Lobby Question
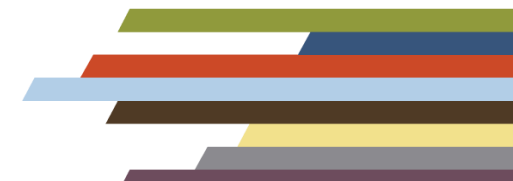
What is your most pressing concern with your coalition?

Please write your answers in the chat.

Coalitions Post-Covid:
Cultivating Community Support for Prevention Coalitions (Part 1)

Presenter

Charlotte E. Carlton, MA, Training and Technical Assistance (T/TA) Associate, Education Development Center

Technical Information

Presented in 2023.

This webinar is being recorded. Following the event, we will share the recording with participants and post on our website.
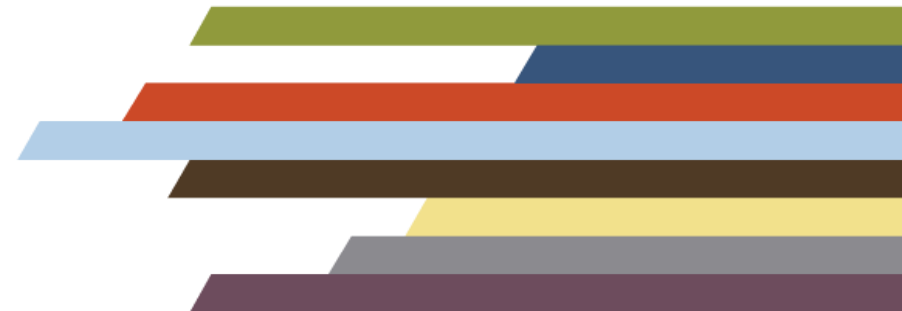
Northeast & Caribbean (HHS Region 2)

PTTC Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration
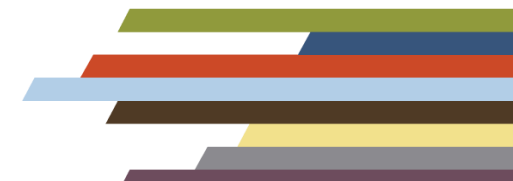
The use of affirming language inspires hope.

LANGUAGE MATTERS.

Words have power.

PEOPLE FIRST.

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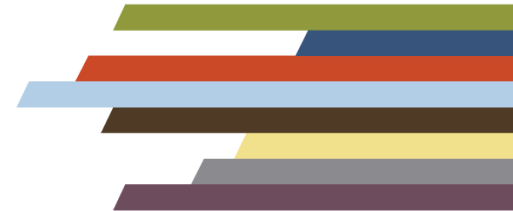
PTTC
Prevention Technology Transfer Center Network
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PTTC Network

