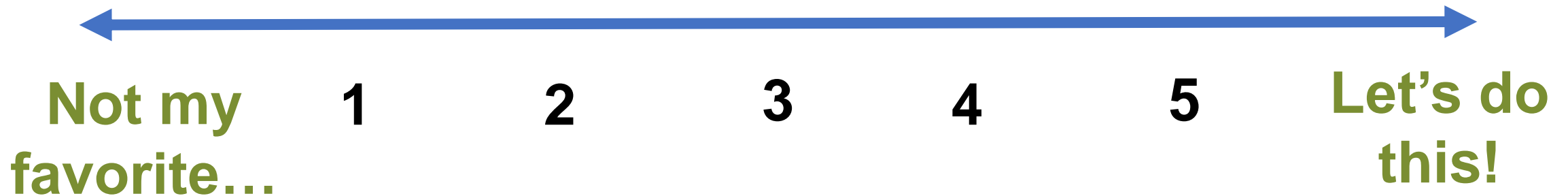


# Lobby Question

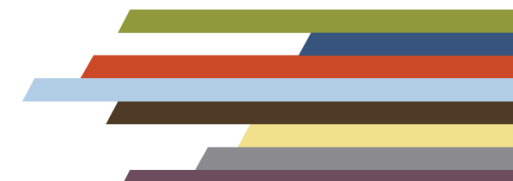
In general, how would you rate your comfort with making “asks” of your prevention partners?



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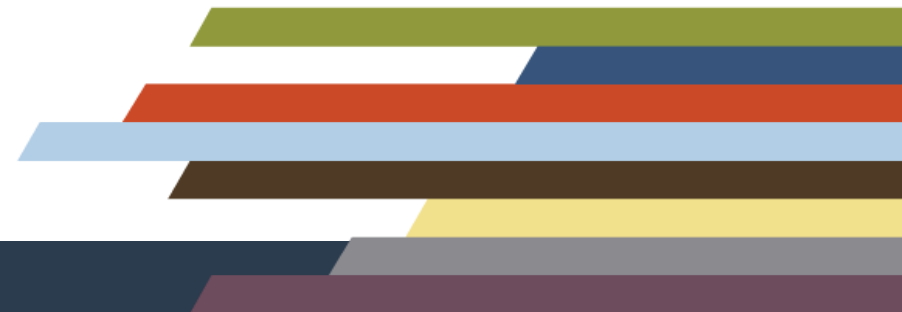
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# Getting Them to Say “Yes”!

*Bringing prospective partners to your prevention table*

Ivy Jones-Turner, MPA, CPS, Training and Technical Assistance (TTA) Specialist,  
Education Development Center

