

Community and Coalitions

Strengthening Your Community Through Partnerships

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Why Coalitions?

“Increasingly, the problems that communities need to resolve are complex, requiring comprehensive solutions. Addressing issues like health promotion and chronic disease prevention requires the inclusion of people from diverse backgrounds and disciplines. Working in partnerships, collaborations, and coalitions can be challenging-- but these can be powerful tools for mobilizing individuals to action, bringing community issues to prominence, and developing policies. In addition, these associations are an effective means of integrating health services with other human services, so that resources are not wasted and efforts are not needlessly duplicated.”

Prevention Institute



Developing Effective Coalitions: The 8-Step Process



Analyze Program Objectives, Determine Whether to Form a Coalition

- What are we trying to accomplish?
- What are our community strengths and needs?
- What are our objectives and what types of activities seem logical?



Recruit The Right People

- Wide Spectrum
- Size of group matters
- Community Members vs Organizations



Devise Preliminary Objectives and Activities

- Early identification of common goals
- Early identification of the benefits of working together
- Partner some short-term goals to long term outcomes

Convene the Coalition

- Meeting place- good location, comfortable...ZOOM!
- Be prepared with agenda
- Craft a mission statement draft along with proposal for how the coalition is going to be structured

Anticipate that not all the individuals invited will become members of the coalition



Anticipate Necessary Resources

- Consider Financial Needs
- Staffing/Membership Needs
- Project Needs



Develop A Successful Structure

- Longevity
- Meeting Locations/Frequency/Length
- Decision Making
- Agendas/Rules
- Subcommittees

Maintain Coalition Vitality

- Addressing Difficulties
- Sharing Leadership
- Recruiting/Involving Members
- Provide Training and Challenges
- Celebrate Successes



Improve Through Evaluation

- Formative
- Summative
- Components that should be evaluated
 - Objectives
 - Activities
 - Processes
 - Unanticipated Events



Live Healthy... Be Tobacco Free!

Saline County Tobacco Use Prevention Coalition



Saline County Tobacco
Use Prevention Coalition



History

- Analyze Objectives
 - Subgroup of many prevention measures
- Recruit the Right People
 - Involved various organizations and passionate community members
- Convene the Coalition
 - Met monthly, organized, and prompt
 - Mission and Goals



Resources

Anticipate Necessary Resources

- Grant Funding
- Volunteers
- Organizations



Structure

- Develop a Successful Structure
 - Met Monthly/Now Bi-monthly
 - Subcommittees
 - Decisions made through group discussion
- Maintain Coalition Vitality
 - We celebrate success!
 - Understand barriers
 - Support new leadership and members
- Improve Through Evaluation



Successes

- Smoke Free Restaurant Ordinance
 - 2002-2003- Smoking in Restaurants from 5 am- 9 pm.
 - 2009- more comprehensive policy, include bars

The coalition played a vital role in the formation of this policy. They were the lead advocates in creating this change within our community. This was a success, but there were many challenges facing them.

Schools – Restaurants – Hospitals – Bars - Entrance Ways



Barriers

Saline County Tobacco Use Prevention Coalition, for one of their first attempts at major policy change, attempted to make the schools smoke free (this was the 90's). However, due to complaints filed by the janitorial staff, along with viewpoints of certain board members, the policy did not pass.

What did Saline County Tobacco Use Prevention Coalition do?

Regroup and wait. Accessed more favorable conditions in the subsequent years until they were able to get it passed.



Continuing Policy

- Tobacco Free Parks
 - Downtown?
- SCRIPT –Tobacco Cessation for women in prenatal/perinatal period
- Tobacco Guidelines- Mental Health Providers



Strengthening Community

- Subcommittees
 - School
 - Cessation-KCP
- Bring Information to outlying communities
- Broadening our reach
- Opportunities for growth...



Partnerships

- Continuing partnerships within the community
- Working with other agencies who share a common goal
- Utilizing resources
- Pathways Grant ↔ CDRR Grant
- CDRR Grant ↔ KHF Grant
- CDRR Grant ↔ KHF Grant ↔ NAMI Mini Grant

Breakout Rooms

Coalitions and Behavioral Health

Experiences?

Barriers/Successes?

Ideas?



Fostering Strength



Needs Assessment

- ✓ Mission Statement
- ✓ Goals and Objectives
- ✓ Main Functions
- ✓ Organizations/Partners
- ✓ How Often
- ✓ Subcommittees
- ✓ Elected Leadership
- ✓ Success/Challenges



Innovation

- ✓ Risk-taking
- ✓ Resources
- ✓ Shared Information
- ✓ Specific Outcomes
- ✓ Tools and Techniques
- ✓ Rewards Systems
- ✓ Team Environment



Communicating with Community Sectors

- ✓ Faith Sector
- ✓ Youth Sector
- ✓ Public Officials/Legislative Sector
- ✓ Business Sector
- ✓ Education Sector



Collective Impact

- ✓ Common Agenda
- ✓ Shared Measurement
- ✓ Mutually Reinforcing Activities
- ✓ Continuous Communication
- ✓ Strong Backbone



Retention of Members

1. Provide members with meaningful tasks that are suited to their interests and abilities.

2. Conduct regular member orientations to the coalition and its activities that includes: mission statement, goals, action plans, and roles and expectations of coalition members.

3. Conduct formal and informal training on a regular basis that gives members the knowledge and skills needed to be effective partners.

4. Recognize and accommodate members' personal needs as much as possible.

5. Evaluate members' performance regularly and provide feedback and encouragement to ensure that tasks are accomplished and that their potential for growth is maximized.

6. Recognize members by simply thanking them to offering tangible rewards and incentives for continued participation. Some members may want public recognition, while others prefer a personalized, one-on-one form of recognition.

7. Seek feedback from members as goals and action plans are updated or to make sure that they make sense to those who will execute them

Promote Sustainability

- ✓ Vision
- ✓ Community Ownership
- ✓ Leadership
- ✓ Distributed Action
- ✓ Strategies Implemented
- ✓ Funding
- ✓ Learning Orientation
- ✓ Implementation



Wrap up

8 Step Guide to Developing Effective Coalitions

Foster Strength and Always Look to Improve

Saline County Tobacco Use Prevention Coalition

Many lessons learned...



Resources

Prevention Institute. Developing Effective Coalitions: The 8-Step Process.
<https://www.preventioninstitute.org/publications/developing-effective-coalitions-an-eight-step-guide>

www.coalitionswork.com

*Please see hand out for full list of resource as well as items referenced in this presentation.



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THANK YOU!

NOW GO OUT AND DO SOMETHING GREAT!