REGION 10
Northwest PTTC
University of Washington

REGION 8
Mountain Plains PTTC
University of Utah

PTTC Network Coordinating Office
University of Missouri - Kansas City

REGION 5
Great Lakes PTTC
University of Wisconsin-Madison

REGION 2
Northeast & Caribbean PTTC
Rutgers University

REGION 1
New England PTTC
AdCare Maine

REGION 9
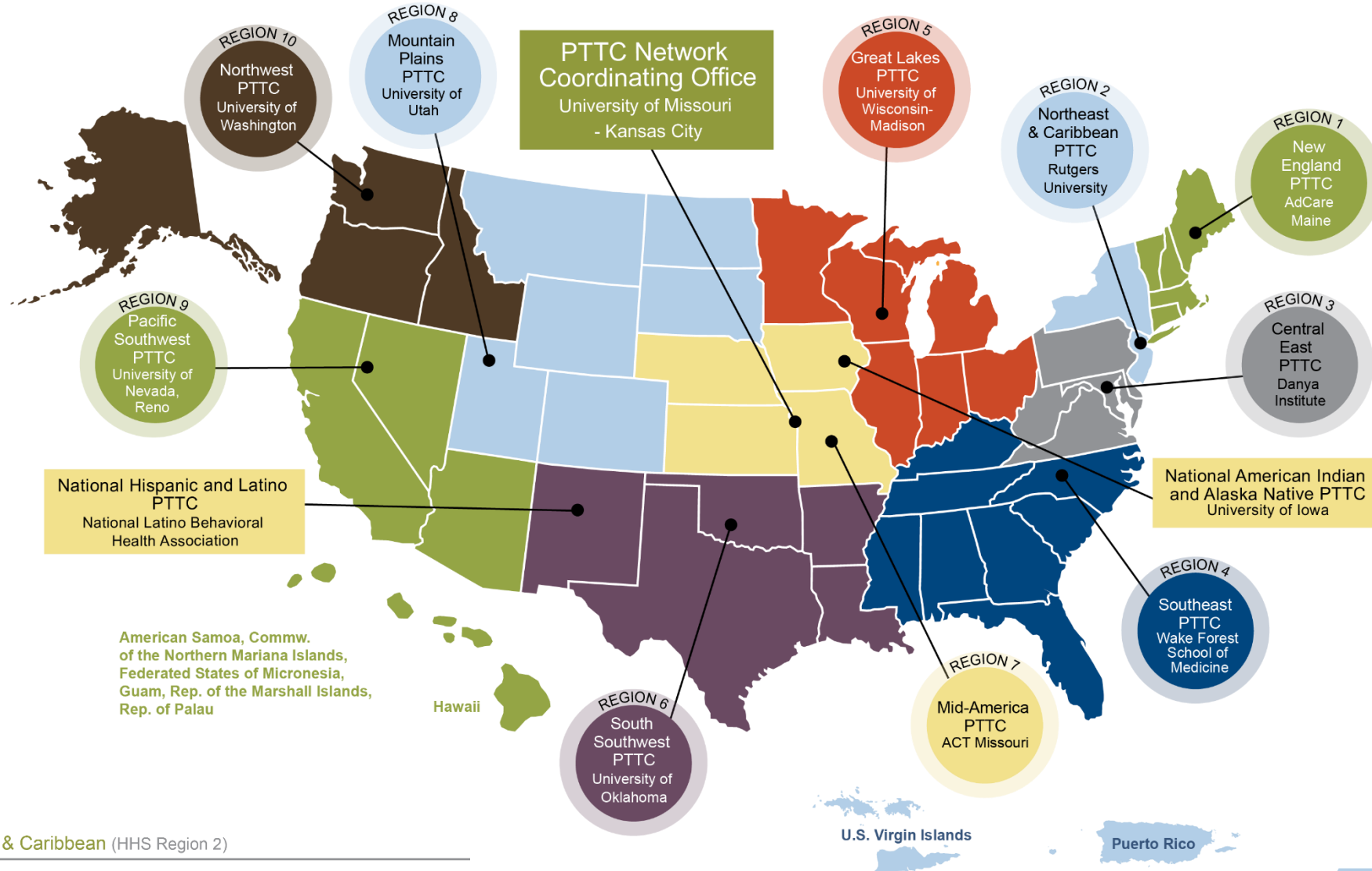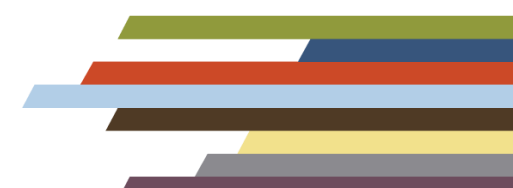**Pacific Southwest PTTC**
University of Nevada, Reno

REGION 3
Central East PTTC
Danya Institute

National Hispanic and Latino PTTC
National Latino Behavioral Health Association

National American Indian and Alaska Native PTTC
University of Iowa

American Samoa, Commw. of the Northern Mariana Islands, Federated States of Micronesia, Guam, Rep. of the Marshall Islands, Rep. of Palau

Hawaii

REGION 4
Southeast PTTC
Wake Forest School of Medicine

REGION 6
South Southwest PTTC
University of Oklahoma

REGION 7
Mid-America PTTC
ACT Missouri

U.S. Virgin Islands

Puerto Rico

Northeast & Caribbean (HHS Region 2)

PTTC
Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

Presenters / Facilitators

Charlotte E. Carlton

T/TA Associate,
EDC

Clare Neary

Project Coordinator
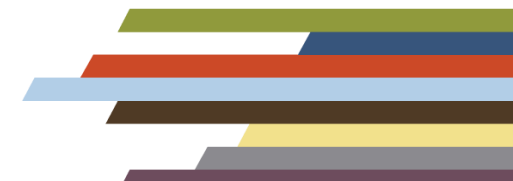PTTC Region 2,
Rutgers University

Clara McCurdy-Kirlis

T/TA Specialist,
PTTC Region 2, EDC
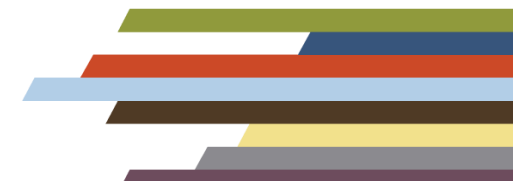
Learning Objectives

- Identify key components for community support of effective coalitions

- Discuss strategies to build the capacity of coalition members to serve as leaders

- Explain key strategies for a personal plan to avoid burnout as a coalition leader

Acknowledgements

This presentation is based on two primary studies:

- The first is a study conducted on Program Sustainability in 2002 by Knowlton Johnson, Ph.D., Carol Hays, Ph.D., Hayden Center, Ph.D., and Charlotte Carlton, MA

- The second is an updated version of the 2002 study applied to the issue of Coalition Sustainability conducted in 2023 by Hayden Center, Ph.D. and Charlotte Carlton, MA.

