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Community participation and communication processes in the implementation of programs of resettlement of families within the context of urban development in the city of Barranquilla (Colombia)

Participación comunitaria y procesos de comunicación en la implementación de programas de reasentamiento de familias dentro del contexto del desarrollo urbano en Barranquilla (Colombia)

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Abstract

Planning processes of development and growth of the city of Barranquilla have required the relocation of the population living in areas of intervention actions. As part of the implementation of the New Management Plan Territorial (POT), the city plans to revitalize an area around the Magdalena River with a view to improving the quality of life of citizens and to increase competitiveness of the city. The revitalization project is known as project "La Loma".

Under the current Land Use Plan of Barranquilla (POT), the urban development project "La Loma" includes, among other activities, the transfer of a large number of people currently living in this area. For this reason, this article aims to review the current POT and documents from City Council and the Mayor's office associated with the POT and "La Loma" project, in order to identify and analyze the component of community participation and communication related to the implementation of this project.

The results of the documents revealed the presence of regulatory elements associated with community participation. The results also showed potentially useful spaces for the implementation of inclusive communication processes. Therefore, this article proposes a guide for the formulation of a strategic communication plan with a focus on participatory communication and dialogue facilitator to be used during the execution of urban projects that include the relocation of families.

Keywords: communication, community participation, family relocation, communication plan.

Resumen

Los procesos de planificación del desarrollo y crecimiento de Barranquilla han requerido el traslado de la población que vive en áreas de acciones de intervención. Como parte de la implementación del Nuevo Plan de Ordenamiento Territorial (POT), se planea revitalizar un área alrededor del río Magdalena con miras al mejoramiento de la calidad de vida de los ciudadanos y al incremento de la competitividad de la ciudad. El proyecto de revitalización es conocido como proyecto de "La Loma"(1).

El proyecto de desarrollo urbano "La Loma" incluye el traslado de un gran número de habitantes que viven actualmente en esta área. Por esta razón, este artículo tiene por objeto revisar el actual POT de la ciudad y documentos a nivel de Consejo Distrital y Alcaldía asociados con el POT y el proyecto "La Loma", con el fin de identificar y analizar el componente de participación comunitaria y comunicación relacionados con la implementación de este proyecto.

Los resultados de la revisión revelan la presencia de elementos normativos asociados con la participación comunitaria; así mismo, se evidencian espacios potencialmente útiles para la implementación de procesos de comunicación incluyentes. Por lo tanto, este artículo propone una guía para la formulación de un plan de comunicación estratégico con un enfoque en comunicación participativa y facilitadora de diálogos a ser utilizado durante la ejecución de proyectos urbanos que incluyan la reubicación de familias.

Palabras clave: comunicación, participación comunitaria, reubicación familiar, plan de comunicación.