Jessica Goldberg, MSW, MPH, CPS, TTA Specialist, EDC

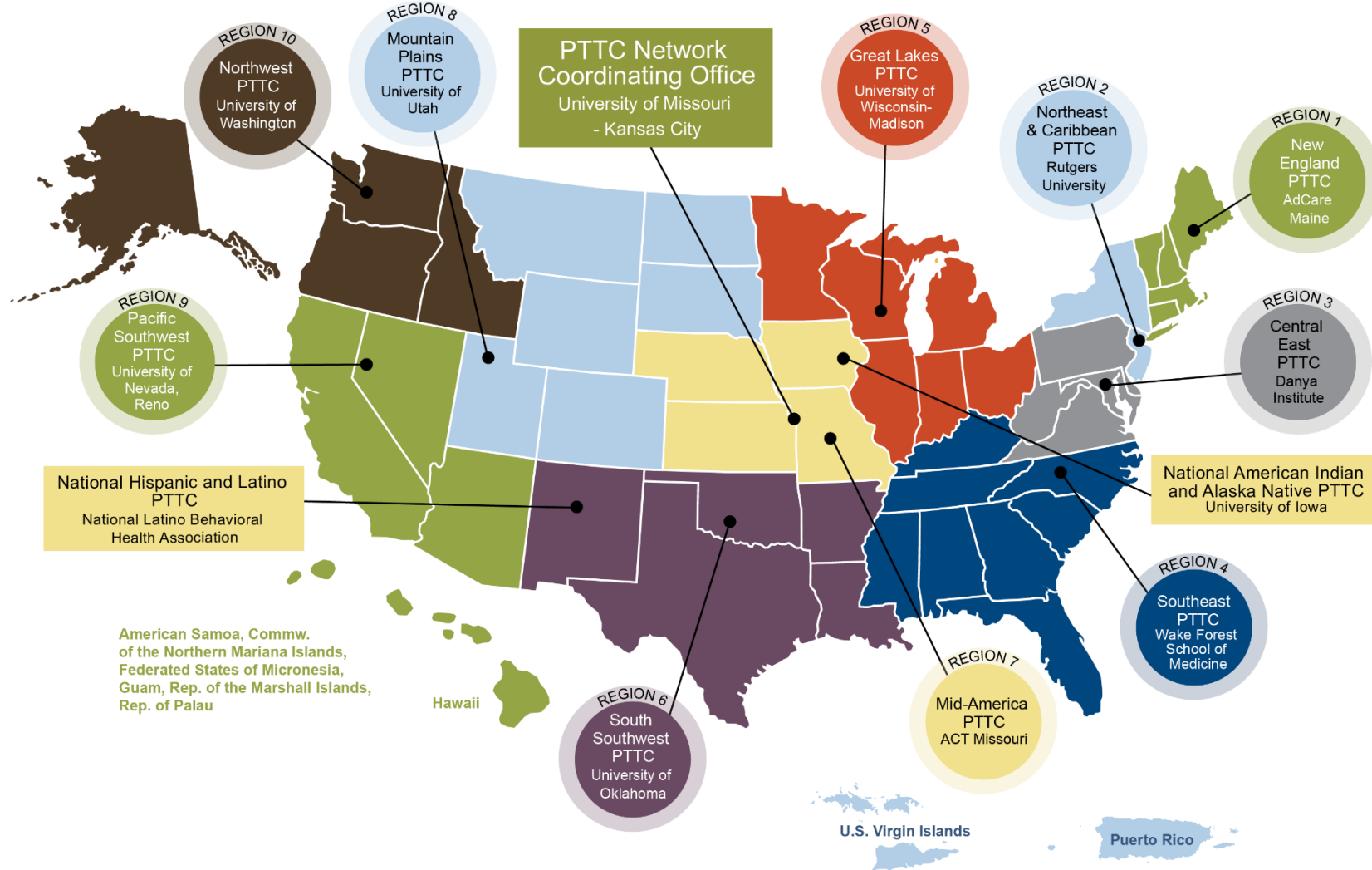




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**PTTC Network**



# Technical Information

This webinar is being recorded. Following the event, we will share the recording with participants.

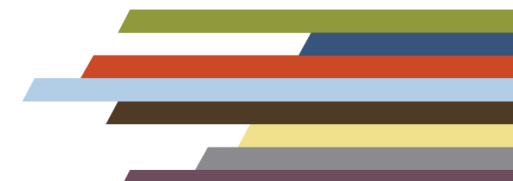
Please contact the facilitators if you have any concerns or questions.

This presentation is supported by SAMHSA of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$3 million dollars over 5 years with 100 percent funded by SAMHSA/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by SAMHSA/HHS, or the U.S. Government.



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# Presenters



**Jessica Goldberg**

T/TA Specialist  
Region 2 PTTC



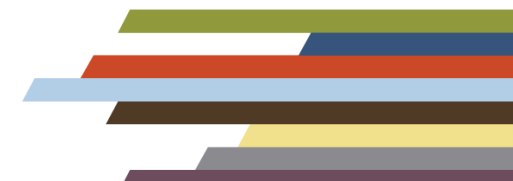
**Ivy Jones-Turner**

T/TA Specialist  
Region 2 PTTC



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# Learning Objectives

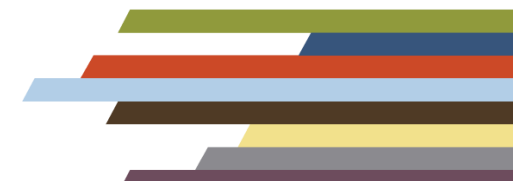
- Describe ways prevention practitioners can assess individual and community attitudes about issues of interest.
- Identify three key elements of effective prevention messages.
- Use negotiations techniques to improve the likelihood of reaching mutually beneficial agreements with prospective partners.



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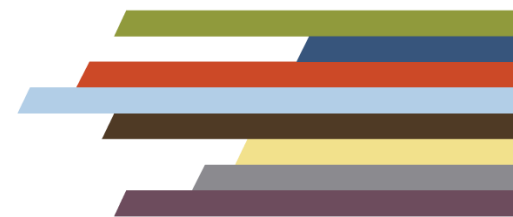
The use of affirming language inspires hope.

**LANGUAGE MATTERS.**

**Words have power.**

**PEOPLE FIRST.**

The PTTC Network uses affirming language to promote the application of evidence-based and culturally informed practices.



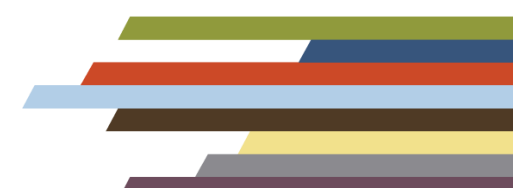
# Preparing to “Pitch”

*Understanding Individual and Community Context*



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# You Say Prevention...



I work in prevention...

Why do you work in the summer if you work with schools?

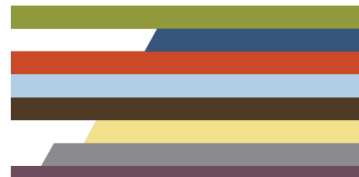
Treatment is so important...

So, you are a social worker?



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# Communication Goals in Prevention

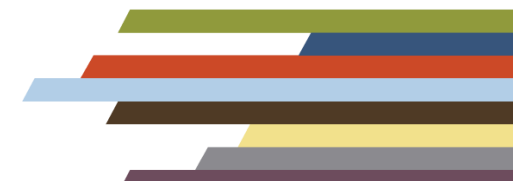
- Raise awareness
- Generate public interest
- Build support among key members of the community
- Develop partners to support collaboration
- Obtain specific resources needed to strengthen or sustain our efforts



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# When “Pitching Prevention”...

*...It is important to consider:*

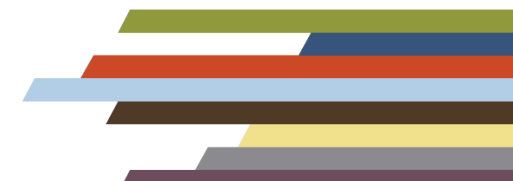
- What are the shared perspectives among **members of your community** relating to the topic you want to bring to your prospective partner?
- What is the perspective of the **specific individual** that you are going to be communicating with?



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# What Matters In Your Community?



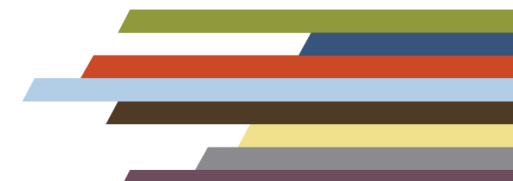
- When it comes to health and behavioral health, what's one thing that matters to people in your community?
- Is that unique to your community?  
To your state?



