



Health Resources in Action
Advancing Public Health and Medical Research

Planning for Sustainability

Wednesday, July 23rd, 2014

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Welcome & Introductions



Today we will...

- Discuss basics of sustainability
- Explore sustainability beyond funding
 - Think about the XYZ Coalition's current scope of work
 - Demonstrate this dynamic process by walking through 3 “ABC” steps together



Agenda

- 10:00 Welcome and Introductions
- 10:30 What Is “Sustainability”?
Why Sustainability Planning?
- 10:50 The ABC’s of Sustainability Planning
 - Overview
 - Step 1: **A**nalyze
- 11:55 Step 2: **B**rainstorm
- 12:30 Lunch
- 1:30 Step 2: **B**rainstorm (continued)
- 2:00 Step 3: **C**arry Out
- 2:10 Take-Home Points
- 2:20 Evaluation & Resources





What is it?



One definition:

“The ability to maintain the human, social, and material resources needed to achieve your coalition’s long-term goals.”

-- CADCA



Another definition:

“Expanding the impact and longevity of your strategies.”

-- Tom Wolff



One more:

“To assure that our work will be supported and kept up long enough to meet the community’s goals.”

-- Community Tool Box



Sustainability

- Is about:
 - Reaching positive outcomes/goals in communities
 - Expanding the impact & longevity of your strategies
- Involves more than just funding
- Is now required by many funders



Why plan for sustainability?

- Communities change!
- Funders change!
- Connects your work with different resources
- Marketing
- Create buy-in



3 “ABC” Steps

Analyze

Challenge you to think critically about the work happening in the XYZ Coalition

Brainstorm

Determine capacity & capture sustainability ideas

Carry Out

Who will do what by when? = Starting Point



Step One: Analyze

What exactly do we want to sustain and why?

- Start with what you are already doing
- Involve Coalition *plus* other stakeholders



Potential Criteria

– Impact

- Has this effort helped prevent problems in the community?

– Resources Needed (who will carry out?)

- Are we the best group to continue doing this effort?

– Broad Community Support

- Does the community/key decision-makers support this effort?

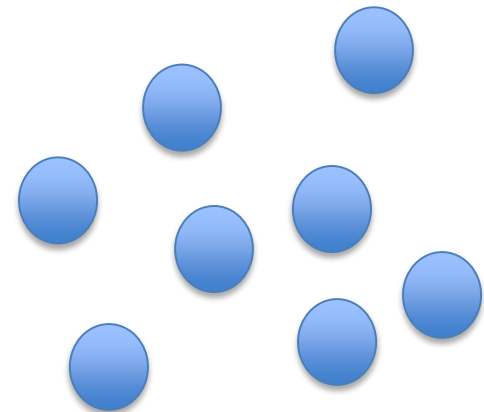
– Still a Need?

- Is this issue/problem worth devoting resources to?



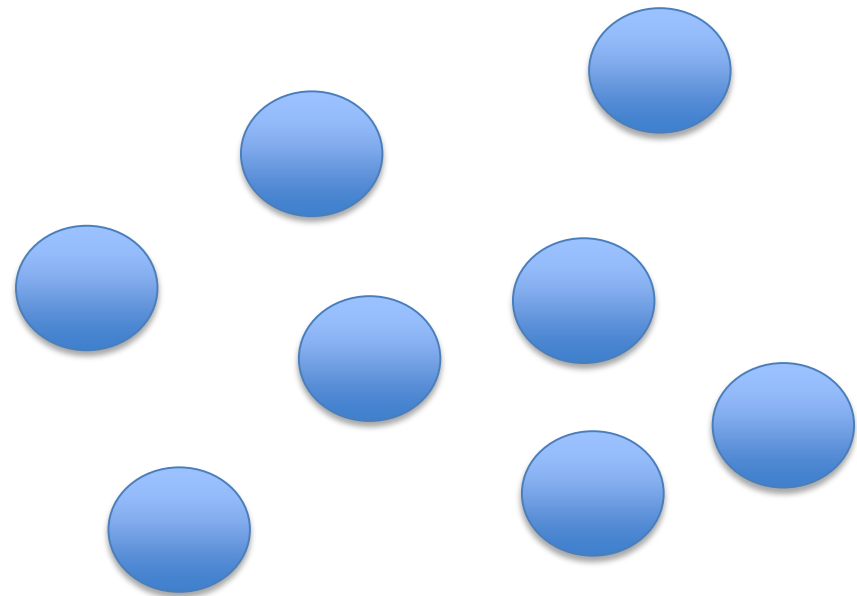
Step One: WALK THROUGH

- Explore current work of the XYZ Coalition
 - Activities listed around room
 - Remember criteria
 - Apply dots!



Step One: Analyze

Thoughts on this exercise?



Step Two: Brainstorm

- Determine:
 - Potential sustainability strategies



Step Two: Brainstorm

Determine:

- For each identified activity:
 - Resources Required (human, material, \$)
 - Impact/outcome (desired or real)
 - **Ideas (think outside the box!)**
 - **Questions**



Step Two: Brainstorm

In small groups, fill in chart....



Step Two: Brainstorm

Reactions?



Step Three: Carry Out



Who will implement your plan?



Step Three: WALK THROUGH

- *Who* will do *what* by *when*?
- Example from small groups
- “Follow Up” column



Take Home Points

- Many elements to sustainability!
- Dynamic process
 - Can start with “ABC” steps
- Involve as many people/groups as possible, as early as possible
- Sustainability involves more than funding!
- Other points?



GREAT Resources

- The Community Toolbox

http://ctb.ku.edu/en/tablecontents/section_1330.aspx

- CADCA primer:

<http://www.cadca.org/resources/detail/sustainability-primer>

- Tom Wolff:

http://www.tomwolff.com/resources/cb_sustainability.pdf



Thank you!

Short Evaluation

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