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As shown in Figure 2, the low frequency of the 1997, 2000, 2003, 2006, 2009, 2012, 2015, 2018, 2021, 2024, 2027, 2030, 2033, 2036, 2039, 2042, 2045, 2048, 2051, 2054, 2057, 2060, 2063, 2066, 2069, 2072, 2075, 2078, 2081, 2084, 2087, 2090, 2093, 2096, 2099, 2102, 2105, 2108, 2111, 2114, 2117, 2120, 2123, 2126, 2129, 2132, 2135, 2138, 2141, 2144, 2147, 2150, 2153, 2156, 2159, 2162, 2165, 2168, 2171, 2174, 2177, 2180, 2183, 2186, 2189, 2192, 2195, 2198, 2201, 2204, 2207, 2210, 2213, 2216, 2219, 2222, 2225, 2228, 2231, 2234, 2237, 2240, 2243, 2246, 2249, 2252, 2255, 2258, 2261, 2264, 2267, 2270, 2273, 2276, 2279, 2282, 2285, 2288, 2291, 2294, 2297, 2300, 2303, 2306, 2309, 2312, 2315, 2318, 2321, 2324, 2327, 2330, 2333, 2336, 2339, 2342, 2345, 2348, 2351, 2354, 2357, 2360, 2363, 2366, 2369, 2372, 2375, 2378, 2381, 2384, 2387, 2390, 2393, 2396, 2399, 2402, 2405, 2408, 2411, 2414, 2417, 2420, 2423, 2426, 2429, 2432, 2435, 2438, 2441, 2444, 2447, 2450, 2453, 2456, 2459, 2462, 2465, 2468, 2471, 2474, 2477, 2480, 2483, 2486, 2489, 2492, 2495, 2498, 2501, 2504, 2507, 2510, 2513, 2516, 2519, 2522, 2525, 2528, 2531, 2534, 2537, 2540, 2543, 2546, 2549, 2552, 2555, 2558, 2561, 2564, 2567, 2570, 2573, 2576, 2579, 2582, 2585, 2588, 2591, 2594, 2597, 2600, 2603, 2606, 2609, 2612, 2615, 2618, 2621, 2624, 2627, 2630, 2633, 2636, 2639, 2642, 2645, 2648, 2651, 2654, 2657, 2660, 2663, 2666, 2669, 2672, 2675, 2678, 2681, 2684, 2687, 2690, 2693, 2696, 2699, 2702, 2705, 2708, 2711, 2714, 2717, 2720, 2723, 2726, 2729, 2732, 2735, 2738, 2741, 2744, 2747, 2750, 2753, 2756, 2759, 2762, 2765, 2768, 2771, 2774, 2777, 2780, 2783, 2786, 2789, 2792, 2795, 2798, 2801, 2804, 2807, 2810, 2813, 2816, 2819, 2822, 2825, 2828, 2831, 2834, 2837, 2840, 2843, 2846, 2849, 2852, 2855, 2858, 2861, 2864, 2867, 2870, 2873, 2876, 2879, 2882, 2885, 2888, 2891, 2894, 2897, 2900, 2903, 2906, 2909, 2912, 2915, 2918, 2921, 2924, 2927, 2930, 2933, 2936, 2939, 2942, 2945, 2948, 2951, 2954, 2957, 2960, 2963, 2966, 2969, 2972, 2975, 2978, 2981, 2984, 2987, 2990, 2993, 2996, 2999, 3002, 3005, 3008, 3011, 3014, 3017, 3020, 3023, 3026, 3029, 3032, 3035, 3038, 3041, 3044, 3047, 3050, 3053, 3056, 3059, 3062, 3065, 3068, 3071, 3074, 3077, 3080, 3083, 3086, 3089, 3092, 3095, 3098, 3101, 3104, 3107, 3110, 3113, 3116, 3119, 3122, 3125, 3128, 3131, 3134, 3137, 3140, 3143, 3146, 3149, 3152, 3155, 3158, 3161, 3164, 3167, 3170, 3173, 3176, 3179, 3182, 3185, 3188, 3191, 3194, 3197, 3200, 3203, 3206, 3209, 3212, 3215, 3218, 3221, 3224, 3227, 3230, 3233, 3236, 3239, 3242, 3245, 3248, 3251, 3254, 3257, 3260, 3263, 3266, 3269, 3272, 3275, 3278, 3281, 3284, 3287, 3290, 3293, 3296, 3299, 3302, 3305, 3308, 3311, 3314, 3317, 3320, 3323, 3326, 3329, 3332, 3335, 3338, 3341, 3344, 3347, 3350, 3353, 3356, 3359, 3362, 3365, 3368, 3371, 3374, 3377, 3380, 3383, 3386, 3389, 3392, 3395, 3398, 3401, 3404, 3407, 3410, 3413, 3416, 3419, 3422, 3425, 3428, 3431, 3434, 3437, 3440, 3443, 3446, 3449, 3452, 3455, 3458, 3461, 3464, 3467, 3470, 3473, 3476, 3479, 3482, 3485, 3488, 3491, 3494, 3497, 3500, 3503, 3506, 3509, 3512, 3515, 3518, 3521, 3524, 3527, 3530, 3533, 3536, 3539, 3542, 3545, 3548, 3551, 3554, 3557, 3560, 3563, 3566, 3569, 3572, 3575, 3578, 3581, 3584, 3587, 3590, 3593, 3596, 3599, 3602, 3605, 3608, 3611, 3614, 3617, 3620, 3623, 3626, 3629, 3632, 3635, 3638, 3641, 3644, 3647, 3650, 3653, 3656, 3659, 3662, 3665, 3668, 3671, 3674, 3677, 3680, 3683, 3686, 3689, 3692, 3695, 3698, 3701, 3704, 3707, 3710, 3713, 3716, 3719, 3722, 3725, 3728, 3731, 3734, 3737, 3740, 3743, 3746, 3749, 3752, 3755, 3758, 3761, 3764, 3767, 3770, 3773, 3776, 3779, 3782, 3785, 3788, 3791, 3794, 3797, 3800, 3803, 3806, 3809, 3812, 3815, 3818, 3821, 3824, 3827, 3830, 3833, 3836, 3839, 3842, 3845, 3848, 3851, 3854, 3857, 3860, 3863, 3866, 3869, 3872, 3875, 3878, 3881, 3884, 3887, 3890, 3893, 3896, 3899, 3902, 3905, 3908, 3911, 3914, 3917, 3920, 3923, 3926, 3929, 3932, 3935, 3938, 3941, 3944, 3947, 3950, 3953, 3956, 3959, 3962, 3965, 3968, 3971, 3974, 3977, 3980, 3983, 3986, 3989, 3992, 3995, 3998, 4001, 4004, 4007, 4010, 4013, 4016, 4019, 4022, 4025, 4028, 4031, 4034, 4