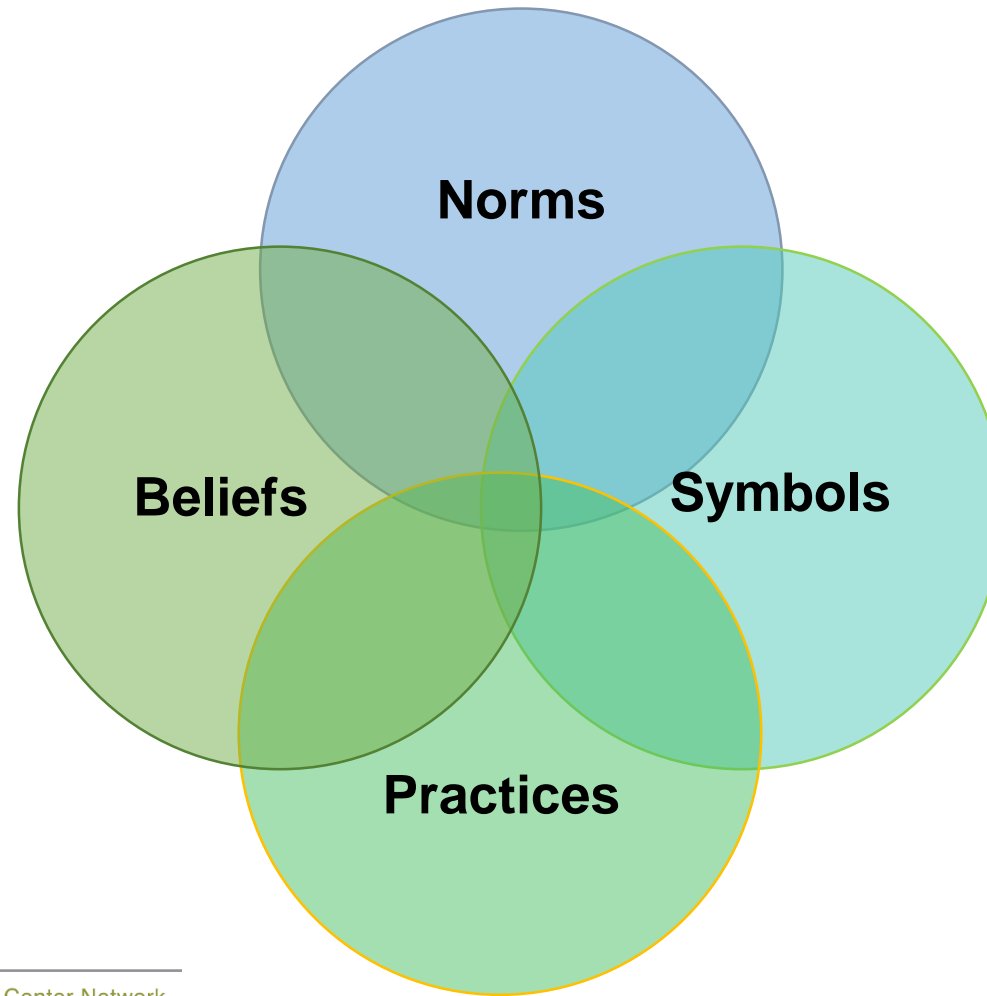
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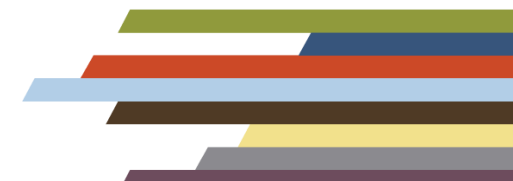
# Considering Community Complexity



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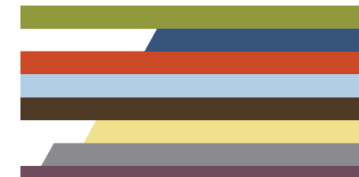


# Considering Individual Complexity



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# How Do You Know...

## *What People in Your Community Are Thinking?*

Gather assessment data through:

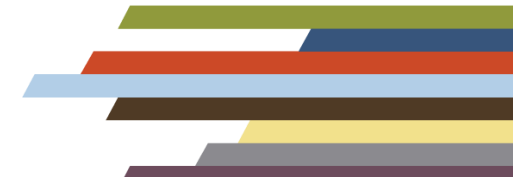
- Key informant interviews
- Focus groups
- Community forums
- Observations
- Social media posts
- News articles
- Document review
- Surveys (e.g. parent, school)



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# How Do You Know...

*What the People You Want to Engage are Thinking?*



“ Relationships we develop with our coalition partners must be transformative, not transactional. ”

-- Reverend Dr. William Barber



# Making the “Ask”

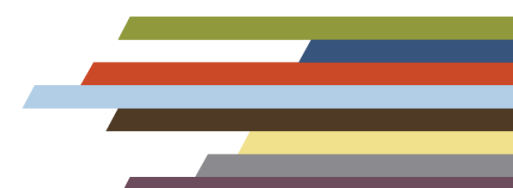
## *Essential Elements of Effective Pitches*



