

An Evidence-Informed* Community Psychology Value Proposition

Community Psychology applies knowledge from a variety of fields including psychology, public health, organizational development, sociology, social work and others to understanding and solving community, organizational, and societal problems. We apply well-established community psychology principles and techniques, tested and proven in practice, to improve well-being and effectiveness at individual, organizational, and community levels. We do so with an explicit concern for social justice, inclusiveness and participation, the value of diversity, collaboration, prevention, and a focus on strengths.

Community Psychology Skill Sets

In addition to a solid grounding in the science of psychology, most Community Psychologists are trained to:

- **Plan and conduct community-based applied research**, including needs assessment and planning studies.
- **Evaluate programs/services:** Develop evaluation designs. Collect, analyze, report, and interpret evaluation data.
- **Incorporate psychological, ecological, and systems level understanding** into holistic, sustainable community development processes.
- **Contribute to organizational assessment, program planning and development.**
- **Locate, evaluate, and apply information** from diverse information sources to new situations.

Many community psychologists also are trained to:

- **Facilitate small and large group processes.**
- **Communicate effectively; disseminate information** in both technical and lay language with diverse stakeholder groups.
- **Build community and organizational capacities.**

As they gain experience, community psychologists also:

- **Build and maintain collaborations** with a network of clients, communities, organizations, and other involved professions. Negotiate and mediate between different stakeholder groups around a particular issue.
- **Apply leadership, supervisory and mentoring skills.**
- **Develop organizational and community resources.**
- **Develop additional skill sets**, consistent with individual interests and organization needs.

How Do Community Psychologists Add Distinctive Value?

Community Psychologists work collaboratively with others to help strengthen delivery systems, provide cost-effective services, increase access to resources, and optimize quality for individuals, private and governmental organizations, corporations, and community groups. Community Psychologists design interventions and plan changes that build on existing strengths of people, organizations, and communities to help create sustainable results.

Community Psychologists contribute to multidisciplinary teamwork as consultants, leaders, educators, grant writers, professors, human service managers, program directors, policy developers, service coordinators, evaluators, planners, trainers, team leaders, and researchers in all sectors including government, for profit and nonprofit organizations.

Community psychologists combine psychological science with knowledge of community and social systems; and a holistic ecological approach as our distinct value added. We have the implementation skills to put theory, research, policy, and strategy into action in challenging and divergent settings. We bring a unique psychological understanding of mission and vision to your own organization and to the constituencies who are your customers, suppliers, and strategic partners. Most importantly, we are adaptive, values-based professionals who thrive on working well with others in teams and task forces. We are well equipped to blend our skill sets with those of other professions, and to work collaboratively toward sustainable systems and community improvement.

For More Information about Community Psychology

Visit the Practice Connection website at <http://www.scra27.org/practice>; or The Community Toolbox at <http://ctb.ku.edu/en/>, a free resource developed by Community Psychologists.

* 2009-2010 Community Psychology Value Proposition Survey results