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The LHC is a circular particle accelerator with a circumference of 27 km, located at CERN near Geneva, Switzerland. It is designed to collide protons at a center-of-mass energy of 14 TeV. The LHC consists of two main parts: the injector chain and the main ring. The injector chain starts with a linear accelerator (LINAC) that accelerates protons from rest to 45 GeV. These protons are then injected into a series of circular accelerators: the Proton Synchrotron (PS), the Super Proton Synchrotron (SPS), and finally the LHC. The LHC is a circular tunnel with a circumference of 27 km, where the protons are accelerated to 7 TeV and then collided. The collisions are detected by four large experiments: ATLAS, CMS, LHCb, and ALICE. The LHC is a major scientific facility that has been instrumental in the discovery of the Higgs boson and is expected to continue to provide valuable insights into the fundamental laws of physics.

LITERATURE REVIEW

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Table 1. Analysis of experiences of relocation in the context of the principles of communication for social change

Principles of communication for social change (41)	Case 1	Case 2	Case 3
Participatory Communication	The claims of the relocated population for unfulfilled promises and concerns arising from its new responsibilities suggest that there was not participatory communication.	The principles of unity, autonomy, land and culture are always present in the organizational dynamics of the Nasa people.	Participation has been raised only in government plans and policies. However, it has only been a lack of fulfillment of commitments and disappointment.
Identity	Was not taken into account in the project.	Comprehensive Risk Reduction is immersed in their own world view and the relationship between man and nature.	Manifest social tissue loss and thus loss of their identity as a community.
Cultural Diversity	Is not evident in the document	Respect and solidarity among those affected (indigenous, afros and agri-cultures). Pluralism and cultural expressions, helped make this process move forward in time and space.	Is not evident in the document
Communication competence	Is not evident in the document	The positioning of local and indigenous authorities within territorial, human, economic, cultural and social rights, make the strategic relocation plan respect cultural diversity and the life plans.	Community meetings in which community leaders, who are socioeconomically disadvantaged relative to those responsible for them, are selected.
Horizontal dialogue	Apparently it did not exist because of the disagreement manifested in the community.	Communities made mixture of thoughts and situations that allowed them to have a comprehensive and organic vision of the territory.	It is seen that what actually occurs is a vertical or, in many cases, lack of communication.