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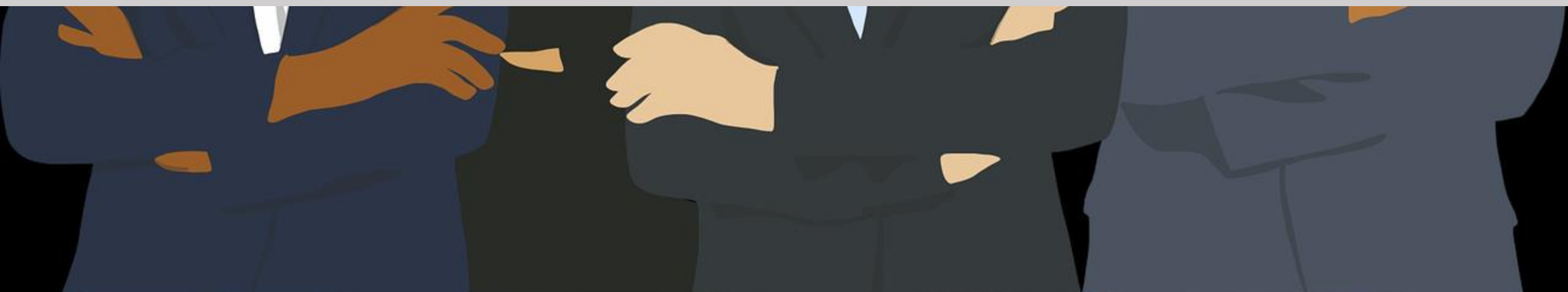
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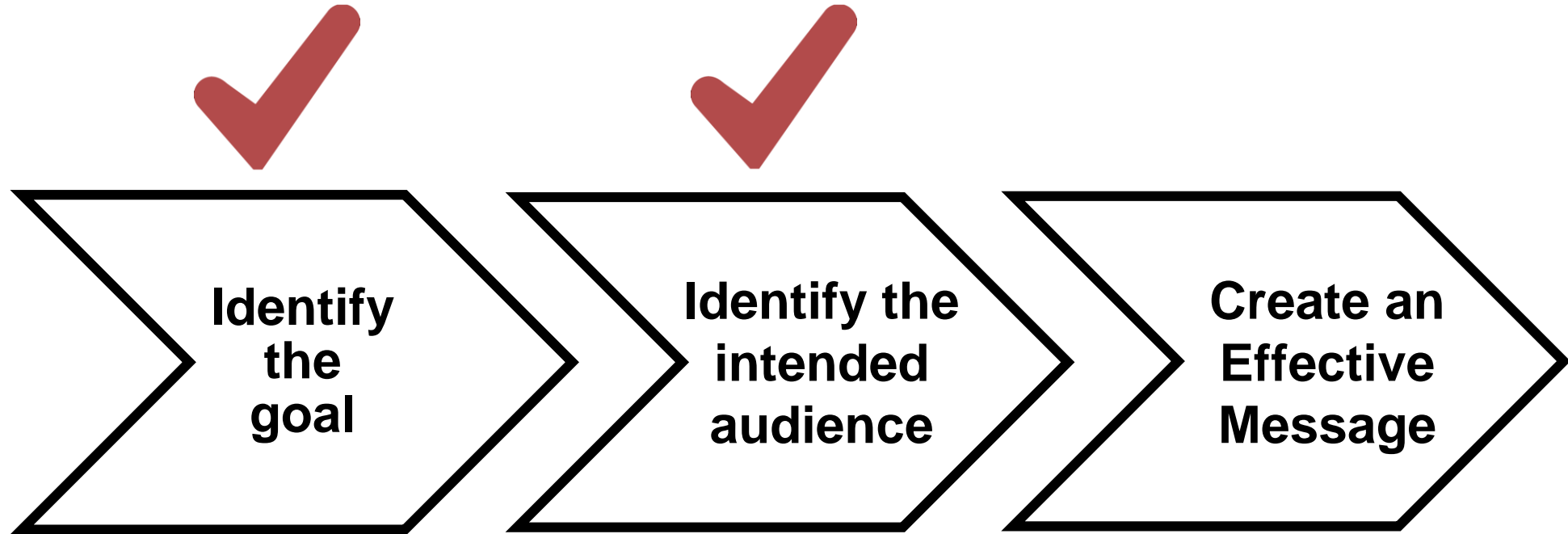




What types of groups or organizations have you  
“**pitched**” to in the past?



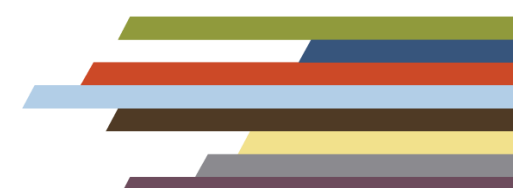
# As Easy As 1, 2, 3?



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# The Components of an “Ask”

## *The Three Ws*

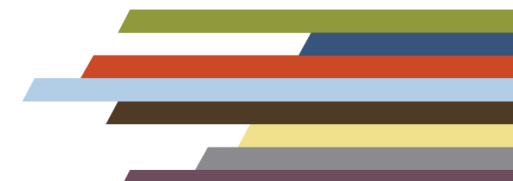
- **Who** are you and who do you represent?
- **What** do you or your organization do?
- **Why** is your organization doing this work?  
What need(s) are you serving?



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# The Three 'Ws'

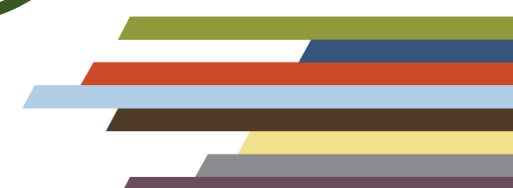


My name is Vanessa Jones and I'm the coordinator for the Everytown Substance Abuse Coalition. Our mission is to reduce growing rates of alcohol use among the young adults in our community. These rates are particularly alarming for youth and young adults who are in the workforce, where problem alcohol use often leads to poor job performance and onsite alcohol-related injuries.



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# Create an Effective Message



Why is this important?



Compelling reason

What other details are needed?



Explanation

What can be done?



