



# Community Mobilization Mobilizing Marginalized Communities to Prevent Substance Misuse

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# Acknowledgement

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At the time of this publication, Miriam E. Delphin-Rittmon, Ph.D, served as Assistant Secretary for Mental Health and Substance Use in the U.S. Department of Health and Human Services and the Administrator of the Substance Abuse and Mental Health Services Administration.

The opinions expressed herein are the view of PTTC Network and do not reflect the official position of the Department of Health and Human Services (DHHS), SAMHSA. No official support or endorsement of DHHS, SAMHSA, for the opinions described in this document is intended or should be inferred.

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# Our Roadmap Today

- ✓ Introductions
- ✓ Objectives
- ✓ Why Mobilize Communities
- ✓ Who are the Marginalized
- ✓ Challenges
- ✓ How to Mobilize
- ✓ Group Work
- ✓ Evaluation



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# Introductions



**Earl N. Benjamin-Robinson, DrHSc, CPH**



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# Learning Objectives:

- Identify the unique challenges faced by marginalized communities in accessing substance misuse prevention resources and services.
- Explore effective strategies for engaging and empowering marginalized communities in substance misuse prevention efforts.



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# The WHO

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# The WHAT

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# The HOW



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# Poll Question

When it comes to substance misuse, what populations or select groups of people are a priority for you?

- Lower Socioeconomic Status (LSES)
- Rural
- Youth
- Black and Indigenous People of Color (BIPOC)
- Lesbian, Gay, Bi-sexual, transgender, queer or questioning (LGBTQ)
- The Unhoused
- Other (Describe in the chat)

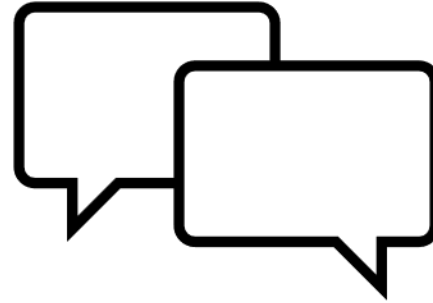


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# Chat Question



As it relates to prevention, how do you engage with the priority population or select group that is disproportionately affected by substance use in your community(ies)?



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# The WHO ✓

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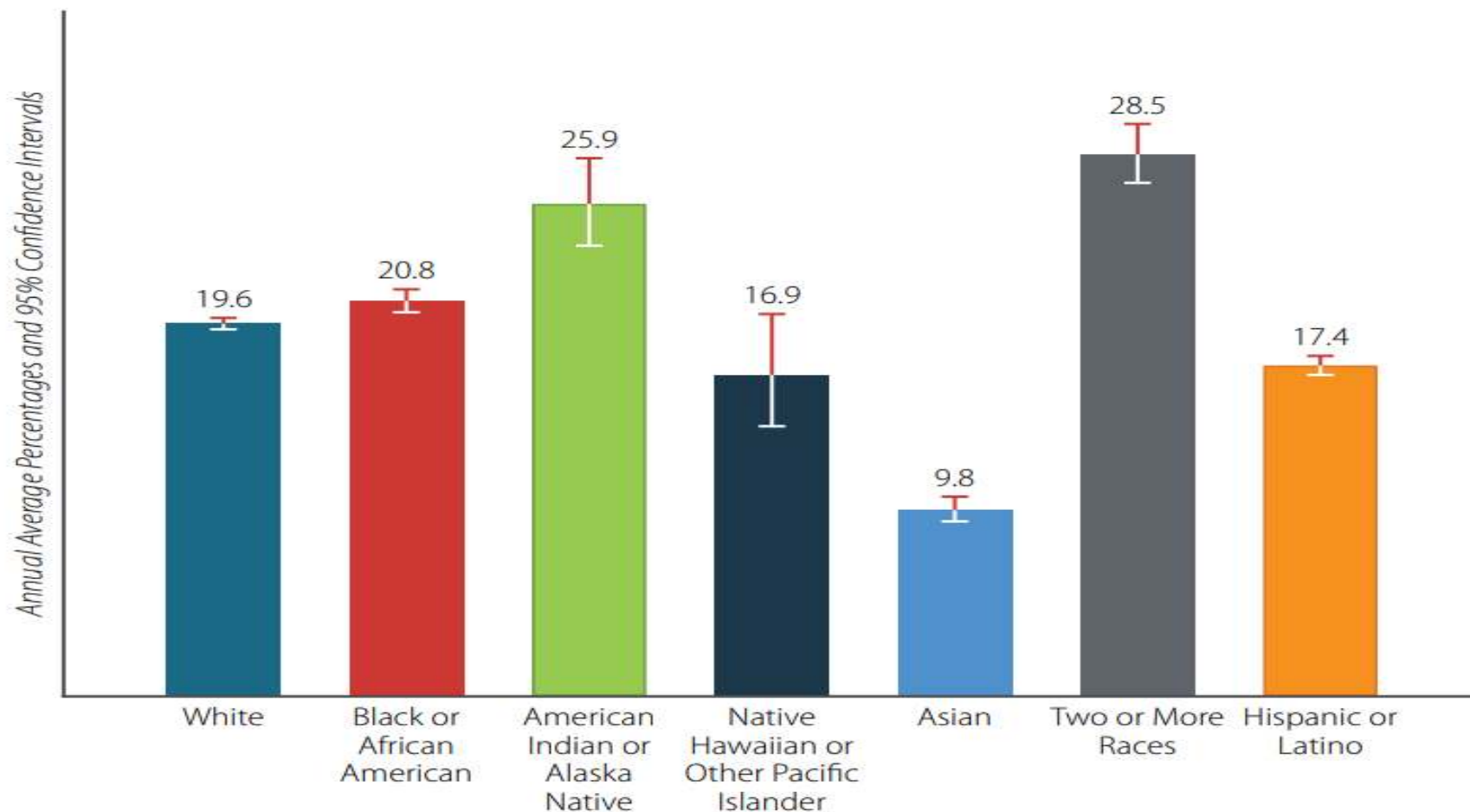
# Populations

