

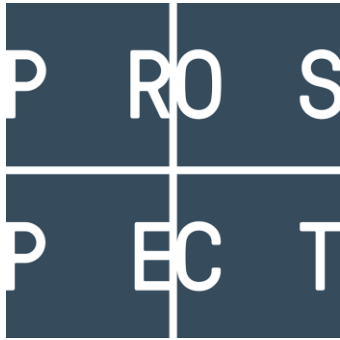


Project supported by the PHA



## An introduction to Community Development

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# About me

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# Working well together

- Participation is key!
- Cameras on
- First name on your image
- Mute when not talking
- Respect for speaker – avoid interrupting
- Indicate to contribute – hand up!
- Respect confidentiality of conversation
- Mobile Phones – Silent



# NICHI Project

## Aim of Networks Involving Communities in Health Improvement

- To strengthen links between the Public Health Agency (PHA) and local communities in order to support local communities, through a community development approach
- To address health and social wellbeing issues and reduce health inequalities through :
  - Signposting
  - building capacity
  - strengthening local accountability to develop healthy, sustainable communities



# Purpose of this Session

Exploring the purpose of community development

Community development values

What community development involves – process

Evaluating community development activity

What does  
Community mean to  
you?







# Community can be...

- A group of people living in the same **place**
- A group of people who have a shared sense of **identity**
- A group of people with a shared **interest**

# Types of communities

- Communities of Geography
  - Neighbourhood, estate, village, town
- Communities of Identity
  - Section 75 groupings
- Communities of Interest
  - Environment, historical, cultural, arts, sports, countryside, etc.

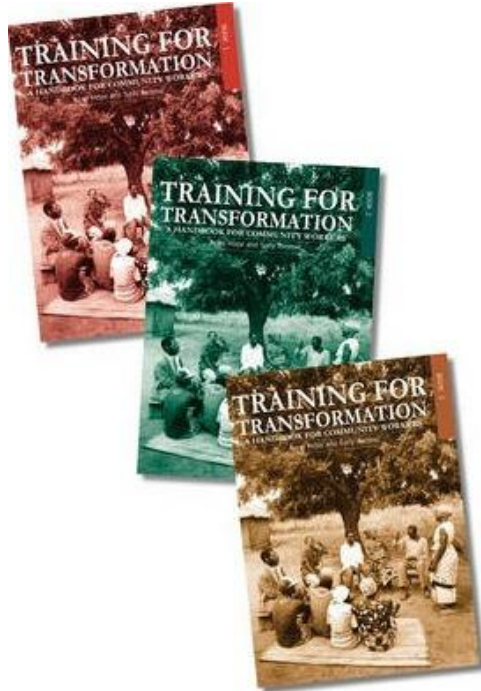


Which types of community do you associate with / are you involved with?



