

Multi-Sector Engagement: Building Relationships for Success



**Community Health
Training Institute**

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Health Resources in Action
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Elements of a Successful Coalition



Elements of Sustainability

Organizational Capacity

- Recruiting, engaging and retaining members/new leaders
- Creating sound organizational structure

Strategic Planning

- Turning vision and mission into effective and sustainable action

Communication/Marketing:

- Cultivating buy-in
- Building support visibility

Diverse Resources/Funding Streams

- Identifying/leveraging diverse funding streams
- Cultivating in-kind (material, human) resources

Partnerships:

- Integrating efforts; collaborating with other stakeholders

Community Champions:

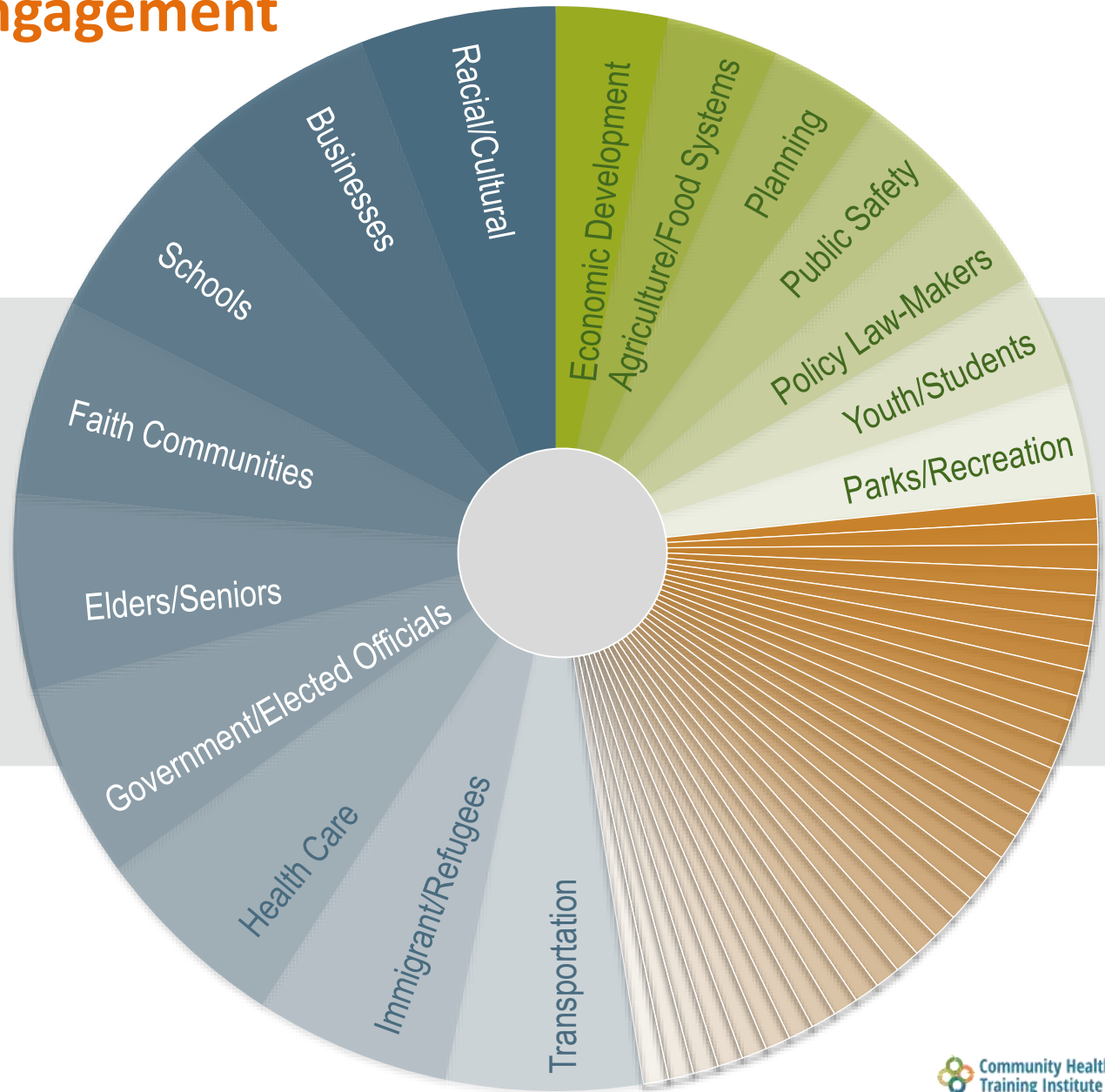
- Cultivating community support

Evaluation/Program Improvement:

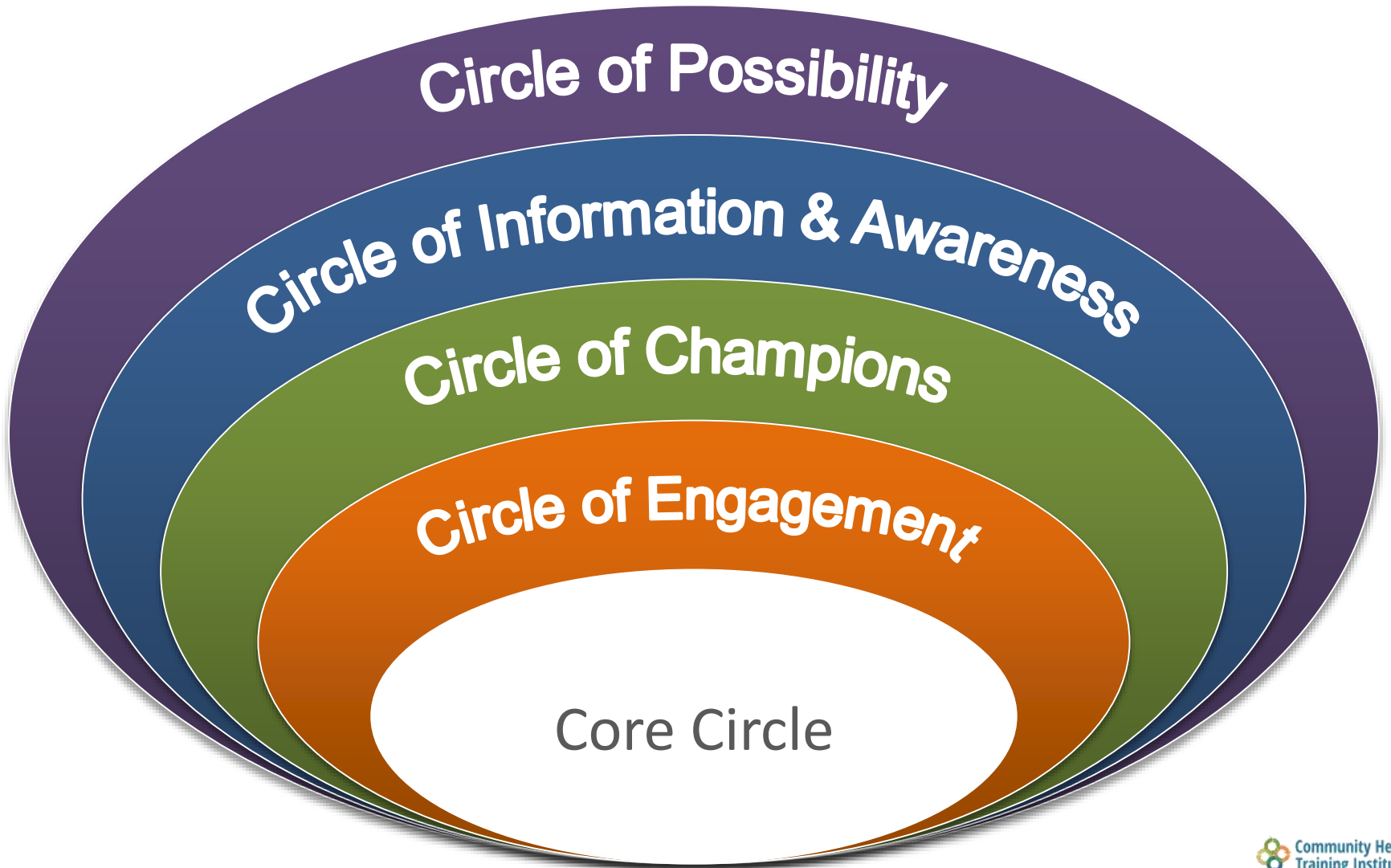
- Assessing/reflecting on process and outcome measures