The **2022** United States National Survey on Drug Use and Health (NSDUH) reported the following key findings:

- 70.3 million people aged 12 or older (or 24.9%) used illicit drugs in the past year. Marijuana was the most used illicit drug, with 22.0% of people aged 12 or older using it in the past year.



# Illicit Drug Use in the Past Year Among People Aged 12 or Older, by Race/Ethnicity: 2015-2019, Annual Averages



Source: SAMHSA, Center for Behavioral Health Statistics and Quality, National Survey on Drug Use and Health, 2015-2019.



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# Marginalized Populations: Definitions

- People who are generally experiencing poverty, homelessness or unstable housing, structural and everyday violence, and who may rely on criminalized and stigmatized means of income generation. (Ivsins & Yake, 2020)
- Groups that are excluded due to race, gender identity, sexual orientation, age, physical ability, or language. (NIH, 2022)
- Marginalized communities, peoples or populations are groups and communities that experience discrimination and exclusion (social, political and economic) because of unequal power relationships across economic, political, social and cultural dimensions. (National Collaborating Centre for Determinants of Health, DNK)



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# Marginalized Groups



- Lower socioeconomic status (LSES)
- Those living in rural environments
- Women
- Black and indigenous people of color (BIPOC)
- Unhoused people
- Lesbian, gay, bisexual, transgender, and queer or questioning (LGBTQ)
- Justice involved

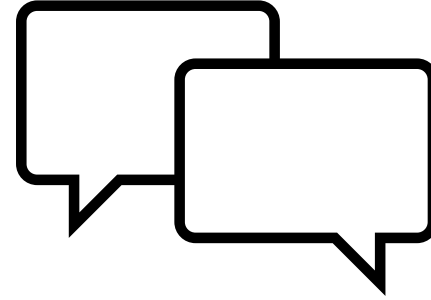


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# Chat Question



What marginalized groups are living in your community?