# What does development mean to you?



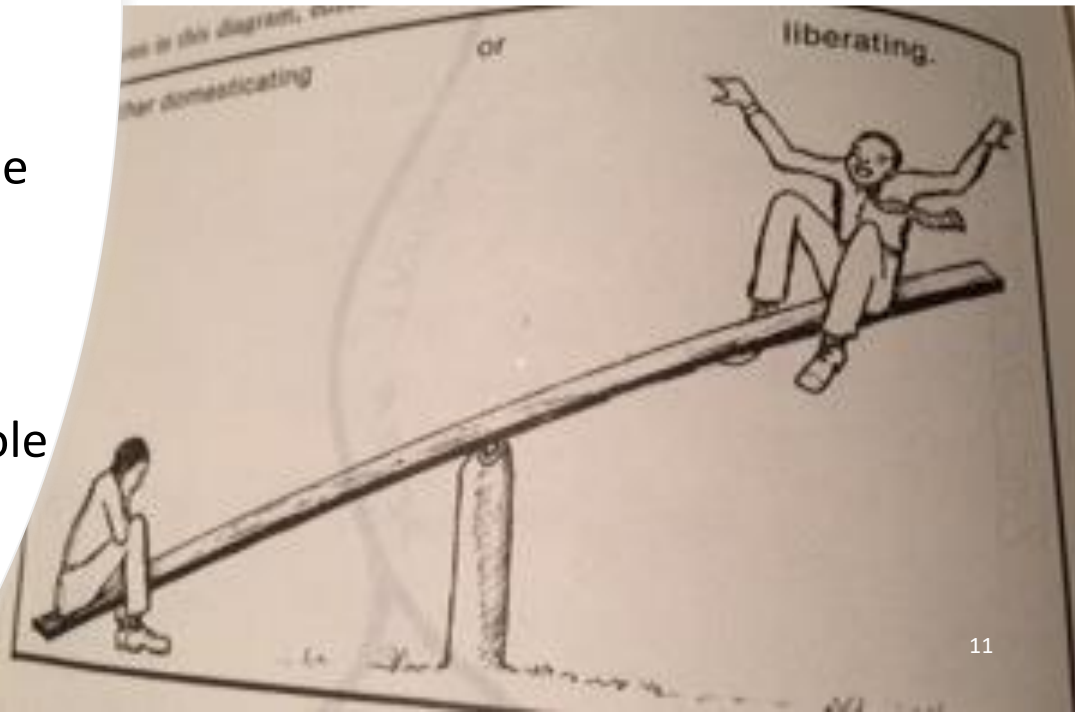


*'Development, liberation and transformation are all aspects of the same process. It is not a marginal activity. It is the core of all creative human living.'*

*Hope and Timmel, 1984*

## Key Principles of Freire - Education is never neutral

- Domesticating – maintaining existing situation and imposing values and culture of dominant class
- OR
- Liberating – helping them become free, active, critical, creative and responsible members of society
- What can this tell us about the role of community development?







What is Community Development?

# What is Community Development?

The Key Purpose of community development enables people to work collectively to bring about positive social change.





# What is Community Development?

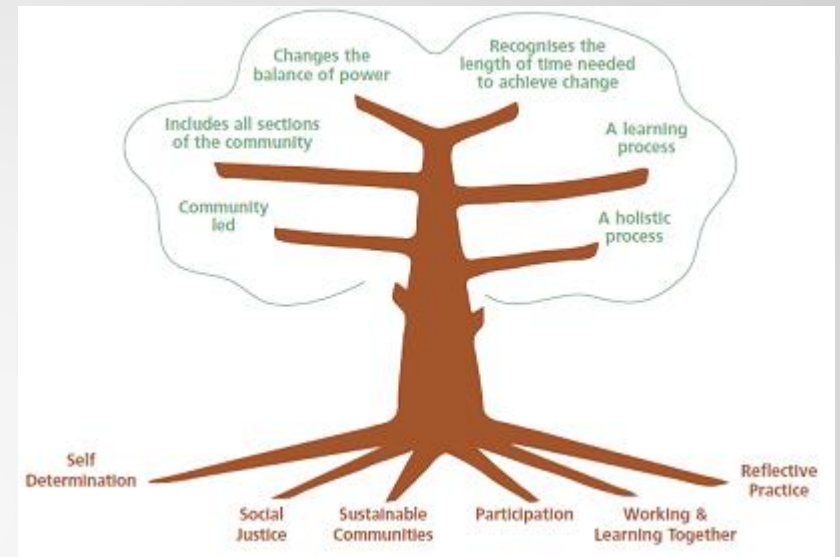
A long-term process starts from people's own experience and enables communities to work together to:

- Identify their own needs and actions
- Take collective action using their strengths and resources
- Develop their confidence, skills and knowledge
- Challenge unequal power relationships
- Promote social justice, equality and inclusion

in order to improve the quality of their own lives, the communities in which they live and societies of which they are a part.



UK National Occupational Standards  
for Community Development 2015



A VALUES-BASED COMMUNITY  
LEADS TO POSITIVE CHANGE

# Values are.....



- Beliefs and convictions about what we believe is of important to us in what we think, say or do, how we behave and treat others
- Values may vary from culture to culture – think of dress codes, marital relationships,
- A Value is something that is so strong for you nothing is likely to make you change it or negotiate around it
- **Organisational values will shape how the group/organisation acts and how the people within the organisation behave**

