

# Promoting Community Health and Development

## *The Community Tool Box Curriculum*

<b>Modules for Each of 16 Core Competencies</b>	<b>Some Learning Supports &amp; Modes of Delivery</b>
<ol style="list-style-type: none"> <li>1) Creating and Maintaining Coalitions and Partnerships</li> <li>2) Assessing Community Needs and Resources</li> <li>3) Analyzing Problems and Goals</li> <li>4) Developing a Framework or Model of Change</li> <li>5) Developing Strategic and Action Plans</li> <li>6) Building Leadership</li> <li>7) Developing an Intervention</li> <li>8) Increasing Participation and Membership</li> <li>9) Enhancing Cultural Competence</li> <li>10) Advocating for Change</li> <li>11) Influencing Policy Development</li> <li>12) Evaluating the Initiative</li> <li>13) Implementing a Social Marketing Campaign</li> <li>14) Writing a Grant Application for Funding</li> <li>15) Improving Organizational Management and Development</li> <li>16) Sustaining the Project or Initiative</li> </ol>	<p><i>SUPPORTS FOR EACH MODULE:</i></p> <ul style="list-style-type: none"> <li>• Participant’s Guide</li> <li>• Facilitator’s Outline</li> <li>• PowerPoint Slides</li> <li>• Learning Objectives</li> <li>• Group Activities</li> <li>• Assessment of Competence</li> <li>• Supplemental readings (website)</li> </ul> <p><i>SOME MODES OF DELIVERY:</i></p> <ul style="list-style-type: none"> <li>• Courses</li> <li>• Short courses</li> <li>• Workshops</li> <li>• CEU training</li> <li>• Certificate programs</li> <li>• Online (under development)</li> </ul>

# COMMUNITY TOOL BOX™ CURRICULUM

## Modules and Lessons

### *MODULE 1: Creating and Maintaining Coalitions and Partnerships*

- Lesson 1.1 Working Together for Community and System Changes**
- Lesson 1.2 Creating a Community Coalition or Collaborative Partnership**
- Lesson 1.3 Maintaining a Community Coalition or Collaborative Partnership**
- Lesson 1.4 Putting It All Together: Creating and Maintaining Your New Coalition

### *MODULE 2: Assessing Community Needs and Resources*

- Lesson 2.1 Understanding and Describing the Community**
- Lesson 2.2 Assessing Community Needs**
- Lesson 2.3 Identifying Community Assets and Resources**
- Lesson 2.4 Conducting Assessments**
- Lesson 2.5 Doing a SWOT Analysis: Strengths, Weaknesses, Opportunities, and Threats**
- Lesson 2.6 Putting It All Together: Creating a Community Assessment

### *MODULE 3: Analyzing Problems and Goals*

- Lesson 3.1 Naming and Framing Problems and Goals**
- Lesson 3.2 Analyzing the Problem or Goal**
- Lesson 3.3 Identifying Personal and Environmental Factors that Contribute to Risk and Protection**
- Lesson 3.4 Identifying Targets of Change and Agents of Change: Who Can Benefit and Who Can Help**
- Lesson 3.5 Generating and Choosing Solutions**
- Lesson 3.6 Putting It All Together: Analyzing Your Community's Problems and Goals**

### *MODULE 4: Developing a Framework or Model of Change*

- Lesson 4.1 Developing a Logic Model**
- Lesson 4.2 Intervention Mapping**
- Lesson 4.3 Reviewing and Building Consensus on the Framework or Model of Change**
- Lesson 4.4 Putting It All Together: Developing Your Framework**

### *MODULE 5: Developing Strategic and Action Plans*

- Lesson 5.1 VMOSA I: Vision, Mission and Objectives**
- Lesson 5.2 VMOSA II: Strategies and Action Plans**
- Lesson 5.3 Reviewing and Building Consensus on Your Action Plan**
- Lesson 5.4 Using Strategic and Action Plans to Guide and Enhance Your Work**
- Lesson 5.5 Putting It All Together: Creating Your Strategic and Action Plans

### *MODULE 6: Building Leadership*

- Lesson 6.1 Community Leadership: Some Key Ideas, Styles, and Qualities**
- Lesson 6.2 Developing a Plan for Building Leadership**
- Lesson 6.3 Collaborative Leadership**
- Lesson 6.4 Servant Leadership**
- Lesson 6.5 Developing a Great Leadership Team**
- Lesson 6.6 Putting It All Together: Creating a Leadership Development Plan**