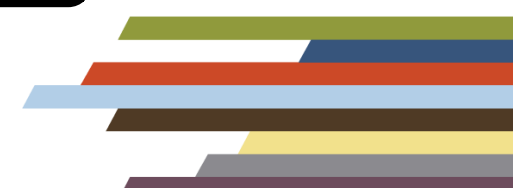
Call to action



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# The Components of an “Ask”

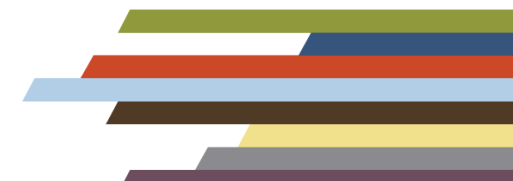
- ❑ **Goal:** Create meaningful opportunities for youth leadership in prevention efforts
- ❑ **Intended Audience(s):** Local business leaders
- ❑ **Compelling Reason:** We are all responsible for preventing substance misuse among young people
- ❑ **Explanation:** Collaboration creates better prevention outcomes; Access to youth perspective to inform business practices and improve sales to that market.
- ❑ **Call to Action:** Designate seat on Chamber of Commerce for a youth member



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# Let's Build A Message

## *Community Members*

- ❑ **Goal:** Educate community members about the importance of preventing social access to alcohol
- ❑ **Intended Audience(s):** Young adults ages 21-25
- ❑ **Compelling Reason:** ?
- ❑ **Explanation:** ?
- ❑ **Call to Action:** ?

### In breakout rooms, consider:

- Why your intended audience should care about your goal?
- What more information they might need about the issue at hand?
- What your specific “ask” is of them?



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# Going Beyond “No”

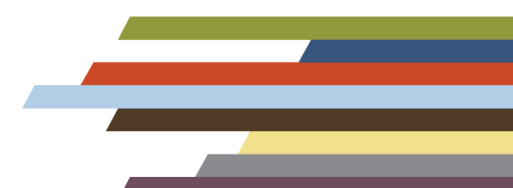
## *Negotiating with Prospective Partners*



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# You Get A 'No'...

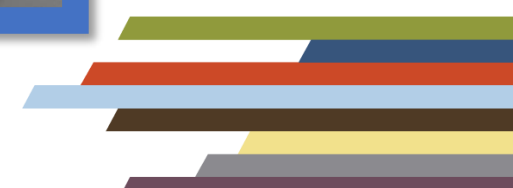
- That's okay!
- It may take several attempts before you receive a positive response to your call to action – and we should expect that.
- Your goal now is to continue the conversation.



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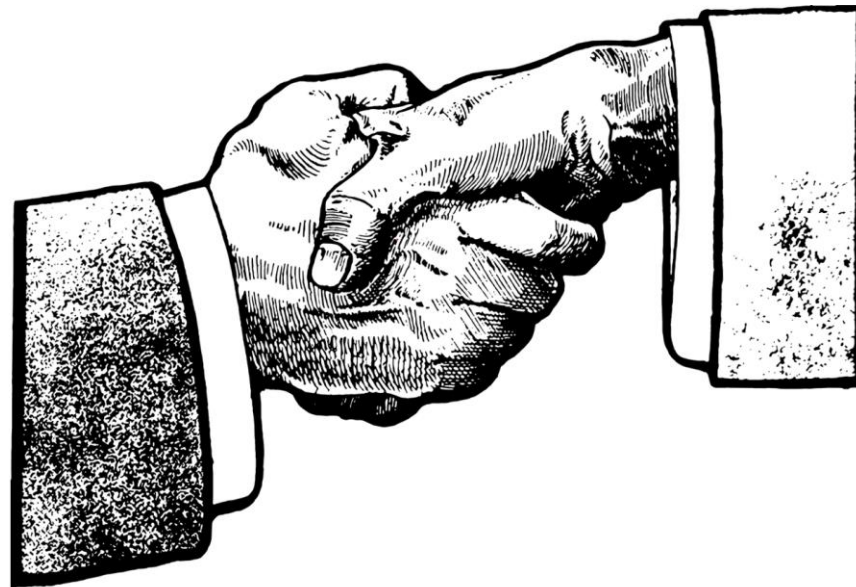
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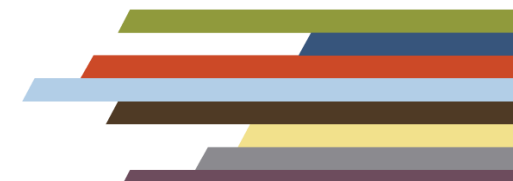
# Negotiation

*The process of discussing something with someone in order to reach an agreement with them, or the discussions themselves.*



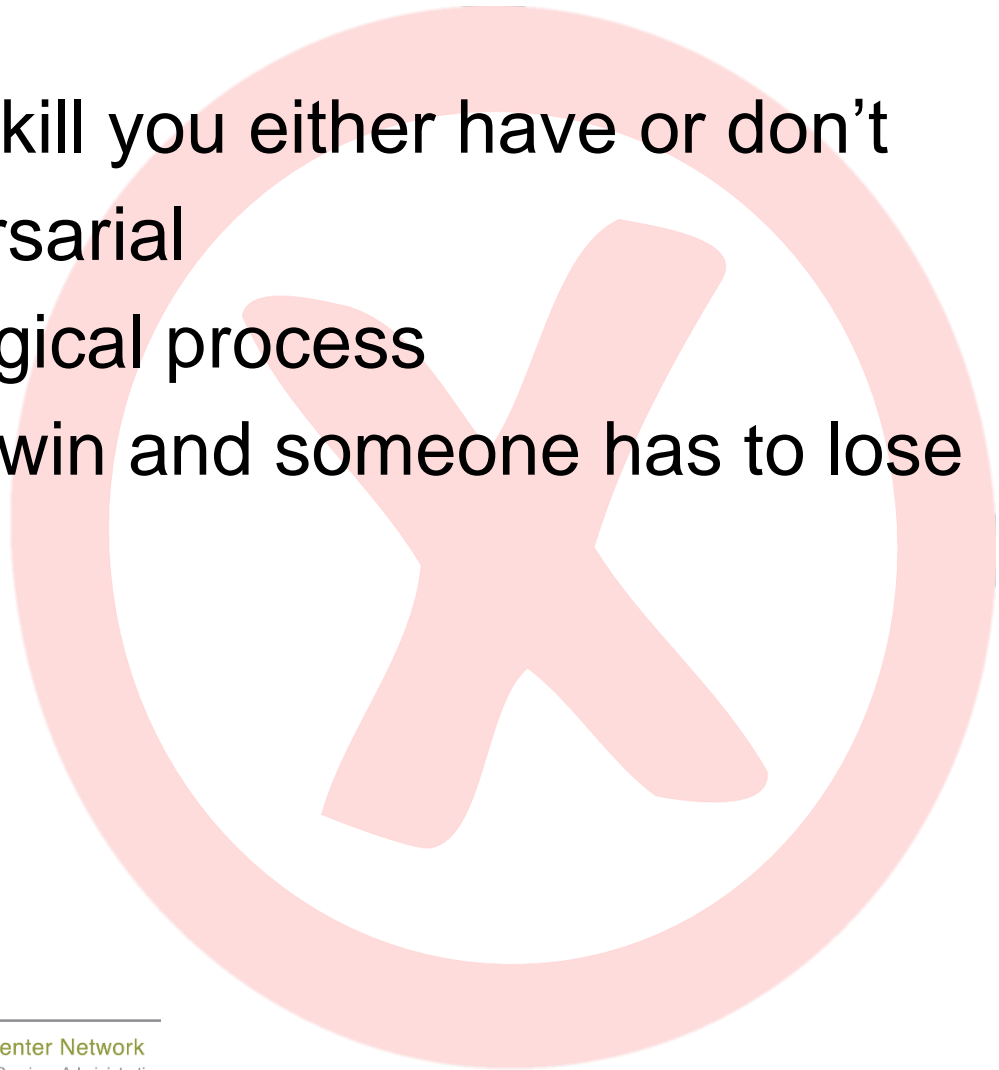
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# Misconceptions about Negotiation