# Four Lenses to Help us Think about Values

- **Rights and Responsibilities.** Rights define what people can expect in terms of treatment and entitlement. There is always a duty/responsibility associated with a right.
- **Maximising the amount of good in the world.** How we balance the benefits of an action against the risks and costs associated with it. Promoting the common good to help everyone have a fair share of the benefits in society/ community
- **Making our own decisions.** Respecting people's autonomy (independence) and decision-making abilities enables individuals to make reasoned and informed choices. Personal autonomy is where people control their own destiny, through decisions they make throughout their lives.
- **Leading a virtuous life.** Examining what we each believe as the moral 'rightness' or 'wrongness' of actions. Actions can be seen as right or wrong regardless of any consequences of the action. It is the principle or motivation on which the action is based that is considered of most importance.
- <https://www.york.ac.uk/media/educationalstudies/documents/curriculumprojects/snab/1-page%20introduction.pdf>

# Values

that guide us

Think about your values –  
which values guide you?

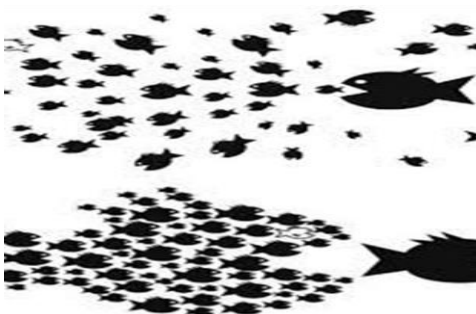






How do you put these value into action in your work/community activity?





# Values in Community Development

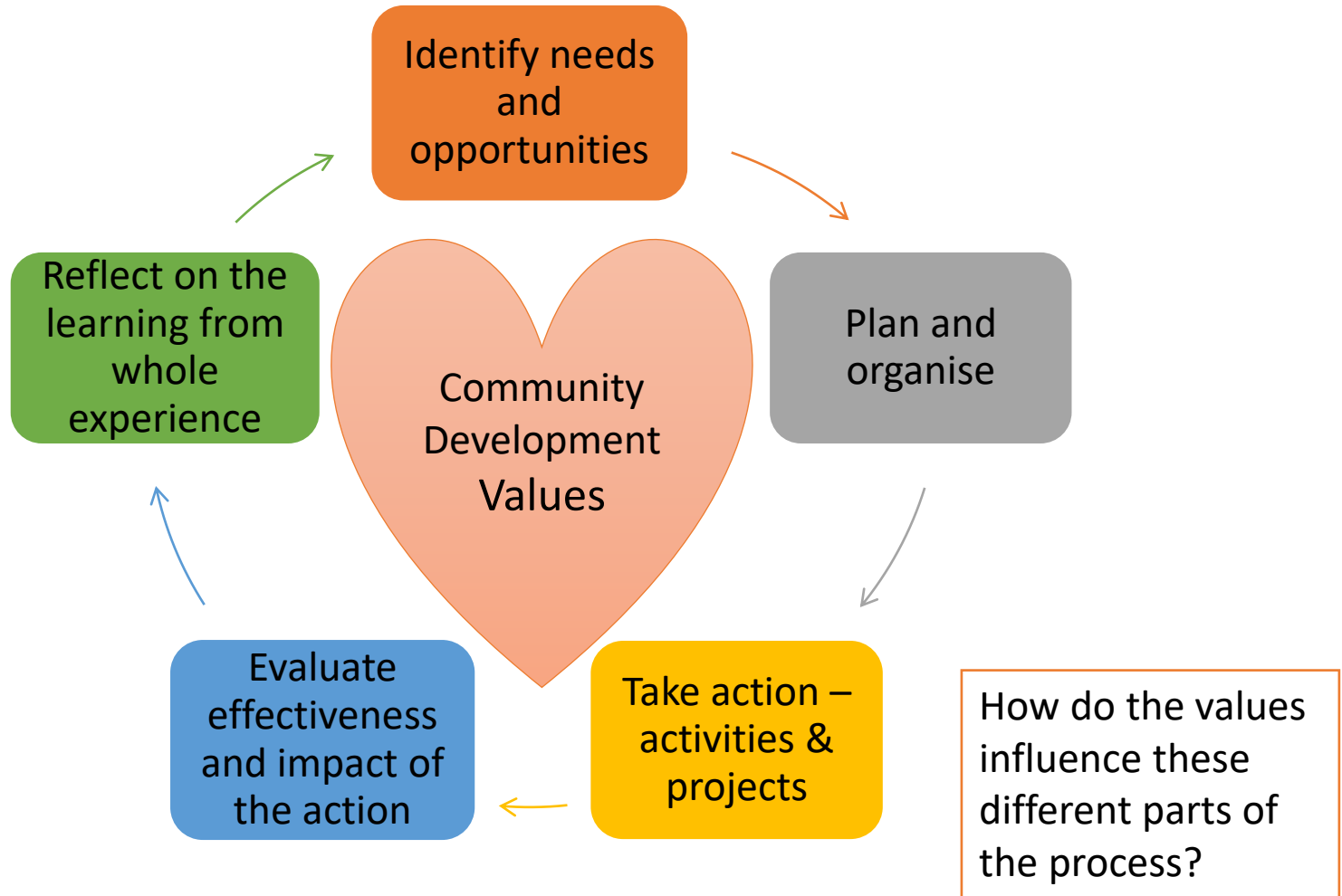
- **Social Justice and Equality**
  - Work for a more just and equal society which recognises environmental, political, cultural and economic issues
- **Anti-discrimination**
  - Respect, value, support and promote difference and diversity whilst rejecting and challenging any form of oppression, discrimination and sectarianism.
- **Community empowerment**
  - Enable communities to develop confidence, capacity, skills and relationships to shape collective action and challenge imbalances of power.
- **Collective action**
  - Promote the active participation of people within communities, using the power of a collective voice and goal.
- **Working and learning together**
  - Create and encourage opportunities for collective learning through action and shared reflection

