



Trinity Health TCI Cross-site Training

Community Organizing

March 12, 2026
12:30 AM – 2:00 PM EST



Never forget:

How far you've come. Everything you have gotten through. All the times you have pushed on even when you felt you couldn't. All the mornings you got out of bed no matter how hard it was. All the times you wanted to give up but you got through another day. Never forget how much strength you have learned and developed.

TCI at a Glance

		Y4 (7/25-6/26)			
TCI at a Glance Content and dates subject to change		July - Sept	Oct-Dec	Jan-Mar	Apr-Jun
Items Due by Sites	Lead/Facilitator				
Final Expenditure Report	Lead CBO				7/31
Final TCI Report	Local Evaluators/ Cross-site Evaluator				May 30
Sustainability Plan	Lead CBO				May 30
Events/Trainings	Anticipated Participants				
TA Session Jan - Sustainability Planning	Core Team (open invite to collab members)			1/15	
TA Session March - Community Organizing 101	Core Team (open invite to collab members)				
TA Session May - Sustainability Planning Part 2	Core Team (open invite to collab members)				
GHPC Support (1:1 site planning conversations)	Core Team+ with GHPC			Jan	
Key Informant Interviews	TBD				
Grant-End Celebration/Highlights	Core Team (open invite to collab members)				June

Note: CAP quarterly progress updates will no longer be due. Also, neither will be a mid-year expenditure report.

Final Report & Sustainability Guidance

Guidance was emailed on Friday, March 6th.

If you did not receive this email, contact Beth Geno Otto.



Community Organizing

TCI TA Providers and Expert Guest Speakers

TA Providers

- Jessie Jones, MPHI
- Laurie Call, IPHI

Guest Speaker

- Keoshia Banks, MPHI

Community Organizers

- Kimberly McCoy, Fresno CA
- Lacandis Judge, Fresno CA
- Roger Brown, Fresno CA
- Tameka Ramsey-Brown, Pontiac MI
- Autumn Butler, Pontiac MI

Training Agenda

- **Workshop Introduction**
- **Level Setting on Community Organizing**
- **Introduction to Panelists**
- **Panel Discussion**
 - **Part I: Getting Started with Community Organizers**
 - **Nuts and Bolts of Organizing**
 - **Sustaining the Momentum**
 - **Open Q and A**
- **Closing**
 - **Evaluation/Feedback**

Learning Objectives

Participants will be able to:

1

Describe the role of a community organizer in advancing policy and system change.

2

Identify steps to take to start working with a community organizer.

3

Strengthen your work with community organizers and sustain your efforts.

Group Agreements

- Stay present and actively participate.
- All teach, all learn.
- Step up, step back.
- Accept that activity will not be complete.

Warm-up Polls

Please answer the 2
anonymous poll questions.

- **Choose the statement that best describes your experience with regards to working with community organizers.**
 - **We worked with community organizers on our TCI project.**
 - **I have worked with community organizers on a different project but not TCI.**
 - **I am a community organizer.**
 - **I have never worked with a community organizer.**
- **What is the biggest challenge you have faced or anticipate with community organizing?**



Community Organizing Overview



COMMUNITY ORGANIZING

Keoshia Banks, MPH, CHES

Project Manager, Michigan Public Health Institute (MPHI),

Center for Health Innovation and Practice (CHIP)



COMMUNITY ORGANIZING

A method for building power, particularly for people and communities who have traditionally been excluded from decision making

Mobilizing Community Members

Community organization brings individuals together to address common issues and improve their local environment through collaboration.

Empowering Through Collective Action

Collective action empowers community members, giving them a sense of ownership and responsibility for positive change.

Grassroots Participation for Change

The process involves identifying issues, setting goals, and coordinating resources for sustainable change through grassroots involvement.

IDENTIFYING ISSUES AND STAKEHOLDERS

Identifying Key Community Issues

Determine which issues are top priority not just for your organization but also, for the community members (i.e., needs assessments, surveys, listening sessions)

Addressing Intersecting Issues

Even if community needs do not match funding priorities, find ways to incorporate community needs. This builds collaboration and trust.

Mapping Relevant Stakeholders

Mapping stakeholders such as residents, leaders, businesses, and institutions ensures inclusive participation in community efforts.

BUILDING RELATIONSHIP

Trust Building Methods

One-on-one meetings and small group discussions foster trust and strengthen community bonds. Focus on inclusion and transparency!



MOBILIZING RESOURCES AND TAKING COLLECTIVE ACTION

Leveraging Diverse Resources

Mobilization requires using funding, volunteer labor, networks, and material support effectively for campaign success.

Clear Action Plans

Well-defined plans increase member engagement and enhance public visibility for campaigns.

SUSTAINING MOMENTUM AND MEASURING IMPACT

Sustaining Momentum

Continuous engagement and adapting strategies are essential to maintain progress and celebrate achievements.

Impact Measurement

Use measurable data to evaluate the impact effectively.

Feedback and Accountability

Incorporating feedback loops and transparent reporting improves accountability and morale.



SUCCESSSES

Panel Discussion

Panelists



Kimberly McCoy
Lead Community Organizer
Faith in the Valley
kimberly@faithinthevalley.org



LaCandis Judge
Resident Engagement
Specialist
Another Level Training
Academy
Lacandis Judge
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Roger "Syrup" Brown
CEO
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Autumn Butler
Community Organizer
Neighborhood C.U.R.E
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Tameka Ramsey-Brown
Community Organizer
T. Ramsey and Associates LLC
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Q and A

Next Training Session

- Sustainability Planning Part 2
 - May 14, 2026 – 12:30-2:00 EST

Training Feedback

- Please complete the training evaluation.

Closing