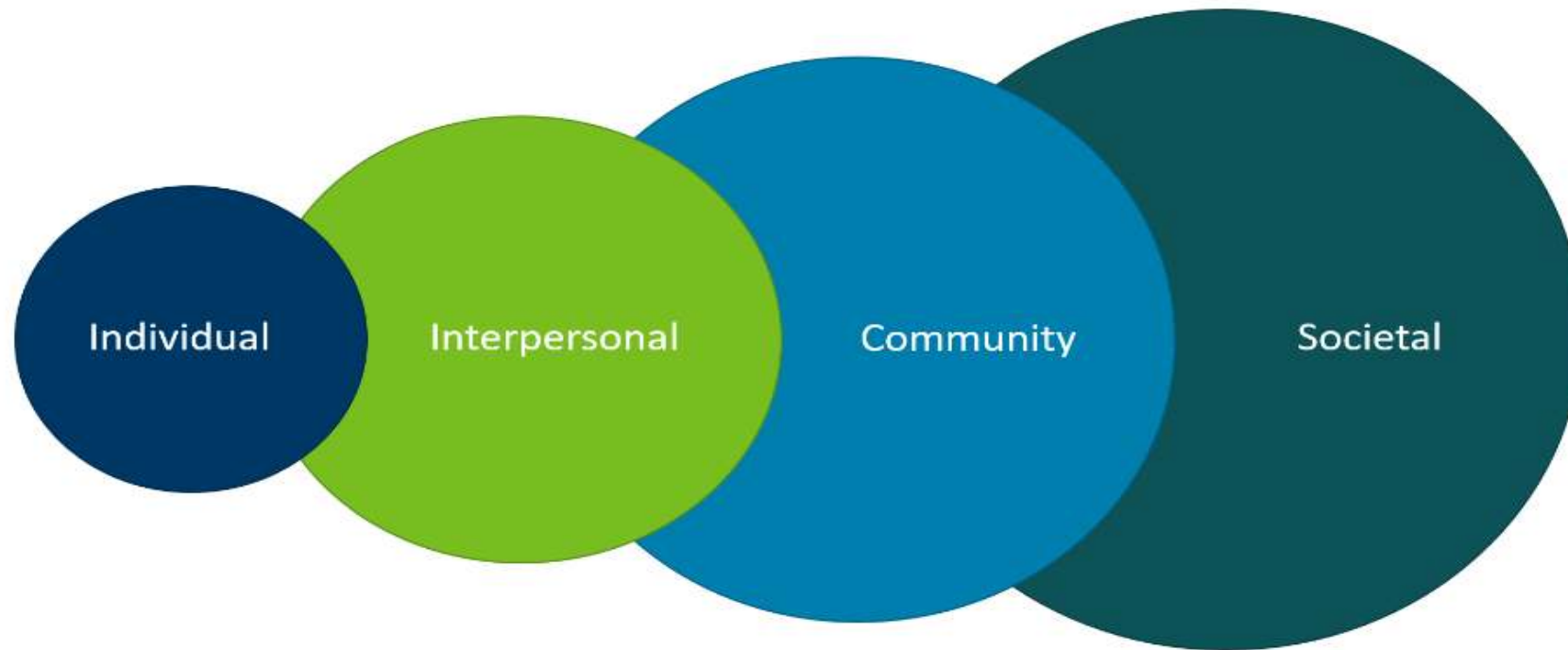


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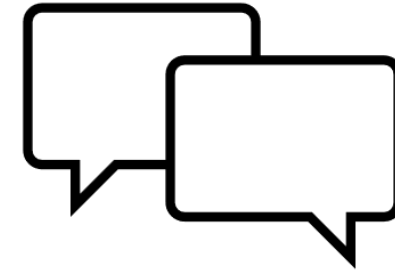
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# Social-Ecological Model of Substance Use and Overdose Prevention



# Challenges for Marginalized Groups



Politics



Racism



Isolation and Hopelessness



Homophobia



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# Challenges for Marginalized Groups, *continued*

## Social Ecological Model - **Individual:**

- Physical and mental health
- Trauma and resiliency
- Social emotional learning and skills
- Perception of risk
- Knowledge of public health and harm reduction
- Withdrawal symptom management



MDH, 2023



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# Challenges for Marginalized Groups, *continued*

## Social Ecological Model - **Interpersonal:**

- Access to substance
- Attitudes and opinions towards substance use
- Substance use identification and prevention education
- Access to peer support and family support
- Harm reduction education
- Family history of substance use