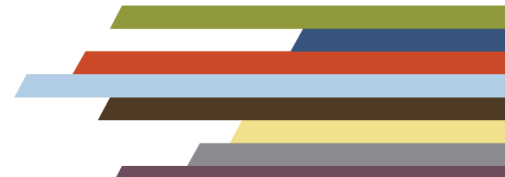
- It is an inherent skill you either have or don't
- It has to be adversarial
- It is an entirely logical process
- Someone has to win and someone has to lose



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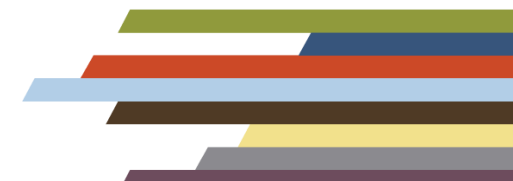
# Compromise is NOT the Goal



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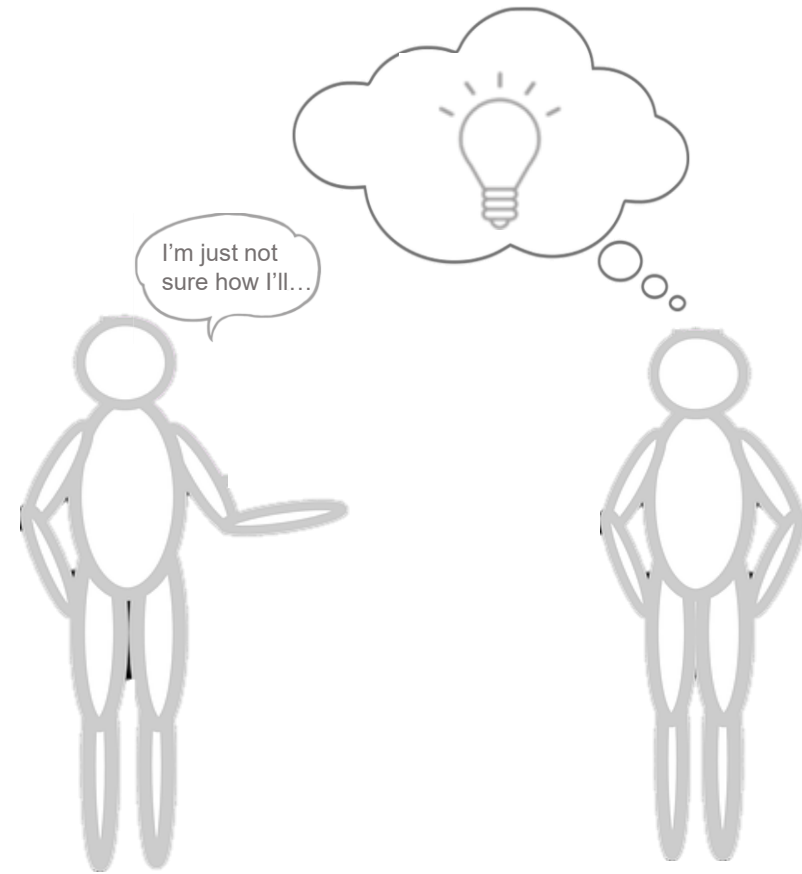
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# How to Approach a Negotiation

## *Step 1: Perspective-taking*

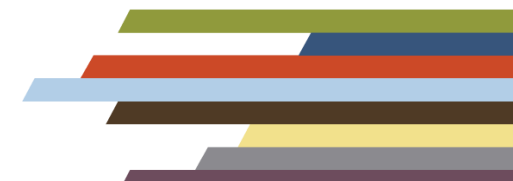
- Take time to understand the other person's point of view
- Ask clarifying questions
- Summarize their points and confirm you are correct
- Make observations about their tone, body language, etc. if appropriate
- Empathize with their situation and emotions



