MODULE 6:
Project Implementation
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I. OVERVIEW

WE ARE NOW READY TO:

- Put into motion developed project plans
- Utilize all resources

People  Time  Money  Resources
We are ready to:

Test work and resources fit

*People should do the right things with the right resources in the right place at the right time.*
Learning Outcomes

We expect you to be able to

- Explain the importance of community based action and participation
- Describe general guidelines for motivating the community
- Propose ways of involving young people in prevention work
- Identify existing community resources
Learning Outcomes

We expect you to

• Describe feasible fundraising activities that can be done within the community
• Explain the process of identifying and managing volunteers
• Explain the importance of networking
II. What is Community Based Action?

It is action that takes place within the community.

It is collective and never individual.
Who are involved in Community Based Action?

- Community Leaders
- Community Elders & Youth
- Target Beneficiaries
- Policy Makers
- Civic and Support Groups
- Project Staff
- Funding Agency
Goal of Community Based Action

1. To encourage all stakeholders to participate in the project.

- conceptualization
- planning
- implementation
- monitoring/evaluation
- re-planning
2. To create a social environment in which lifestyles and problems associated with substance abuse can be modified using means that are available and acceptable to the community.
III. Community Participation and Involvement

1. Encouraging the community to plan and manage substance abuse prevention activities.
2. Encourage the community to establish partnerships in all phases of project development and implementation.

3. Encourage the participation of all stakeholders.
4. It entails capability building for prevention work.
   - identifying knowledge level
   - identifying skills
   - identifying resources
IV. Mobilizing Human Resources For Community Work

Motivation and Mobilization is like a magnet that attracts.

service  interest  commitment  participation
The Process of Motivation And Mobilization

- Encourage participation at all levels
- Approach the community with great respect and humility
- Establish and maintain good relationship
- Give community members responsibilities
- Avoid prejudice
Project Ownership

The best motivation is to delegate task. Participants will feel a sense of ownership and the level of work ethic increases.
V. Involving Young People

- Law of Multiplication -- Leaders and adults have the responsibility to develop leaders that can equal or surpass them.
2. Young people will eventually take on leadership roles in the future.

3. They are the target beneficiaries of this project.

4. It is important that they share decision making with adults.
What Young People Offer

- UNIQUE POTENTIALS
- DYNAMISM
- ENTHUSIASM
- GOAL ORIENTEDNESS/ DETERMINATION
- HIGH LEVEL OF COMMITMENT

(they have fewer responsibilities than adults)
VI. Involving The Community

*Involving the community will achieve shared results and accountability.*

Shared Decisions → Shared Result → Shared Accountability
Structuring Participation And Involvement

1. The Community Advisory Committee
   - elicits community support
   - serves as the steering committee
   - composed of 12-20 young & adult individuals from the community
2. The Project Team

- ensures that all activities are carried out
- composed of few committed young and adult individuals

3. The Activity Team

- a smaller group managed by someone from the project team
- tasked to carry out specific activity
- composed of few committed young and adult individuals
- there can be more than one activity team
VII. Fundraising

- available resources and sufficient funding
- sustains a project

6 Steps In Fundraising
1. Set goals and timelines
2. Identify potential funding sources
3. Create a record keeping system
4. Develop a fundraising calendar
• Estimate Income Projections

6. Prepare Income Cash Flow Projections
VIII. Potential Sources of Funds

Grant Sources

- Foundation
- Corporation
- Government Organization
- Labor Organization
- Professional Assoc.
- Local Organizations
- Anonymous Individuals
Non-Grant Sources

- Individual Solicitation
- Planned Gifts
- Earned Income
IX. Human Resources Needed To Implement A Project

Volunteers

- they are composed of young people and adults
- they offer time and skills
- they want to give positive contribution to the community
- they help in mobilizing and implementing activities
Identifying & Managing Volunteers

- Recruitment
- Interview
- Establish a Selection Criteria
- Registration
- Orientation and Training
- Motivation
- Evaluation
- Ending the Services of a Volunteer
XI. Building Skills and Follow-up

Development

- Enhancement of Interpersonal Skills
- Enhancement of Decision-Making Skills
- Training on Specific Tasks
- Use of Interactive Training Methods
- Structured Learning
Follow-up

- giving support to project participants
- ensuring that interventions benefit young people and the community
Follow-up Activities

1. Preparation
   - Set objectives
   - Prepare information materials
   - Inform community of intended visit
   - Arrange transportation for visit
2. Follow-up
   - observe performance
   - hold discussions
   - answer questions
   - clarify issues
   - address needs & expectations
   - record notes on visitation
3. Feedback

- Control and analyze information
- Prioritize needs and problems
- Determine collective action to be taken
- Take action
- Keep records for references
- Inform relevant partners such as WHO/UNDCP
XII. Networking

Takes place when people, groups, or organizations share information, ideas, resources and work for a similar cause.
Purpose of Networking

- Improves capacity of the project
- Establishes links among groups and people
- Strengthens advocacy and lobby work
- Improves chances for lasting change
- Strengthens collective influence on issues, practices and attitudes
- Promotes joint planning
Networking Tips

• *Use formal & informal channels of communication*
• *Take the first initiative to link*
• *Follow-up important contacts*
• *Maintain established networks*
• *Join groups that provide opportunities for linkages*
• Broaden network base
• Periodically evaluate your network
• Keep your end of the deal
• Work with trust, respect & honor
• Use network to implement agenda
• Maintain a network file
• Share information
• Don’t overload your network
• Have fun & enjoy each person you meet
XIII. Summary

1. Motivating the community entails
   - establishing good relationships
   - communicating clear messages
   - encouraging participants
   - avoiding prejudice
2. Use of locally available resources is the key to sustainable community development.
Community-based projects should

- strengthen ability of people to solve problems
- promote use of local resources
- encourage project ownership
4. Participation of young people encourage

- Contribution from youth sector
- Development of their skills
5. Networking strengthens support from various sectors.

6. Volunteers are crucial human resource in community-based activities.
Thank you!