# Challenges for Marginalized Groups, *continued*

## Social Ecological Model – **Community:**

- Access to culturally-specific providers, peer networks, and behavioral health services
- Prescriber's perception of risk and prescribing practices
- Drug disposal facilities
- Access to harm reduction training
- Public health and harm reduction programming



MDH, 2023



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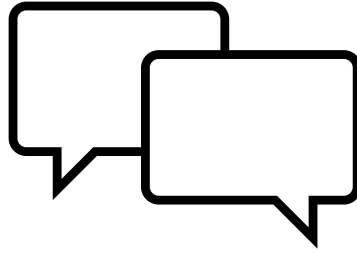
# Challenges for Marginalized Groups

## SEM – **Societal:**

- Stigma towards people who use drugs
- Legislation that supports harm reduction and expansion of behavioral health services
- Policies that promote racial and health equity
- Economic wellbeing and housing stability



# Chat Question



What are some challenges, that you may not have addressed when working with populations disproportionately affected by substance use in your community(ies)?



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# The WHAT ✓

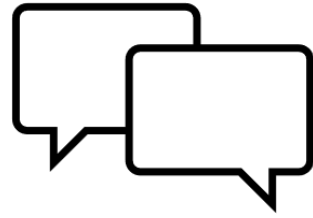
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# Community



What is the first thing that comes to your mind when you think of or hear the word, "community"?



# Community Mobilization

Community Mobilization is a capacity- building process through which community individuals, groups, or organizations **PLAN, CARRY OUT, and ELEVATE** activities on a participatory and sustained basis to improve their health and other needs, either on their own initiative or stimulated by others



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# Why Community Mobilization?

What **Makes**  
Us Healthy



What We **Spend**  
On Being Healthy



# Why Community Mobilization!

Involves collective action by groups and community members to

- Increase awareness about the problem,
- Advocate for change, and
- Engage in many other kinds of activities designed to do something about the environmental conditions

Resulting in **EMPOWERMENT** – community...

- Takes charge of the issue
- Defines what the goals are
- Takes the necessary actions
- Gains experience and sense of efficacy resolving problems

Edberg, 2013



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The HOW ✓



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# Key Tasks Involved in Community Mobilization

- Define the community
- Assess and work with the community/marginalized populations
- Identify the community's/ marginalized population's agenda
- Identify the most appropriate strategies for engaging a specific community
- Identify the community mobilizer



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# Define the community

- **Know your target community**
- Know Your Goals: "If you do not know where you are going, then any road will do."



# Assess and Work with the Community and Marginalized Groups

Who are your marginalized and neglected groups in your community?  
Why are they marginalized and neglected? How can you enhance their participation?

Deprived People	Why are they deprived?	How can their participation be enhanced?
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# Identify the community's/ marginalized population's agenda

Let's discuss.....

- What is the priority of the group?
- Why it is important to coordinate with the marginalized group?
- What can be achieved when we involve marginalized groups?
- What can we assume may happen if we don't involve marginalized groups?



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# Strategies for Engagement

- Community Forums/Town Halls
- Media Campaigns
- Pamphlets and handouts
- Virtual Training
- Evaluation and Feedback
- Policy Advocacy
- Focus Groups and Key Informant Interviews



# Identify the most appropriate strategies for engaging a specific community

- Figure out what your population understands about the issue
- Map your prevention efforts around their understanding, culture, and social determinants of health (SDoH)



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# Identify a Community Mobilizer

A mobilizer is a person who mobilizes (i.e., gets things moving). Social animator. A catalyst.

Their role is to:

- Build trust
- Encourage participation
- Facilitate discussion and decision-making
- Help things to run smoothly
- Facilitate the community mobilization process
- **Build community participation**



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# Knowledge Needed for a Community Mobilizer

## **Knowledge includes:**

- The community mobilization process
- The principles of community mobilization
- Knowledge of Education related Issues and problems, causes and effects
- Understanding of the ethical issues related to community mobilization



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# Skills Needed for a Community Mobilizer

## Skills include:

- Good communication skills, especially listening
- Good facilitation skills to enable communities to conduct their own analysis of their lives and situations
- Other techniques to help facilitate awareness of political, gender, and cultural issues and relationships



