

Sustaining Momentum through Coalition Development



**Community Health
Training Institute**

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Health Resources in Action
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Springfield, MA

Learning Objectives



By the end of the training, participants should be able to

- Use communication strategies effectively before, during, and after a meeting
- Develop implement meaningful meeting agendas
- Employ successful facilitation techniques for difficult meetings

Today's Agenda

June 3, 2015

Welcome and Introductions

Coalition Development:
Organizational Structure and
Communication Strategies

**Effective Meetings and
Facilitation**

Close and Feedback

Definition of Sustainability

The process of maintaining an initiative by weaving a practice into the fabric of the community or making a permanent home for a practice within the community.

Elements of Sustainability



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

Organizational Structure

Governance

Rules and
Roles

Distribution of
Work

Formalize
Operating
Procedures

(Strategic) Planning for Action



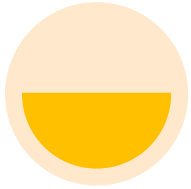
Action Plan Worksheet

Desired Outcome:

Desired Strategy:

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

Communication



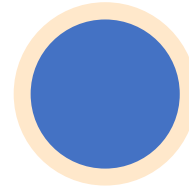
Step 1: Develop the Message

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

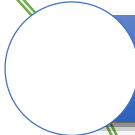

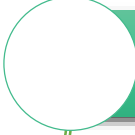


Communication Planning

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		

Cost - Benefit Analysis

Think of a group of which you are/have been a member...

-  *What are the costs of belonging to this group?*
-  *What are the benefits of belonging to this group?*
-  *What are your observations from the data?*
-  *What keeps you coming back?*
-  *Why did you leave the group?*

Mobilization and Retention

Benefits for Members

Use existing skills and learn new information and skills

Gain personal recognition

Improve the neighborhood or community

Chance to help others

Support the group's important mission/goals

Attend meetings that are welcoming, provide social opportunities, and are focused on the work of the group

Networking opportunities inside and outside of meetings.
Relationship building.

Providing incentives and benefits for members.

