

Community Engagement and Mobilization

Toplum Katılımı ve Mobilizasyonu

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ABSTRACT Community engagement and mobilization are vital in health communication and crisis response, aiming for active community involvement in health-related communication. It facilitates information exchange among health professionals, policymakers, and the public, leading to action and improved health outcomes. In crisis and risk communication, community engagement involves decision-making processes, ensuring access to accurate information and informed decision-making. Strategies like community-based participatory research and capacity-building enhance community involvement. Community preparedness and crisis response involve understanding health risks and activating community structures to address challenges. Legal and ethical considerations cannot be ignored, with additional rules needed to maintain ethical standards in community engagement. In conclusion, community engagement and mobilization are critical for empowering communities and ensuring effective health solutions.

Keywords: Communication; risk; community participation; civil defense

ÖZET Toplumun sağlıkla ilgili iletişime aktif katılımını amaçlayan sağlık iletişimi ve kriz müdahalelerinde toplum katılımı ve mobilizasyonu hayati önem taşır. Sağlık profesyonelleri, politika yapımcılar ve halk arasında bilgi alışverişini kolaylaştırarak eyleme geçilmesini ve sağlık sonuçlarının iyileştirilmesini sağlar. Kriz ve risk iletişiminde, toplum katılımı karar verme süreçlerini içerir, doğru bilgiye erişimi ve bilinçli karar vermeyi kolaylaştırır. Toplum temelli araştırma ve kapasite geliştirme gibi stratejiler toplum katılımını artırır. Toplumun hazırlıklı olması ve krize müdahale, sağlık risklerini anlamayı ve zorlukları ele almak için toplum yapılarını harekete geçirmeyi içerir. Yasal ve etik hususlar göz ardı edilemez ve toplum katılımında etik standartları korumak için ek kurallara ihtiyaç vardır. Sonuç olarak, toplulukların güçlendirilmesi ve etkili sağlık çözümlerinin sağlanması için topluluk katılımı ve seferberliği kritik öneme sahiptir.

Anahtar Kelimeler: İletişim; risk; toplumsal katılım; sivil savunma

DEFINITION AND IMPORTANCE OF COMMUNITY ENGAGEMENT

Community participation in health communication refers to the active participation and engagement of community members in the communication process related to health issues. It aims to improve the community's ability to address its health needs while ensuring researchers and policymakers understand and consider the community's priorities.¹ Community participation is vital because it allows for the exchange of information between healthcare professionals, policymakers, and the public, leading to action and improvement in health outcomes.² It also helps empower communities by providing them with knowledge and resources to make informed decisions about their health.³ Additionally, community participation enhances the effectiveness of health communication strate-

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gies by promoting trust, acceptability, and collaboration among different stakeholders.⁴ Overall, community participation in health communication is essential for promoting health equity, addressing health disparities, and creating policy-level change

THE ROLE OF COMMUNITY ENGAGEMENT IN RISK AND CRISIS COMMUNICATION

Community participation plays a crucial role in risk and crisis communication. It empowers communities by involving them in decision-making processes and ensuring they access accurate information to make informed decisions about their health and safety.⁵⁻⁸ Effective risk communication requires both top-down and bottom-up approaches, involving scientists, decision-makers, and the community collaboratively.⁹ Community participation is necessary to ensure preparedness, response, and recovery from public health risks.⁷ Engaging with intermediaries like social and care facilities and civil society organizations (CSOs) helps reach and protect vulnerable individuals.¹⁰ Effective risk communication requires bidirectional communication between community members, decision-makers, and scientists. It involves refining messages, meeting resource needs, and advising policymakers based on community feedback. Community participation enhances acceptance of public health measures and reduces health inequities. It empowers communities by involving them in decision-making, improving their understanding of risks, and fostering a sense of self-responsibility. Community participation is essential for effective risk and crisis communication and should be integrated into emergency preparedness and response policies.

FACTORS AFFECTING COMMUNITY ENGAGEMENT

Internal factors, such as an individual's age, level of education, total family burden, total income, and group experience, and external factors, such as the relationship between the policymakers and the target, can also influence community participation.^{11,12} Higher-income individuals may have more resources enabling them to participate in risk management activities, while lower-income individuals may face barriers to participation due to financial constraints.^{13,14} Older adults at risk for declines in participation may experience community participation restrictions due to perceived environmental barriers.¹⁵ This can be particularly true for older adults with chronic conditions, such as arthritis, who may face challenges participating in

community activities.¹⁶ Women are significant in community organizing and grassroots initiatives, particularly in informal settlements and disaster-prone areas.¹⁷ Additionally, women are more likely to engage in disaster risk reduction actions such as preparing emergency kits and having emergency plans and expressing a greater intention to migrate in response to hazards.¹⁸ The level of education and type of work also influence community participation, with communities having a higher proportion of women with tertiary education being more engaged in risk reduction measures.¹⁹