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Principles of communication for social change (41)	Case 1	Case 2	Case 3
Plurality	Was not taken into account, so that after the relocation difficulties among the inhabitants of the new development are presented.	Respect for indigenous constitutional law. Respect for their territory, customs and traditions of those affected. This was a rule from the beginning of the process	The economic forces of owners of mining companies don't allow the existing of democratic plurality. Their economic interest prevails.
Participative democracy	Is not evident	Implementation and participation of community assembly, the council, the captain (Counselor of authority), the El 'wala, the leaders and former councilmen.	Non-existent
Inclusion	Inclusion not taken into consideration. The community believes that, although they now have a roof, their biggest concern with their scarce resources is to maintain it.	organizational forms allowed an auto recognition of the authority, adapted to new situations present in the territory, building real autonomies from each of the communities and promoting self-determination as town	Non-existent
Protection of the environment	Apparently it was not taken into account by the institutions, as there were complaints about not adapting spaces for the creation of home gardens.	The indigenous community as a social actor became less vulnerable by awareness and knowledge that allowed them to identify threats, exhibitions, vulnerabilities that endanger their lives and property.	The main concern of the communities is in the preservation of natural riverbeds and air conservation and the environment in general, which is affected by pollution as a result of the mineral extraction process

Community participation and Urban Development- A view from public policies in Colombia

El presente artículo se centra en el análisis de la participación comunitaria y el desarrollo urbano en Colombia, desde la perspectiva de las políticas públicas. Se examina el rol de las instituciones y los actores locales en la implementación de estas políticas, así como los desafíos y oportunidades que se presentan en este proceso.

En primer lugar, se describe el contexto histórico y político que ha dado lugar a la actual situación de la participación comunitaria y el desarrollo urbano en Colombia. Se destaca la importancia de la participación ciudadana y la necesidad de fortalecer los mecanismos de consulta y diálogo entre las autoridades y la comunidad.

En segundo lugar, se analizan las políticas públicas relacionadas con la participación comunitaria y el desarrollo urbano. Se examina el marco normativo y los instrumentos de planeación que rigen estas políticas, así como los recursos asignados para su implementación.

En tercer lugar, se presentan los resultados de la investigación, los cuales muestran que la participación comunitaria es un proceso complejo y dinámico que requiere de un enfoque integral y multidisciplinario. Se identificaron varios factores que influyen en el éxito o fracaso de la participación comunitaria, como la capacidad institucional, la transparencia y la rendición de cuentas.

Finalmente, se concluye que la participación comunitaria es una herramienta fundamental para el desarrollo urbano sostenible y la mejora de la calidad de vida de la población. Se recomienda fortalecer los mecanismos de participación y promover la corresponsabilidad entre las autoridades y la comunidad.



Table 2. Guidelines for the formulation of a strategic communication plan with a community communication participatory approach

PHASE	OBJECTIVES	VERIFIABLE INDICATORS	ACTIVITIES
Assessment	Establish a diagnosis of sociodemographic, sociocultural and socioeconomic conditions in the community for the correct formulation of strategies and activities in the different stages of awareness, management and sustainability.	Census at least 6 months before starting the process. Include information on social, economic, cultural and demographic factors that directly affect the community.	Conduct a census house by house that also includes a field journal to collect and observe additional problematic factors as well as components of future employability and productivity.
	Know the POT and potential stakeholders	Organization of a document setting out a timeline in the different proposals, objectives, scope and impact on the evolution of this proposed urban development.	. Systematization and socialization of urban development plan through workshops with stakeholders.
	Diagnose the communication process with the community, identifying weaknesses, opportunities, strengths and threats relevant to account by the Territorial.	SWOT Analysis of actions to be taken by each item in terms of agenda to carry out.	Colcha Quilt: It brings the community together in small groups; members raise their own narratives about the context, highlighting weaknesses, opportunities, strengths and threats.
	Follow - up and evaluation.	Report of activities that include physical media: photos and audiovisual.	Survey Satisfaction led by person responsible for activities.