## Exploring the CD Values

- Thinking about your group/community, take a few minutes of quiet reflection to think about and note down;
- What values are important?
- Why is this value important to you/your group/community?
- What examples can you identify of this value being put into practice?



# The Community Development Process



# The stages of Community Development

Tea-time comes after meeting!



Which bit goes first after that other bit?



# The stages of Community Development

- Coming together to explore issues, and understand the root causes of concerns;
- Identifying other organisations and people who might be supportive
- Identifying the changes that people want to achieve;
- Encouraging people to feel they can make a difference;
- Exploring previous attempts to change things, and what can be learnt;
- Agreeing shared visions and priorities for action;
- Agreeing how to assess progress and evaluate impact of actions;
- Providing frameworks for planning and organisational development;
- Delivering training or finding appropriate learning opportunities;
- Finding all the resources needed;
- Challenging communities to ensure they are inclusive towards all;
- Supporting individuals so they can stay on-board;
- Helping communities reflect and learn

# Applying different Skills and Knowledge to aspects of community development work



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Think about your group, what you do and the people involved

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What do people need to be able to do?

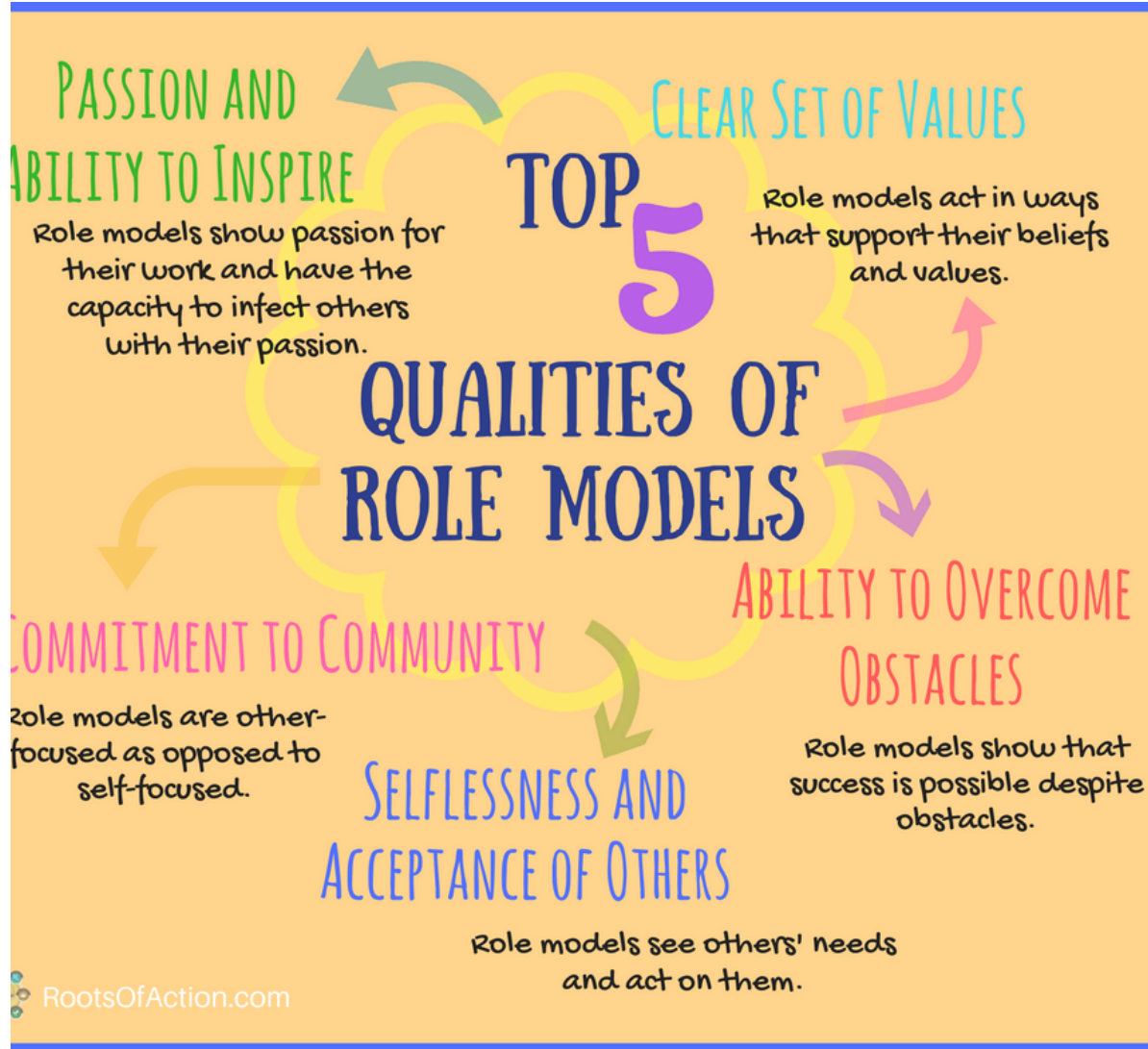
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What skills would they need?

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How will they apply these skills?