### *MODULE 7: Developing an Intervention*

- Lesson 7.1 Developing a Preliminary Community Intervention**
- Lesson 7.2 Reviewing and Selecting Best Practices**
- Lesson 7.3 Adapting Interventions to Fit the Local Context**
- Lesson 7.4 Ethical Considerations in Implementing Interventions**
- Lesson 7.5 Putting It All Together: Creating a Plan for Developing an Intervention

### *MODULE 8: Increasing Participation and Membership*

- Lesson 8.1 Identifying and Connecting With Those to be Reached**
- Lesson 8.2 Recruiting New Members to the Organization or Effort**
- Lesson 8.3 Engaging Community Members in the Effort**
- Lesson 8.4 Maintaining Involvement and Sustaining Commitment of Members**
- Lesson 8.5 Putting It All Together: Increasing Participation and Membership

### *MODULE 9: Enhancing Cultural Competence*

- Lesson 9.1 Understanding and Assessing Cultural Competence**
- Lesson 9.2 Building Culturally Competent Organizations
- Lesson 9.3 Supporting People Who Experience Discrimination
- Lesson 9.4 Building Culturally Inclusive Communities
- Lesson 9.5 Putting It All Together: Enhancing Cultural Competence

### *MODULE 10: Advocating for Change*

- Lesson 10.1 Twenty Guidelines for Effective Advocacy**
- Lesson 10.2 Preparing for Advocacy through Research**
- Lesson 10.3 Matching Advocacy Tactics with Your Situation and Goals
- Lesson 10.4 Implementing Advocacy Tactics with Allies and Against Opposition
- Lesson 10.5 Putting It All Together: Planning your Advocacy Effort

### *MODULE 11: Influencing Policy Development*

- Lesson 11.1 Setting the Public Agenda
- Lesson 11.2 Conducting Research to Influence Policy Development**
- Lesson 11.3 Developing Policy Goals and Plans**
- Lesson 11.4 Gaining Support for Policy Options**
- Lesson 11.5 Assuring Accountability and Enforcement of Existing Policies and Laws**
- Lesson 11.6 Putting It All Together: Planning to Influence Policy

### *MODULE 12: Evaluating the Initiative*

- Lesson 12.1 Concepts and Attributes of Evaluation
- Lesson 12.2 Determining Who Cares and What They Care About**
- Lesson 12.3 Developing Evaluation Questions Consistent with the Framework and Intervention**
- Lesson 12.4 Gathering Evidence to Address the Evaluation Questions:**
- Lesson 12.5 Using Evaluation Data to Learn and Make Adjustments**
- Lesson 12.6 Communicating the Findings to Relevant Audiences
- Lesson 12.7 Using Standards to Assess Your Evaluation Plan
- Lesson 12.8 Putting It All Together: Developing an Evaluation Plan

### *MODULE 13: Implementing a Social Marketing Effort*

- Lesson 13.1 Engaging in a Social Marketing Campaign
- Lesson 13.2 Listening to Those Whose Behavior Matters
- Lesson 13.3 Communicating Information to Key Audiences
- Lesson 13.4 Making the Desired Behavior Change Easier and More Rewarding
- Lesson 13.5 Supporting and Maintaining Behavior Changes
- Lesson 13.6 Using Principles of Persuasion to Influence Adoption and Use of Practices
- Lesson 13.7 Putting It All Together: Planning a Social Marketing Campaign

### *MODULE 14: Writing a Grant Application for Funding*

- Lesson 14.1 Preparing to Request Funding**
- Lesson 14.2 Developing a Budget that Reflects Your Project or Initiative**
- Lesson 14.3 Identifying and Communicating with Potential Funders
- Lesson 14.4 Putting It All Together: A Community Grant Application

### *MODULE 15: Improving Organizational Management and Development*

- Lesson 15.1 Developing Governance and Management Structures**
- Lesson 15.2 Managing and Enhancing Human Resources**
- Lesson 15.3 Creating Sound Business and Financial Operations**
- Lesson 15.4 Ensuring Excellent Communications
- Lesson 15.5 Putting It all Together: Improving Your Organizational Management and Development

### *MODULE 16: Sustaining the Work or Initiative*

- Lesson 16.1 Developing a Plan for Sustaining Your Program or Initiative**
- Lesson 16.2 Using the Twelve Tactics for Sustainability**
- Lesson 16.3 Developing Business and Marketing Plans
- Lesson 16.4 Putting It All Together: Sustaining Your Work or Initiative