- The 2023 adaptation was conducted through the support of the Wyoming Department of Health in collaboration with Wyoming community prevention coalitions.
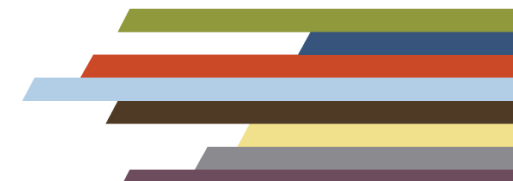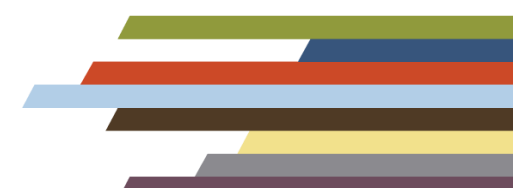
Road Map

- Sustainability defined within an effective prevention coalition

- Overview of a coalition structure

- Community Support through:

  - Positive Relationships

  - System Leaders and Champions

  - Ownership

- Common challenges for coalitions and potential solutions

Coalition Sustainability

Sustainability in the context of coalition work

- Sustainability is the **process** of ensuring <u>an adaptive prevention system</u> and <u>sustainable innovation</u> that can be integrated into ongoing operations to benefit diverse populations.

- *Ultimately, sustainability is about maintaining positive outcomes in communities.*
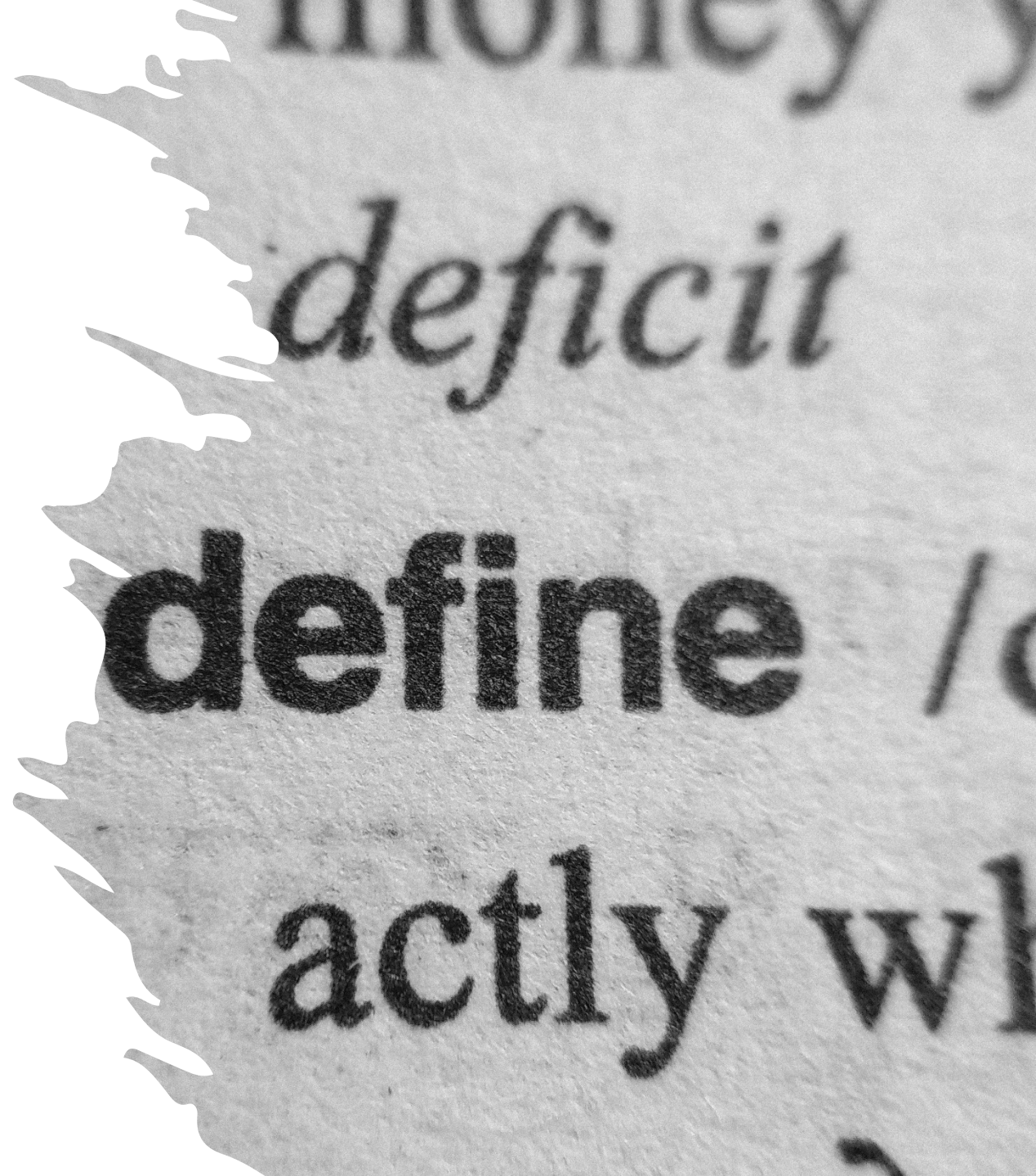
Common Elements of Effective Coalitions

