



Building Capacity through Community Organizing (BCCO) Certificate Program

The Childhood Obesity Prevention in South Carolina Communities (COPASCIties) project has developed an interactive training series around community organizing with a focus on strengthening the local food system in your community, and we invite you to take advantage of this wonderful opportunity! The goal of COPASCIties, a collaborative research project of the University of South Carolina's Center for Research in Nutrition and Health Disparities, is to work directly with communities to improve food systems to prevent childhood obesity by building connections, strengthening resources and empowering communities to create change.

The Building Capacity to do Community Organizing (BCCO) Certificate Program is being implemented across multiple sectors, including—but not limited to—select coalitions formed to address childhood obesity prevention and service learning courses at local colleges and universities. This training is designed to bring diverse groups of people together to identify organizing opportunities and develop strategies collectively to transform food systems through community organizing and advocacy.

The BCCO Certificate Program consists of interactive presentations, group and/or one-on-one activities and discussions designed to build the capacity of groups to develop and successfully implement the strategies mentioned above.

TRAINING COMPONENTS OF THE BCCO CERTIFICATE PROGRAM

Uncovering Our Values: Introduction

Participants will discover, reflect, clarify and articulate the commonly held values of the coalition membership and gain a deeper understanding of the implications of the mission and vision statements of their work. This training will also explain what a food system is, how our actions affect the system and what values are related to the food system. Participants will be able to connect personal experiences to food and explore how they can take action to have a positive impact on their food system.

Picture This

Participants will spend 1 week taking photos of their food system. Photos will be shared via social media and participants will then come together to examine how each of our experiences is similar or different. Participants will identify opportunities for improvement and reach consensus on next steps for working collectively towards food systems change in their community.

Community Organizing 101

This training will provide participants with a framework for understanding the basic principles of community organizing and how these methods can be used to create food systems change and build the capacity of their coalition. Participants will be able to discuss and plan for incorporating community organizing methods into local work to build a healthier food system.

Messaging & Framing Your Campaign

When trying to create change, it is important to know how the media are talking about a current issue, because the media often influence public opinion and policy, and vice versa. This creates a triangle of influence or a picture frame around an issue, affecting how we think about that issue. Participants will understand how issues are being portrayed in the media and learn about the benefits of creating change through messaging during campaigns using collective action framing. Messages that use collective action framing assign blame for an issue, present concrete solutions to an issue and communicate specific calls to action to the audience. Using the collective action framework, a study examined SC media sources to determine who was being assigned blame for the childhood obesity epidemic, what solutions to childhood obesity were being suggested and what call to action, if any, was being presented to the public to promote change.

Strategizing vs. Planning

Participants will understand the difference between a plan and a strategy. Participants will be presented with a mock issue campaign and receive hands-on experience in developing a strategy to win the campaign. During this training, participants will learn about the importance of: goal-setting; including identifying allies and opponents; understanding who the decision makers are; developing tactics; and redistributing power.

Building and Maintaining an Effective Coalition—Creating Healthy Communities Through Advocacy

This training is designed to help build the capacity of coalitions to engage in effective local and state advocacy around food systems change and other issues in which their coalition is involved. Participants will learn the steps to building a strong group of coalition members. We will review the keys to effective collaboration and large-scale community change and provide an overview of the legislative and grassroots advocacy processes. Participants will discuss and plan action steps to implement in their local coalition.

Proposed Timeline

NOTE: Each training will require at least a 50-minute block of time. Ideally, trainings will occur each week over the course of 6 weeks. Each training session will be structured as:

- Welcome & Building Community Ice Breaker
- Video Intro to Today's Topic
- Presentation/Activity
- Questions
- Reflection

Participants

Each training session is designed to build from the previous session; therefore, it is important for participants to attend all sessions. Participants that complete all six components will receive a certificate of completion. Certificates of completion will not be given to participants that do not attend all sessions. Participants also have the option to receive 2 Certified Health Education Specialist (CHES) contact hours for each training session.

Your organization will be responsible for the following:

Space: We will need a room, with tables and chairs that is large enough to accommodate all participants. You may decide whether you also want to serve refreshments in this room.

Supplies: We will need access to a projector, laptop, speakers for sound, dry erase board or easel pad and markers.

COPAScities will provide the following:

Workbook: We will provide each participant with a training workbook at the first training.

For more information please contact:

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