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Qualities of a  
Community  
Development  
Practitioner?



# Community Development Skills

What skills do  
you / your  
group have?

(make a note)

# Skills in a Group

- ✓ Being organised
- ✓ Being a committee member
- ✓ Motivating people
- ✓ Being a committee chair person
- ✓ Being a committee secretary
- ✓ Being a committee treasurer
- ✓ Coming up with new ideas
- ✓ Sitting on a committee which employs a worker
- ✓ Keeping people together to get the job done
- ✓ Networking with other community groups
- ✓ Giving support to:
  - ✓ Other committee members
  - ✓ Staff
- ✓ Liaising with different agencies / departments
- ✓ Dealing with conflict
- ✓ Campaigning for something at community level /lobbying
- ✓ Looking ahead and planning
- ✓ Fundraising/making applications
- ✓ Taking stock of what has been achieved / evaluated
- ✓ Consulting with others/gathering views
- ✓ Dealing with money / keeping accounts
- ✓ Sorting things out / problem solving
- ✓ Identifying needs / research
- ✓ Speaking in front of a group / public speaking
- ✓ Dealing with legal issues e.g. contracts, insurance
- ✓ Getting things finished
- ✓ Marketing/promotion/ raising the group's profile



# GOOD IMPACT PRACTICE PRINCIPLES

1. Take responsibility for impact and encourage others to do so too
2. Focus on purpose
3. Involve others in your impact practice
4. Apply proportionate and appropriate methods and resources
5. Consider the full range of the difference you actually make
6. Be honest and open
7. Be willing to change and act on what you find
8. Actively share your impact plans, methods, findings and learning



# Further Information

[www.healthalliancenl.com](http://www.healthalliancenl.com)



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