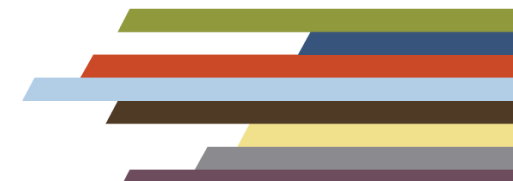**In this case, *coalition work*:**

- Occurs at the community level.

- Assumes that prevention occurs within a system that includes involved community members organized within a collaborative structure.

- Focuses on desired outcomes.

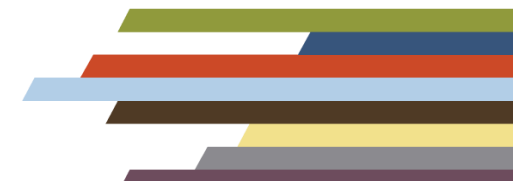- Builds adequate capacities among partners.

The Coalition Structure

- Coalitions work. We know that from decades of using them as a prevention delivery system. In addition to the usual structural concerns of a Chair, Coordinator, Members, Sub-Committees, Partners, etc., we must also address a coalition's functional structures and priorities to promote effectiveness.

- An effective coalition:

  - Must be developed in a manner that increases effectiveness.

  - Must be part of the community served by the coalition.

  - Must keep all community partners focused.

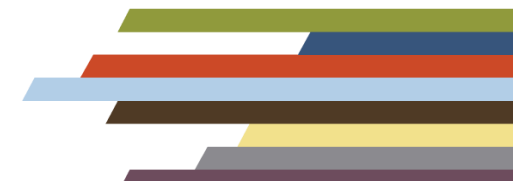 - Must plan for sustainability at every step.

Common Challenges for Coalitions

- Time
- Capacity
- Being understaffed
- Maintaining focus in an ever-changing environment
- Sustaining outcomes and keeping momentum
- Reconnecting with community members (post-pandemic)
- Member to member communication
- Identifying collective work
- Coalition fatigue
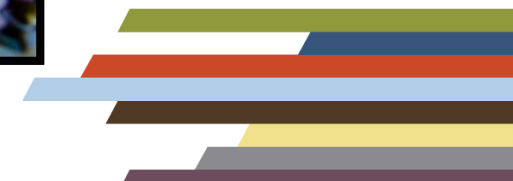- Virtual engagement

In Your Experience

Have you experienced any of the challenges listed in the previous slides?

What other challenges have you experienced that you did *not* see there?

Please share your thoughts in the chat.

Community Support: Develop and Nurture Positive Relationships

Cultivating Community Support

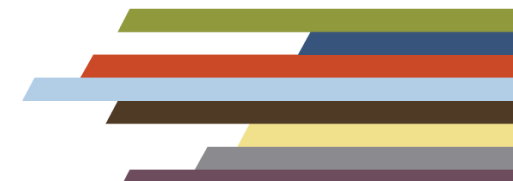Coalition members must methodically assume collective responsibility through:

- Positive Relationships

- System Leaders and Champions

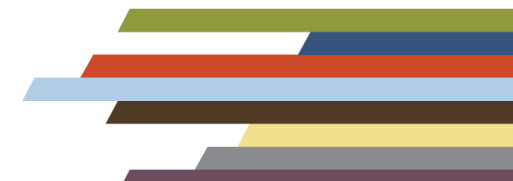- Ownership

Using the SPF Model to Develop and Nurture Positive Relationships

- The coalition facilitates the identification of a community's problems associated with or the result of substance use.