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# Attitude Needed for a Community Mobilizer

## Attitude includes:

- A willingness to examine and challenge their own assumptions, opinions, and beliefs
- A genuine respect for all community members
- A non-judgmental and accepting approach
- An understanding that different people have different views and perspectives
- A belief in community capacity to take effective action



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# Degree of Community Participation

- **Collective Action**
- Co-Learning
- Cooperation
- Consulting
- Compliance
- Co-Option

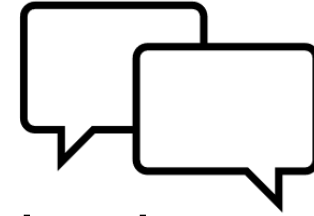


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# Poll and Discussion



Share what degree of community participation you are in as you work with the vulnerable groups in your community(ies). Based on today's discussion, what do you think needs to happen next to move to the next level?



- Collective Action
- Co-Learning
- Cooperation
- Consulting
- Compliance
- Co-Option



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## Community Engagement: An Essential Component of an Effective and Equitable Substance Use Prevention System



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Substance Abuse and Mental Health  
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# Useful Tool

<https://store.samhsa.gov/sites/default/files/pep22-06-01-005.pdf>



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Let's hear from you!  
What are your questions?



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# Resource

Community Toolbox: Some Lessons Learned on Community Organization and Change.  
Link: <https://ctb.ku.edu/en/table-of-contents/overview/model-for-community-change-and-improvement/lessons-learned/main>

The screenshot shows the Community Toolbox website interface. At the top, there is a logo with three stylized figures and the text 'COMMUNITY TOOL BOX'. To the right of the logo is a search bar with the placeholder text 'Enter your search...' and a magnifying glass icon. Further right is a language dropdown menu set to 'English' and an orange 'Donate' button. Below the logo and search bar is a horizontal navigation menu with five items: 'LEARN A SKILL' (how-to information), 'HELP TAKING ACTION' (guidance for your work), 'CONNECT' (link with others), 'ABOUT' (the tool box), and 'SERVICES' (supporting collective impact). Below the navigation menu is a breadcrumb trail: 'Home > Table of Contents > Overview > Chapter 1. Our Model for Community Change and Improvement > Section 8. Some Lessons Learned on Community Organization and Change > Main Section'. The main content area is titled 'Chapter 1' with a link to '← Table of Contents'. Below this is a green horizontal bar with page numbers 1 through 46. The current page is 'Section 8. Some Lessons Learned on Community Organization and Change'. Below the section title is a 'CHAPTER 1 SECTIONS' list on the left and a 'Main Section' tab on the right. The 'Main Section' tab is active and shows the text: 'Learn from those who have come together to address issues and bring about community-level improvements.' Below this text is a photograph of a stack of books.



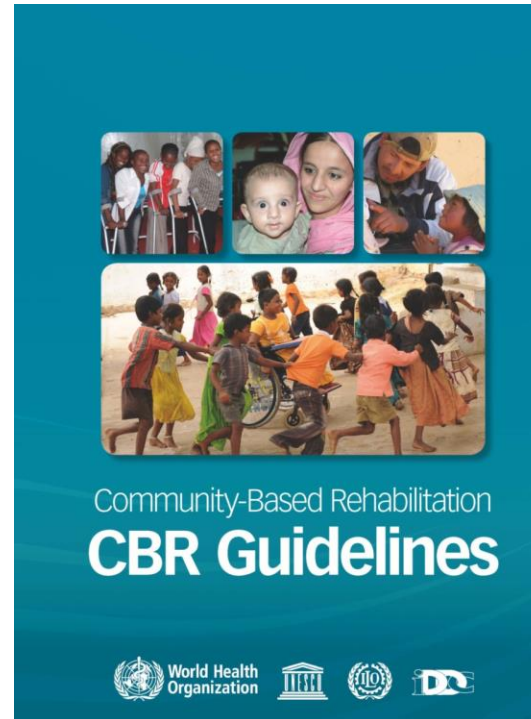
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# Resource

Community-Based Rehabilitation: CBR Guidelines.  
Link: <https://www.ncbi.nlm.nih.gov/books/NBK310937/>



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