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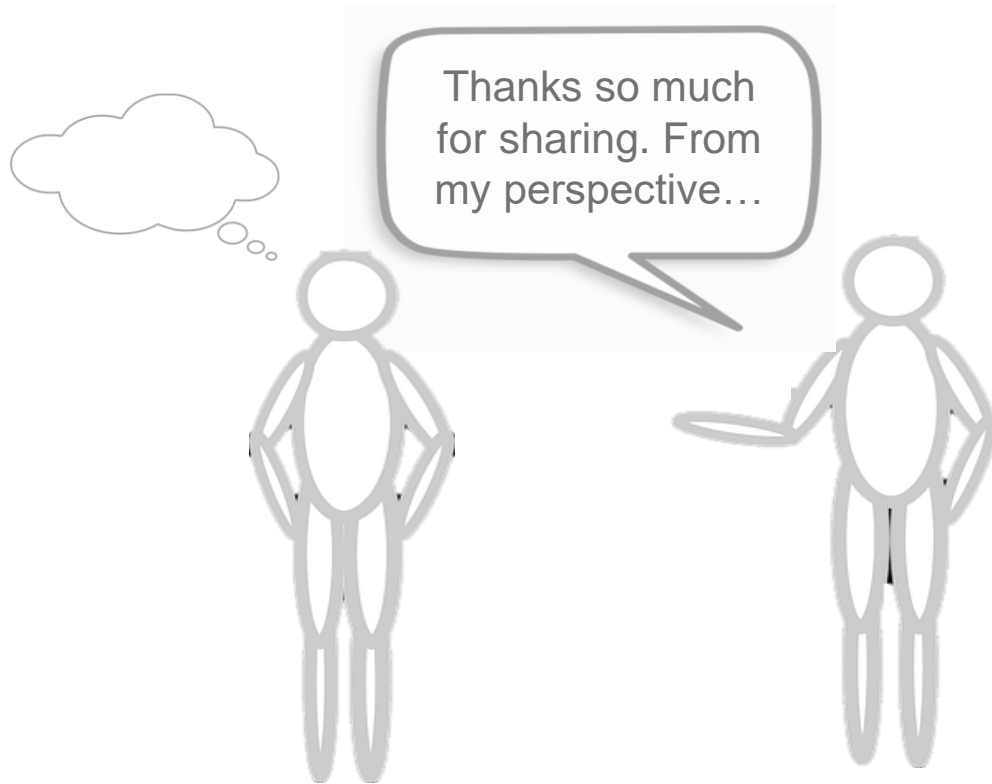
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# How to Approach a Negotiation

## *Step 2: Perspective-sharing*



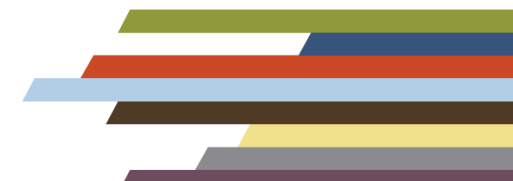
- Describe the situation from your perspective
- Identify the specific challenges you are encountering
- State your emotions - be authentic and sincere, don't overdo it.
- Name your unmet needs



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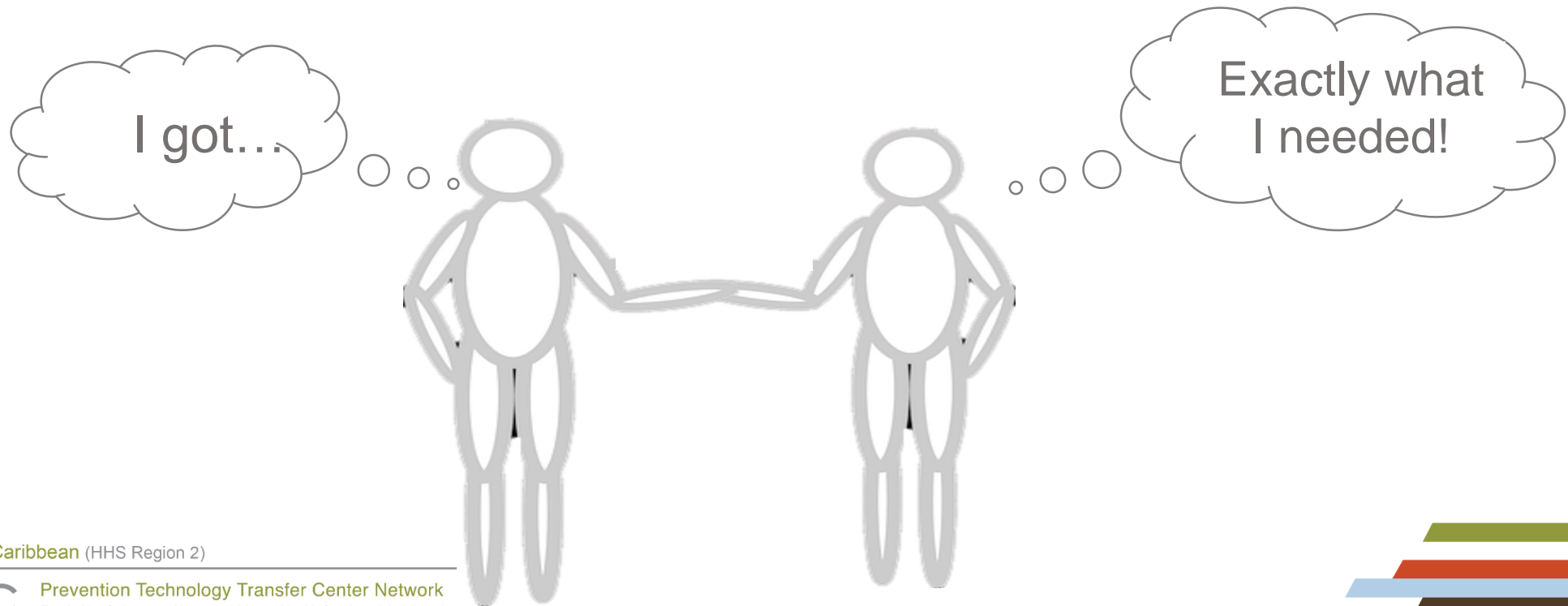
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# How to Approach a Negotiation

