

Community Building 101



Training Institute 2021

Introductions!

- Name
- PIH Engage team
- Why is community building important to you?
- Name one place you'd like to travel to!

Before we start...

On a scale of 1-10, how confident are you in

- Your understanding of community building
- Ability to access resources available
- Conducting CB events
- The process of planning an event/goal-setting

What is Community Building?

Word cloud activity:

- Follow the link sent in the chat
- Answer “what is community building” in 3-5 words.

Community Building focuses on building people power for the team. Community Build Leads will lead member recruitment, build relationships across the team, and develop a culture of honesty, activism, and deep commitment.

Why is Community Building important to PIHEngage?

- We recruit, train, and equip teams of community organizers who mobilize their communities in the fight for health equity.
- Through curricula, webinars, discussions, and events, we raise awareness about the forces that prevent global health equity and highlight the links between poverty and poor health.



We **organize** by building dedicated, well-resourced teams and by fostering alliances with groups who share our vision.



We **educate** by hosting discussion groups and public lectures about the right to health.

Community Building and Recruitment Strategies

- Write down two bullet points regarding strategies of how to host educational events in-person or online
- Write down one bullet point regarding getting new member retention in-person or virtually

Community Building Resources

What resources are available for community building?

- Bending the Arc Screening
- Global Health Curriculum
- Public Narrative Guide
- Community Building Lead Manual
- Crash course
- PIH Engage videos
- Plus many more!

Put your CB Planning to the Test!

- Example!
- In groups: plan one event in your teams in relation to community building
 - Take 5-7 minutes to plan it in groups
 - Get ready to share back with the main group

Events: member retreat, webinar, book club/global health curriculum, guest speaker/panel

Takeaways

On a scale of 1-10, how confident are you in

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*Organizing is a form of leadership
that enables a group of people to
turn its resources into the power to
make change.*

What is community building?



What is community building?