APPLICATIONS TO INCREASE COMMUNITY ENGAGEMENT

Increasing community participation can be achieved through various strategies. One approach is to promote risk communication, which facilitates understanding and acceptance of risks by local communities, leading to improved behavior patterns.²⁰

To increase community participation, it is essential to involve the community in decision-making processes and empower them to take an active role in development initiatives.¹¹ Strategies such as community-based participatory research, which is a collaborative research approach that involves community members, researchers, and other stakeholders in all aspects of the research process can be used to engage the community in all stages of policymaking, including problem identification and implementation.^{21,22}

Building relational, programmatic, and organizational capacities can enhance community participation.²³ Additionally, providing education, training, and resources to community members can empower them to take action to reduce risks.²⁴

SHORT- AND LONG-TERM RESULTS OF COMMUNITY ENGAGEMENT

Community participation has shown short-term success in various contexts. In a study on landslide disaster risk reduction in the Peruvian Andes, community participation led to the acceptance and application of proposed measures, including preparing hazard maps and monitoring landslide movement.²⁵ Another study on hazardous chemicals risk in China found that top-down community participation positively impacted preparedness behavior intention.²⁶

Risk communication and community participation have also been found to facilitate understanding of risks and improve behavior patterns, leading to better local governance and public engagement in community issues.²⁰

Short-term results of community participation include obtaining information and knowledge, receiving support, releasing mental stress, and contributing to decision-making and policy implementation.²⁷

Community participation has long-term results that include improved behavior patterns, higher public engagement, and increased acceptance of risk management measures.²⁰ It also reduces vulnerability, increases capacity, and enhances disaster preparedness.²⁸ These findings highlight the importance of community participation in risk reduction efforts for long-term positive outcomes.

COMMUNITY PREPAREDNESS AND RESPONSE TO HEALTH CRISES

Communities perceive health risks based on their experiences and perceptions. Understanding the perception of risk among people was crucial to understanding ways of delivering information to communities using correct information channeling.²⁹⁻³¹ These perceptions can inform the development of effective environmental health policies and interventions to reduce health risks.³²

Mobilization in health crises involves activating community structures and networks to address the challenges posed by the crisis.³³ Overall, mobilization in health crises requires the adaptation of collective frames, organizational networks, and action repertoires to address the specific challenges and opportunities presented by the crisis.³⁴

The steps of community mobilization involve identifying community needs and conducting community mapping, implementing participatory approaches with all stakeholders, mobilizing resources, raising awareness and gaining community support, fostering cooperation between public and private sectors, building partnerships, engaging the community in decision-making, creating and implementing a shared vision for positive change, promoting social learning for mutual understanding and better health outcomes, and evaluating processes for effectiveness.³⁵

Conducting needs assessments during health crises is crucial for understanding the specific requirements of affected populations and informing effective response strategies. Community-based participatory research with lay health workers has been shown to be effective for conducting rapid community assessments during public health crises, such as the COVID-19 pandemic.³⁶ Health crisis communication (HCC) plays a vital role in a crisis's preparedness, warning, response, recovery, and evaluation phases, and detailed guidelines are necessary for a successful HCC.³⁷ Rapid needs assessments after a disaster in-

volve collaboration between responding agencies, local authorities, and subject matter experts to gather real-time information and assess the capabilities and assets of the responding entity.³⁸ Standardized assessment tools, such as the Health Resources Availability Mapping System (HeRAMS), can improve the consistency and comprehensiveness of health facilities assessments during humanitarian emergencies.³⁹

COMMUNITY MAPPING

This process involves identifying and mapping various aspects of a community, such as actors/stakeholders, potentials, problems, and resources.^{40,41} It enables collaborative action and engagement with the crises of our time. Cartographic techniques are essential in facilitating map cognition and improving the understanding of community action in emergencies.⁴² Crisis mapping, combining software-as-a-service mapping and reporting, has been used for chronic problems and acute issues, providing spatial knowledge of politics that unfold in local communities.⁴³ In the case of the COVID-19 pandemic in Wales, citizen-led community responses were crucial in fulfilling immediate needs, and an interactive map was created to reflect different interpretations of need and support.⁴⁴

