- Extend nutrition and health education knowledge and activities to the community.
- Mass media like TV, Radio, skit, plays, folksongs etc to be utilized for propagating nutrition and health related messages in the community.
- Promotion of IYCF practices, care during illness and pregnancy, healthy food habits by using MWCD's IEC campaign material.
- Use mother's meetings and community meetings to motivate the community. Use of PLA technique should be done.
- Feasibility of setting up and running community radio can be utilized for mobilizing the community needs.



## Goals of Community Mobilization

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- Helps in the scaling up of interventions
- Increases the demand for newer and innovative interventions to help the vulnerable sections
- Increasing efficacy and effectiveness of existing interventions
- Makes the community aware and hence increases access to the services provided by government
- Helps in increasing the outreach to the interiors of districts
- Intensifying community onus

## Points to remember for Active Community Participation

- An AWW is trained to educate, mobilize and organize the community so that they can participate in ICDS programme actively for the cause of child survival and development.
- Know your community well & understand community's problems and their needs. Be aware of existing beliefs and practices prevalent in the community.
- Listen to community members carefully. Do not introduce new interventions that are contradictory to existing practices and beliefs.
- Try to analyse community dynamics and adjust in that situation. Involve community in ICDS programme right from the beginning.
- Give respect/importance to negative experience of the community, if any, and try to minimize the negative feeling not only by sharing but also by doing.

*Mobilizing the community takes time and is energy consuming. As you mature in your work, with continuous training and support, you will gradually learn to mobilize your community for accessing their rights. In the meanwhile, try not to lose patience and hope.*

## Key steps for Community Mobilization for AWW