**Recruitment + Engagement
= Retention**

Multi-Sector Partnership



Recruitment + Engagement = Retention



Stories from the Field: *Springfield*



Nicole Bourdon, Program Director
Springfield Mass in Motion
Springfield Dept. of Health & Human Services

Tips for Multi-Sector Engagement

- Discussion/Tips
- Questions from audience



Tips for Engagement

Seven Practices of an Engaged Work Force “Social Capital Drivers”

Establish an Open Learning Environment

Nourish teams and networks

Generate a sense of community

Arrange work to minimize stress/maximize balance

Grow exceptional leaders

Embrace personal strengths

Develop the capacity for dialogue

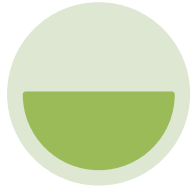
Source: T. Norris, *Workforce Engagement*, 2003.

Tips for Engagement

How to keep people involved:

- Know your audience
- Recognize needs/strengths of members
- Support other interests of groups
- Recognize that groups are made up of individuals
- Match talent with coalition's needs
- Welcome participants
- Show appreciation
- Remain organized - use meeting time wisely

Communication



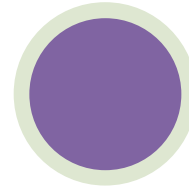
Step 1: Develop the Message

Guidelines for developing your message:

- Is message clear and consistent?
- Does message reflect the passion of group members?
- Does message reflect an issue that will engage community members?

Does the message:

- Command attention?
- Cater to the heart and the head?
- Call others to action?



Step 2: Know your Audience

Consider your audience:

- Who is your audience?
- What do they have to offer?
- What is in it for them? How will they benefit?
- Are you speaking their language?
- Is your message tailored to them?
- What is the ask?

Communication Planning

Step 3: Develop Media Strategies

Television Stations:

News Market	Type of Outlet	Name Station/Channel	Name of Contact	Deadline Information

Print Media:

News Market	Type of Outlet	Name Station/Channel	Name of Contact	Deadline Information

Radio:

News Market	Type of Outlet	Name Station/Channel	Name of Contact	Deadline Information

Communication Planning

Step 4: Consider Non-Media Communication

Type of Venue	Suitability	Date Initiated/ Success
Word of Mouth		
E-mail campaign		
Pamphlets		
Newsletters		
Websites/Social Media		
Calendars		
Billboards		
Meetings		
Exhibits/Displays		
Presentations		
Events		
Other		

Resource Diversity

Organizational history/Staff competence

Understanding of the issue

Readiness

Mission fit

Sound approach

Measurable and realistic outcomes → Impact

Accountability

Collaboration

Cost effectiveness

In-kind support/Leverage resources

Evaluation Plan

Partnerships



Community Champions

Who are your Community Champions?