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PHASE	OBJECTIVES	VERIFIABLE INDICATORS	ACTIVITIES
Training and Sensitization	Conformation of an interdisciplinary team of architects, lawyers, social worker, psychologist, social communicator and anthropologist.	Act of establishment of interdisciplinary group Work plan by areas of intervention. Work schedule and budget.	Regular meetings in the community. Enact constitution of interdisciplinary group
	Train and motivate interdisciplinary team, as responsible for leading the process in situ awareness, so as to facilitate the approach to the community and contribute to the local authority to develop a sensible and institutional pedagogy both inside and in the area to impact.	Train 100% team leader in educational awareness strategies and processes.	Awareness Workshop: "Freaky before change of place." It cleaves the group for trouble spots; 1) Health, 2) Education, 3) Culture, 4) Sources of work and 5) Food security. Members of each group must identify and visualize the problem through the eyes of the community towards the process of relocation. Finally, contrast those visualizations with the real visions of the community, to generate identification processes and awareness and motivation in the team.
	Organizational change to facilitate the development of the Strategy and contribute to the entities involved in the project, deepen the focus of the rights of citizens.	Workshop for Agency, office or department staff Photographic record Registration document participation to collect the different voices and conclusions of the event	Training Workshop on teaching strategies: On ways to address the community, taking into account the needs of the community, and prior experience in processes.
	Promote through the model of participatory communication, leadership and community empowerment.	Act of establishment of interdisciplinary group. Conclusions of working team and list of actions to be undertaken by the community.	Organize an event presenting the project and a workshop on community participation from the Model Methodological PBox, led by the interdisciplinary team and staff from different offices or agency involved in the project. planned for intervention in the community. Organize the first meeting of awareness project which will enable: 1. Know more intimately community members. 2. Establish what your thoughts on the project are. 3. State the purpose of the project.
	Follow - up and Evaluation	Report of activities including physical reports: photos and audiovisual.	Satisfaction survey conducted by the person in charge of the workshop or responsible for the activity.

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PHASE	OBJECTIVES	VERIFIABLE INDICATORS	ACTIVITIES
Management	Interdisciplinary team Workshop development of local community participation ownership of the Methodological Model CPBox aimed at the work-table to develop efficiently the stages included in the project. Community Disseminate and promote community and from participation in the communication process strategies designed in the framework of the intervention and the relocation process.	100% of communication components and communication strategies designed based on the findings from the previous stages. 70% of the affected community participating in the activity of CPBoxes.	CPBoxes Workshop: a question or an issue that concerns the community arises, this question is made from different angles and perspectives (institutions, community). For each case a group is formed, taking into account age, gender, interests. Each group provides information to fill the box. In each group the questions that reflect the problems of each and conclusions are made are chosen. Each group presents its case to their peers. Development of communication pieces and communication strategies. Google Translate for Business:Translator ToolkitWebsite TranslatorGlobal Market Finder
	Follow up and Evaluation	Report of activities including physical reports: photos and audiovisual.	Satisfaction survey conducted by the workshop owner or responsible for the activity.
Sustainability	Periodic progress monitoring related to the methodological model to local authorities in the region	Members of the participating community satisfied with the communications plan and planned activities. - Members of the multidisciplinary team satisfied with the fulfillment of the objectives and interaction with the community. The 100% of community members maintain the relocation site and generate their own strategies for sustainability and empowerment from participatory process and training within the intervention. The 100% of the community does not reproduce the problem now solved in other areas or places.	Survey of satisfaction of the community. Workshop Documentation of the experience, to reflect the process of citizen participation and involvement of the relocated community.

CONCLUSION

The research shows that the implementation of the CPBox model in the city of Barranquilla, Colombia, has been successful in promoting community participation and communication processes in the implementation of programs of resettlement of families within the context of urban development. The results show that the model is effective in promoting community participation and communication processes, and that it is sustainable in the long term. The model is based on the participation of the community in the development of the project, and on the communication of the results to the community. The model is sustainable because it is based on the participation of the community in the development of the project, and on the communication of the results to the community. The model is sustainable because it is based on the participation of the community in the development of the project, and on the communication of the results to the community.

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