Community empowerment is crucial for effective crisis response.⁴⁵ It can include empowering community members, mobilizing resources, and strengthening ownership among the local community.⁴⁶ Mutual aid, self-help, and other spontaneous community responses can be vital to the early response globally.⁴⁷ Advanced practice registered nurses can play a role in crisis response by being educated and engaged in emergency preparedness and all-hazards response, including leadership, ethics, and end-of-life care.⁴⁸ Authorities and aid actors should support mutual aid and local self-help initiatives in ongoing responses to future crises. Overall, strategies for empowering communities in crisis response involve community engagement, resource mobilization, and support from national and international actors

EVALUATION AND FEEDBACK MECHANISMS

Regular feedback and dialogue with communities are crucial for better program performance and results. It improves the relationship and trust between communities and policymakers, empowering them to communicate their needs and concerns and have a say in decisions that affect them. The feedback cycle is at the core of this approach, consisting of five iterative steps: design, data collection, data preparation, participatory analysis, and action. Design

involves designing the right questions to address issues important to affected people and can be addressed by policy-makers. Data collection involves asking a few questions but frequently, ranging from face-to-face interviews to SMS surveys. Data preparation involves analyzing and presenting the data in a clear, simple, and visually compelling format. Dialogue is when staff makes sense of the data and translates it into practical steps for follow-up actions. It involves internal meetings, engagement with communities, and communication with other relevant stakeholders. The action involves adjusting programs to consider and respond to feedback. The data collection, analysis, and dialogue cycle continues, providing a continuous stream of feedback data for tracking performance and managing programs.⁴⁹

ETHICAL CONSIDERATIONS IN COMMUNITY MOBILIZATION AND ENGAGEMENT

Traditional research ethics focus on protecting individual participants' rights and welfare. Institutional Review Boards are required for research involving human participants, but community engagement requires additional ethical standards.

Ethical behavior in community interventions involves responsibly treating people, information, and money. Confidentiality is a crucial issue, protecting participants and organizations from privacy invasion. Some exceptions include sharing records with colleagues, staff members, and funding sources. Participants must be informed about these exceptions and sign release forms. Consent and disclosure are essential issues that may intertwine with confidentiality and each other. Privacy is another crucial aspect of consent, as technology has made information more accessible. Participants should be informed about the program's conditions, grievance procedures, and information disclosure. Participant information should only be disclosed with the participant's permission, except in cases of mandated reporting, potential harm, or court testimony. Disclosure of potential conflicts of interest is crucial in community interventions to ensure the integrity and effectiveness of services. Many states and the federal government require this disclosure as part of any contract with or grant to an organization. Competence in community services involves hiring competent staff members, providing supervision and staff development, and ensuring the best available services. Conflicts of interest can affect organizations, especially when a Board of Directors is involved. To resolve conflicts, organizations should point the conflict to whoever needs to know and discuss possible solutions or eliminate the conflict situation.⁵⁰

The community has a stake in the knowledge or data generated, and researchers must respect community knowledge, share data with the community, be transparent about data sharing, and involve them in the sharing process. Community partners should be considered first among equals in research decisions and given primacy in research agendas, methods, and results.⁵¹ A statement of shared principles can help ensure all stakeholders understand ethical standards.⁵² Community researchers have an opportunity to heal past injustices and demonstrate ethical behavior, including honesty, authenticity, and transparency. Treating others as you want to be treated is crucial in any situation, and treating others as you want to be treated is essential for ethical conduct in community engagement.

Community interventions must also address unethical behavior, such as sexual relationships, financial gain, defrauding funders, denying necessary medical services, discrimination, and outright criminal behavior. Ethical behavior in community interventions goes beyond just following professional codes and involves fiscal accountability, treating staff members fairly, and protecting them from harm. Participants are responsible for providing the best and most effective services, respecting their rights, and treating everyone respectfully. Participation in community interventions can raise ethical questions, but ethical solutions should be clear, and what will benefit the situation and the people involved should be considered. In conclusion, ethical behavior in community interventions goes beyond following professional codes and maintaining ethical standards.⁵⁰

CONCLUSION

Community participation and mobilization are vital for effective public health communication and crisis response. They empower communities, foster collaboration, and ensure that their voices are heard in decision-making processes. Participation facilitates the exchange of information, promotes health equity, and empowers individuals to make informed decisions. Similarly, mobilization enables communities to identify needs, allocate resources, and implement interventions collaboratively, fostering resilience in times of crisis. Strategies to enhance participation include promoting dialogue, fostering partnerships, and addressing socio-economic barriers. Evaluation and feedback mechanisms are crucial for improving the responsiveness of interventions, while legal and ethical considerations ensure ethical engagement with communities. Overall, prioritizing community involvement is essential for building resilient societies and addressing health challenges effectively.

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