

COALITION BUILDING: IT IS A CONTINUOUS PROCESS



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Introduction

Indiana Tobacco Prevention and
Cessation Commission Coalition
experience



CENTER FOR HEALTH POLICY

INDIANA UNIVERSITY
RICHARD M. FAIRBANKS
SCHOOL OF PUBLIC HEALTH



Tobacco Prevention and
Cessation Commission
Funded Counties 2019-2021

- Funded Counties
- Unfunded Counties
- Minority-based Partner





What are the Advantages of Working in Coalition?

Mobilizes neighborhoods and communities on a particular issue

Creates a lasting change to organizational practices

Educates the community

Creates widespread reach

What are the Advantages of Working in Coalition?

Forum for sharing

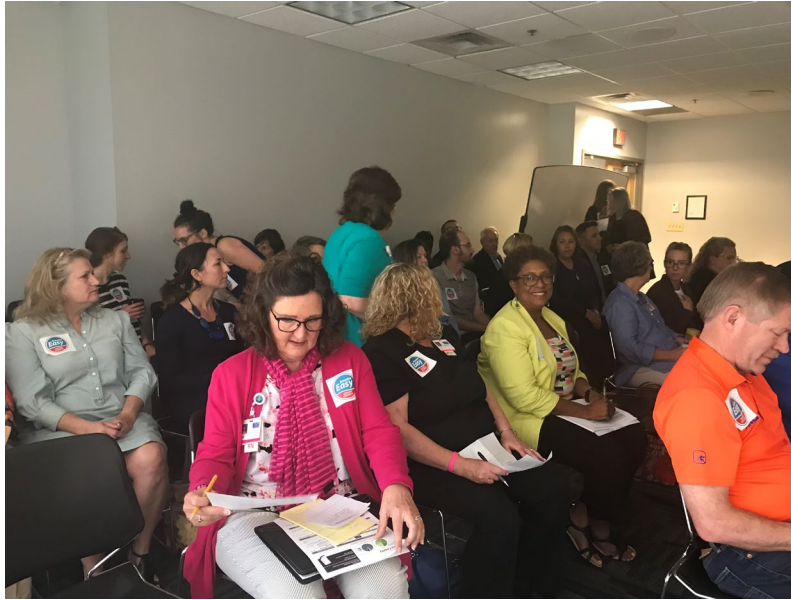
Brings people together who have never worked together before

Stronger together than on our own especially when it comes to moving legislation

Individuals and organizations bring broader knowledge, skills and resources than any one organization on its own



Coalitions At Work



Coalitions At Work

AutoSave Off TPC Local Community-Minority Grant 2019-21 FINAL.docx - Compatibility Mode - Saved to S: Drive Gaillard, Anita

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Section 2: Coalition Assessment

The Coalition Assessment section addresses how the coalition plans to build and maintain partnerships across diverse sectors of the community [in order to](#) sustain a broad-based coalition of support for social norm changes related to tobacco prevention and cessation.

Applicants are required to provide five (5) unique letters of support. If the coalition is comprised of multiple lead agencies, applicants should provide letters of support that are specific to their own lead agency.

A significant portion of this section is devoted to identifying and assessing the population groups in the community that are disparately affected by tobacco and describing the collaboration between the community and minority-based partnerships, where applicable.

Forms to be completed in this section:

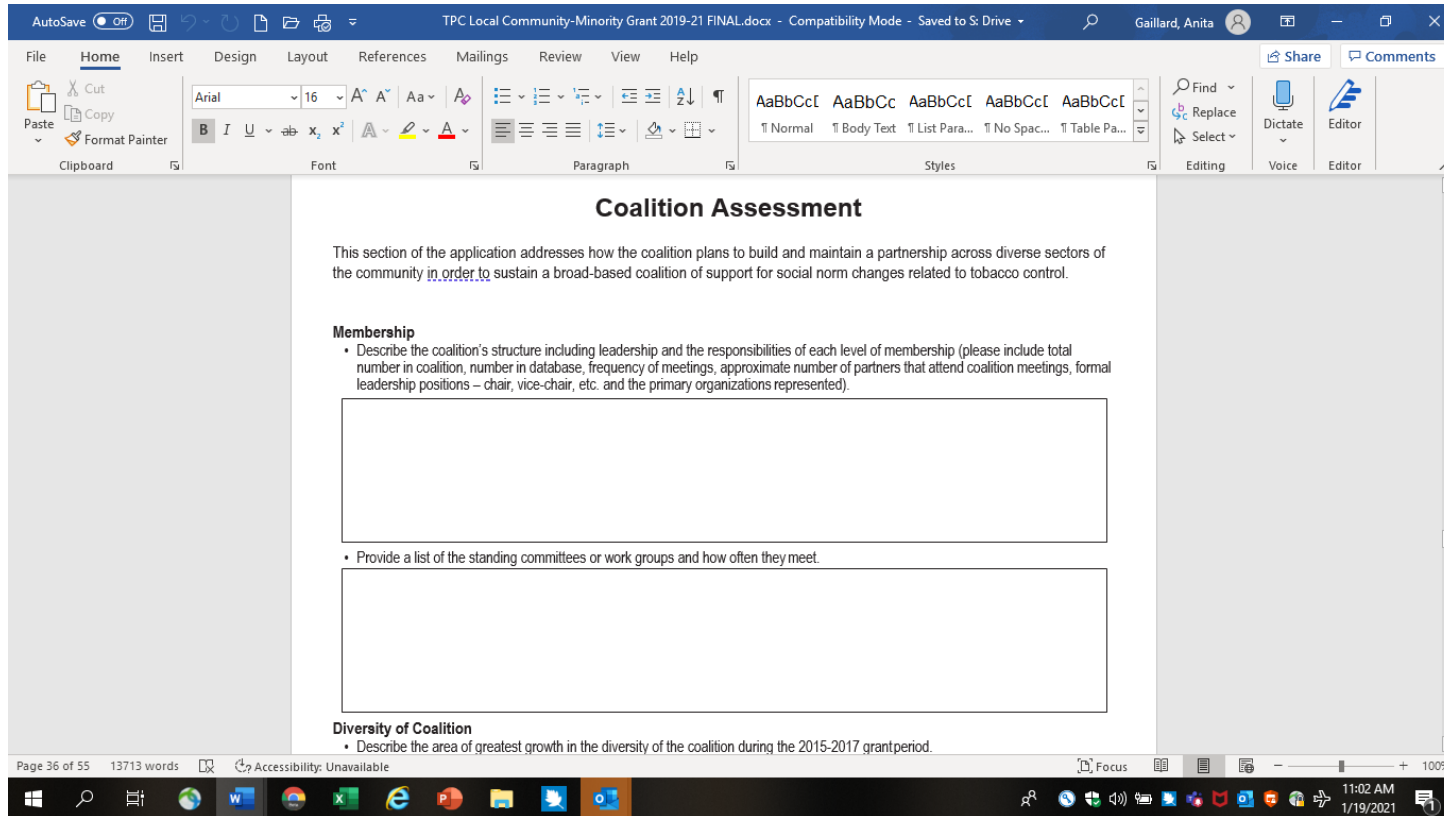
- Coalition Assessment
- Summary of Coalition Partners

Attachments to be included with this section:

- A copy of the tool used to recruit prospective coalition [partners](#)
- Five (5) unique letters of support from a variety of committed coalition partners outside of the lead agency. Included in each letter should be the role of the coalition partner, what resources they will dedicate to the coalition and how their work with the coalition fits within their organizational mission.