1. _____

2. _____

3. _____

4. _____

5. _____

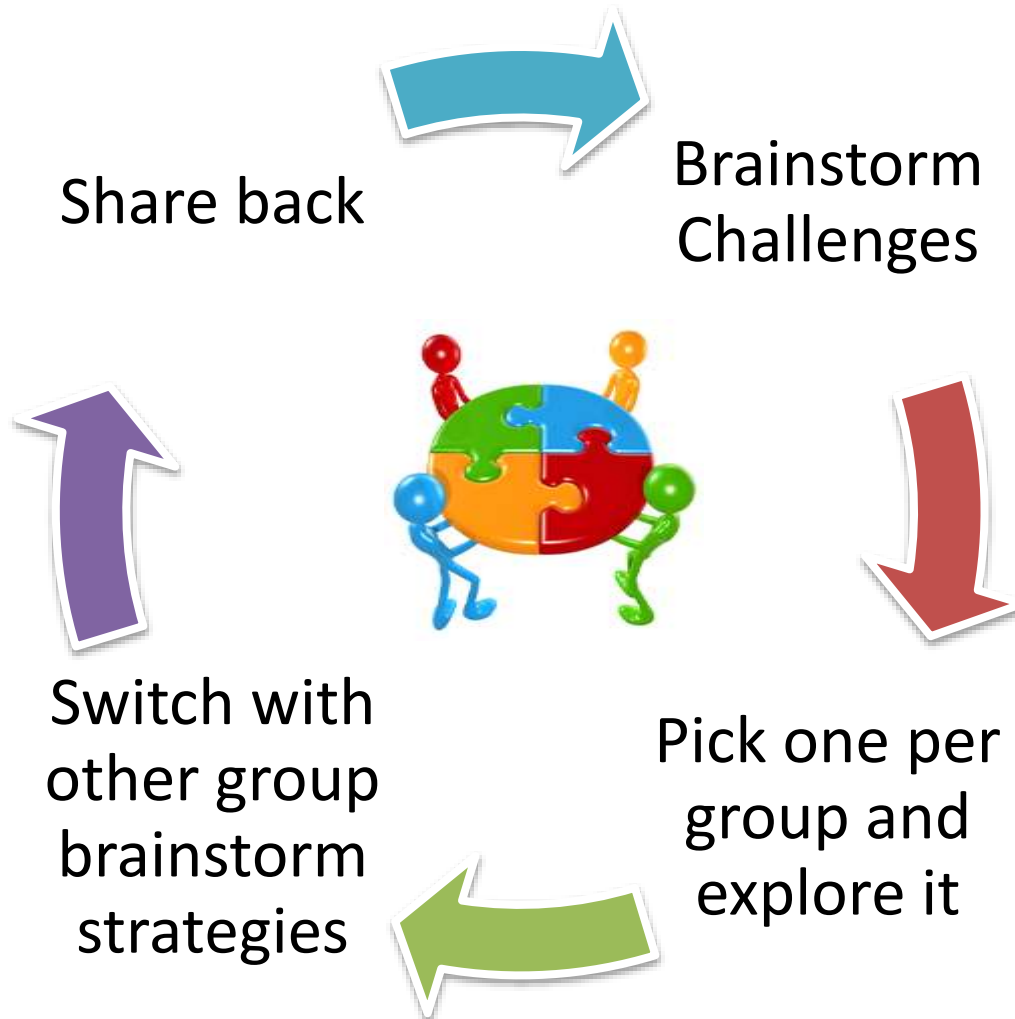
Action Plan Worksheet

Desired Outcome:

Desired Strategy:

Action Steps	Person Responsible	Timeline for Completion	Anticipated Barriers	Measure of Successful Completion

Co-Consulting Activity



Announcing the MA Coalition Finder!

www.hriainstitute/coalitions

Search for MA coalitions by topic and region

Update! Coalitions update their own profiles

Connect with a network of coalitions across MA

Free! Funded by MA Dept. of Public Health



Resources

- <http://www.hriainsitute.org/>
- <http://collectiveimpactforum.org/>
- <http://www.samhsa.gov/>
- <http://www.cdc.gov/>
- <http://countyhealthrankings.org/>
- <http://www.ctb.ku.edu>
- <http://www.foundationcenter.org>
- <http://www.fedgrants.gov>
- <http://www.forumforfundraising.com>
- <http://www.gih.org>

Thank you!

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