

Community mobilization: evaluation of an environmental approach to local action

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Published

1997

Publisher

Addiction

Type

Journal article

Volume

92

Issue

Suppl 2

Page(s)

S173-S187

Abstract

Community mobilization in the Community Trials Project refers to organizing community members to support and implement policies to reduce alcohol-involved trauma. This paper defines the conceptual model of mobilization used in the project. In evaluating the project, we were guided by the conceptual model and we used structured materials from interviews with local staff in all three experimental communities; we found that the overall goal of mobilization (implementation of policies) was achieved. Additional observations based on naturalistic case studies of the communities include:

1. the importance of an established research base,
2. the varying role and problematic nature of coalitions,
3. the strategic advantage of early project support among the general population,
4. the role played by key leaders in mobilization,
5. the advantages of a multi-component design, and

6. the key role played by media advocacy.

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