Page 1 of 12 13395 words Accessibility: Unavailable Focus 100%

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Summary of Coalition Partners

Please provide a list of partner organizations by sector

| | |
|------------------|--------------|
| <i>BUSINESS</i> | <i>CIVIC</i> |
| <i>EDUCATION</i> | <i>FAITH</i> |

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Voice Editor

control efforts.

| | Name/Organization | What they have to offer to the tobacco control efforts |
|---|-------------------|--|
| Elected officials | | |
| Youth-led groups | | |
| Youth Advocacy Organizations (ie: PTOs, PTAs, Boys Clubs, Girls Clubs) | | |
| Ethnic Specific Community Groups | | |
| Seniors | | |
| Business leaders | | |

[https://zoom.us/rec/share/Vj_fzFcM9j6FVV93cO4q3tHfYG7wo
FG2rF7LFmq6JJw8Gn3ThPspKLpckkKI3IBZ.cQlcfnUK-IYSu0TS](https://zoom.us/rec/share/Vj_fzFcM9j6FVV93cO4q3tHfYG7woFG2rF7LFmq6JJw8Gn3ThPspKLpckkKI3IBZ.cQlcfnUK-IYSu0TS)

What are the Disadvantages/Pitfalls of Working in Coalition?

Unclear goals/no plan

Lack of focus

Lack of trust

One agency having too much authority

Competing priorities for coalition members

What are the Disadvantages/Pitfalls of Working in Coalition?



Burn out of staff and members



Coalition members constantly changing (ebb and flow of coalition work)



Meeting too infrequently



Money woes



Language barriers

Essential Elements of Effective Coalitions

Coalition structure - executive committee, subcommittees communications, media, and policy

Clear decision-making process - consensus?
Majority?

Clear process for review and approval of materials especially those needed quickly

Good communication between meetings such as email group or listserv to easily share information and updates

Essential Elements of Effective Coalitions

Recruitment Tool

Focus on diverse members who represent the community

Organizations AND individuals

Networking

Effective meeting management - educational, action-oriented, welcoming

Regularly scheduled meetings

Solutions:
What
Usually
Work!

▶ Diversity

<https://m.youtube.com/watch?v=1Jm1sjewLrU>



Prevention Institute Tools are free to use. We also provide [Services](#) to help you use our tools and to advance healthy, safe, equitable communities.

Tools

➤ Health Equity Tools

➤ [THRIVE: Tool for Health & Resilience in Vulnerable Environments](#)

➤ [Health Equity and Prevention Primer](#)

➤ [Module 1](#)

➤ [Module 2](#)

➤ [Module 3](#)

➤ [Module 4](#)

*** Please note: we are not currently offering CHES continued education contact credits for completion of these modules.**

What Is The Health Equity And Prevention Primer?

The Health Equity and Prevention Primer (HEPP) is a web-based training series for public health practitioners and advocates interested in achieving health, safety, and health equity through policy advocacy, community change, and multi-sector engagement.

Health inequities are differences in health and safety outcomes, which are not only unnecessary and avoidable but also unfair and unjust. We focus on how the structural drivers of inequity, like racism and income inequality, impact communities and make good health unattainable.

Developed with guidance from state and local health department staff and nationally-recognized health equity experts, the Primer includes seven brief, interactive presentations, along with related health equity publications, tools, and other resources.

Using The HEPP TOOL

1. Complete the tool's modules (below) at your own pace, either in order, or in order of your interest
2. Each module is a PowerPoint video that includes audio (you may need headphones)
3. When you've completed a module, click on the "Next Module" button to continue, or return to this [HEPP homepage](#) to select any module

After completing the HEPP Tool

Solutions: What Usually Works!



Commitment



Strong Leadership



Passion for the Issue

Solutions/What Usually Works!



Communication - and lots of it



Clear responsibilities



Enthusiasm

Lessons Learned in Indiana!

There will always be conflict when networking and building a coalition

Become an expert in coalition building

As you recruit, let organizations know the coalition has funding

Seek non-traditional partners and meet people where they are

Lessons Learned in Indiana!

Communicate, communicate,
communicate

Avoid the temptation to ask coalition members to “leave their organizational agendas at the door”

Don't let issues fester

Change is constant

Resources

Communities of
Excellence - ACS

Community Tool Bar

Prevention Institute

Contra Costa Health
Services

Coalition Assessment
Tool from Indiana

...and many, many more