## *Step 3: Collaborative problem-solving*

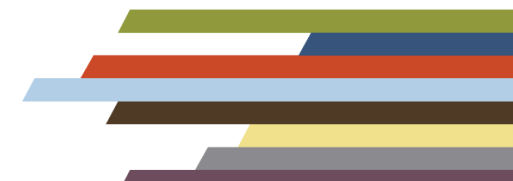
- Enlist the prospective partner's help in identifying solutions
- Work toward mutually beneficial, "both-win" scenarios
- Reject compromises that leave essential needs unmet



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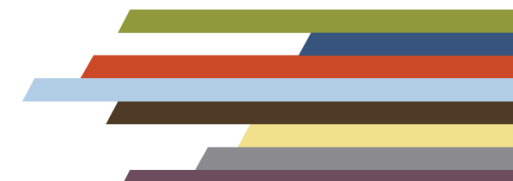
# Breakout Room Discussions

*Scenario: Collaborating on a Student Survey*



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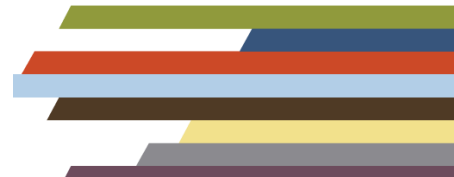
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# Debrief



- How did the negotiation go?
- What worked well?
- What would you do differently next time?
- Did you reach a win-win agreement?



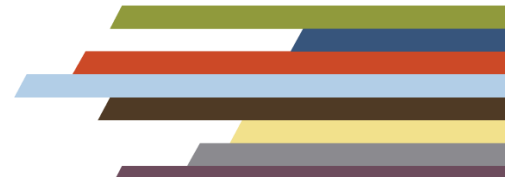
# Questions



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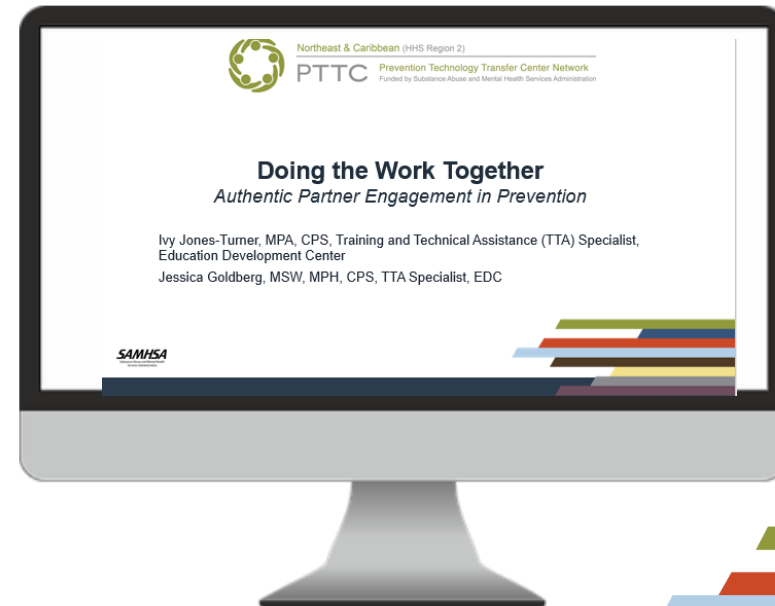


# Join Us Next Week

## Session 2: Doing the work together: Authentic partner engagement in prevention

Tuesday, April 5, 2022 1:00 PM – 2:30 PM (EST)

Before you go, tell us what you have or challenges you've experienced relating to your community engagement efforts...



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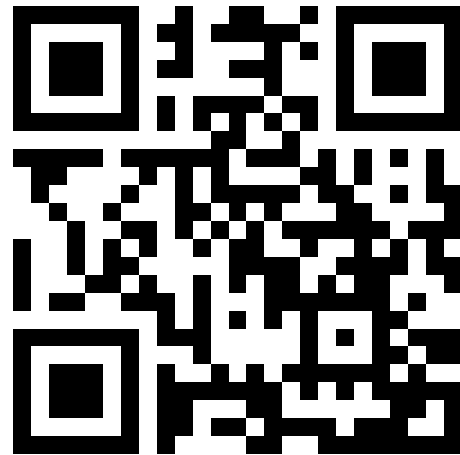
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# Evaluation

Please take the time to complete a brief evaluation:

<https://ttc-gpra.org/P?s=250786>



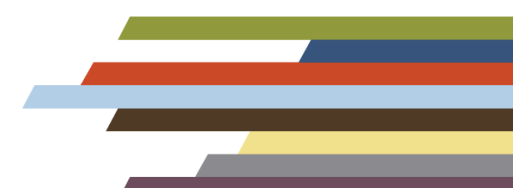
Your feedback is appreciated!



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# Thank You!

If you have questions or comments, don't hesitate to contact:

**Ivy Jones-Turner**

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T/TA Specialist

Region 2 PTTC, EDC

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**Jessica Goldberg**

**MSW, MPH, CPS**

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4. Staff, P. (2022, January 27). *Debunking Negotiation Myths*. Harvard Law School – Daily Blog. <https://www.pon.harvard.edu/daily/negotiation-skills-daily/debunking-negotiation-myths/>
5. Tarr, T. (2017, December 31). *Here Are Five Negotiation Myths We Can Leave Behind In 2017*. Forbes. <https://www.forbes.com/sites/tanyatarr/2017/12/31/here-are-five-negotiation-myths-we-can-leave-behind-in-2017/?sh=40bc9eab15f9>
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7. *5 biggest myths about negotiation*. Retrieved on March 15, 2022. <https://www.karrass.com/en/blog/5-biggest-myths-about-negotiation>



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