Sustainability/Retention

Costs for Members

Time, and effort to participate

Perceived lack of appreciation

Burn Out

Lack of necessary skills to function in the coalition

Feeling pressured for additional commitment

Unresolved interpersonal conflict

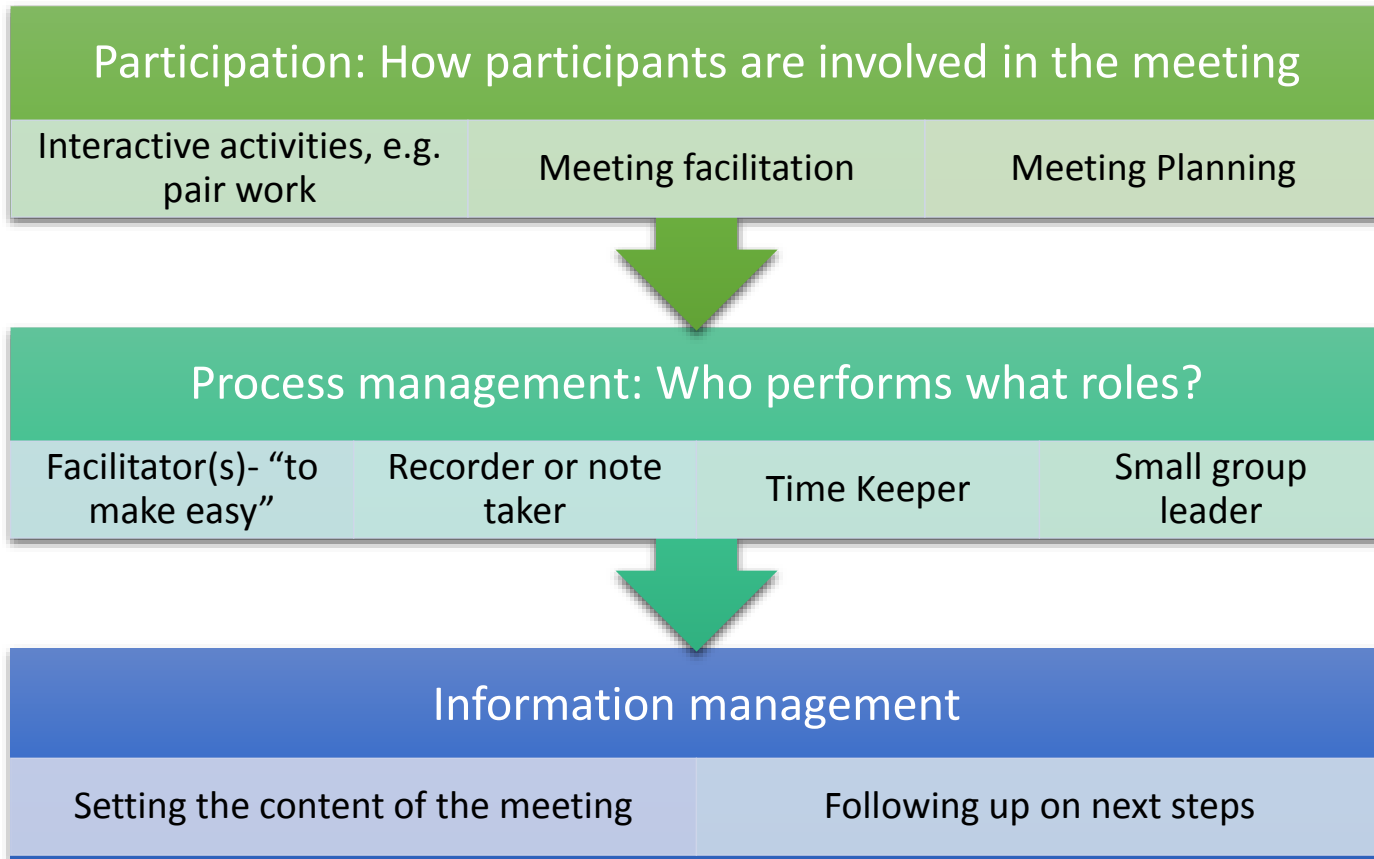
Lack of organizational progress

Lack of direction from leadership

Giving up activities with family and friends

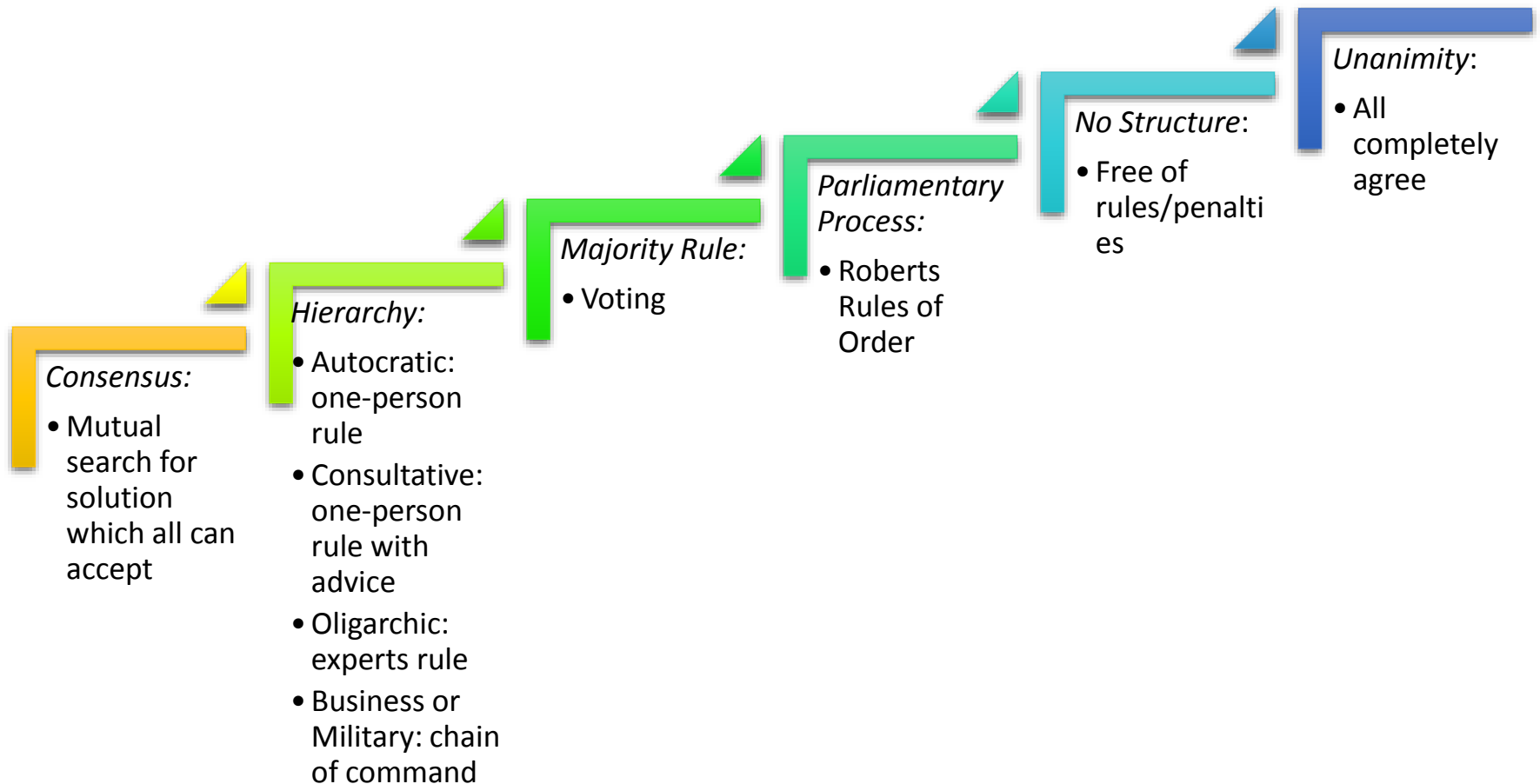
Effective Meetings

Meeting elements are fundamental to a productive meeting



Adapted from Interaction Associates

Decision Making Structures



Adapted from Interaction Associates

Facilitation Tips: When its Easy

The Facilitator's Best Tool...Questions

The Facilitator's Second Best Tool...Silence

Facilitator's Third Best Tool...Process Tools!

- Visioning
- Brainstorming
- Straw-Polling
- Small Group Work
- Individual Work
- Pair work

Adapted from: Michael Wilkinson, The Secrets of Facilitation, 2004

Facilitation Tips: When its Hard

Put Prevention to Work...

- Identify potential issues and dysfunctions with leaders and key members
- Assign seats or small groups
- Add ground rules or agreements
- Pay close attention to particular members' reactions
- Hold informal meetings during breaks

Tips

- Timing matters...deal with the behavior as soon as you recognize it and timing works.
- If problem is severe, call an early break.
- Avoid public corrections, getting angry or emotional and losing objectivity or neutrality.

Adapted from Michael Wilkinson, The Secrets of Facilitation, 2004

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

Resources

- <http://www.hriainsitute.org/>
- <http://collectiveimpactforum.org/>
- <http://www.samhsa.gov/>
- <http://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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