- Coalitions work through an informed, objective process to determine the most effective direction, strategy, and allocation of resources to achieve identified substance use reduction outcomes.

Role of the Community

- Community agencies and organizations, working through the coalition, must ***cultivate broader community support*** in order to sustain outcomes as they are achieved and reduce substance use and related community problems.

- Broader support includes influential community members specific to the demographics of the community and beyond the traditional 12 sectors.

- Community members must see themselves as ***stewards of the community's health and well-being*** whose success depends on their ***collective*** effectiveness.
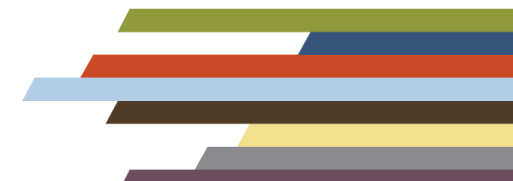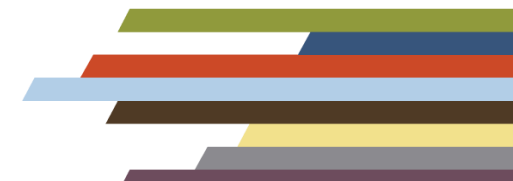
Cultivating System Leaders and Champions

- The coalition must cultivate *champions* for prevention strategies, such as *policy change* and *enforcement,* which can influence population level changes in substance use behaviors and consequences.

- Build awareness of the importance of prevention in meeting short-term outcomes and its contribution to an overall comprehensive strategy.

Infusing a sense of Ownership

- Facilitate active involvement of community members in all phases of the SPF model.
- Seek advice, feedback, and assistance from peers, program developers, and others who have created and sustained successful coalitions that demonstrate changes in policies and reduction in problems related to substance use.

Assess Relationships Among Key Partners

Consider the key community partners critical to achieving, demonstrating, and sustaining the strategy's positive outcomes.
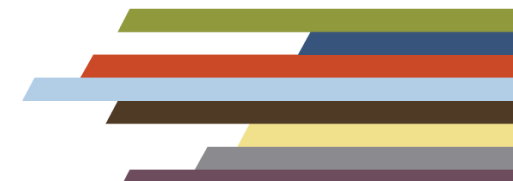
- Are key community partners supportive of the goals and efforts of the coalition?

- Are any of these relationships creating a barrier to achieving, demonstrating, or sustaining the strategy's positive outcomes?

Turn Community Members into System Leaders and Champions

Qualities of Effective Prevention Leaders

- Prevention leaders must view themselves as stewards of not only the prevention system and its strategies, but its outcomes.
- The coalition must view itself as a prevention leader, advocating for policies and actions throughout the community that support long-term strategic outcomes of reductions in community problems related to substance use.

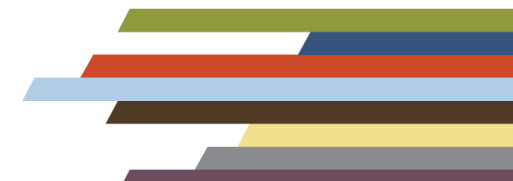# How do we cultivate prevention system champions?

- Identify the needs of influential community members or organizations that are implementing effective strategies and in the broader community.

- Communicate to targeted influential community members how sustaining outcomes of effective strategies can meet their needs.
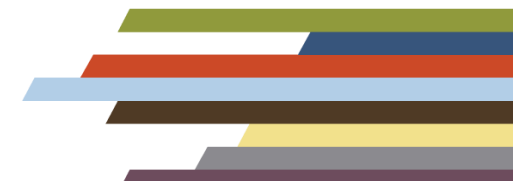
Assess Leaders and Champions

- Does the community coalition champion policies and actions throughout the community that support long-term strategic outcomes of reductions in community problems related to substance use?

- Are key leaders in the community aware of how sustaining effective prevention outcomes benefits them?
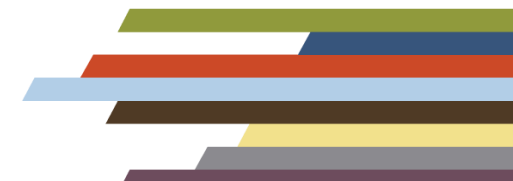
Question

Who are your
Leaders and Champions?

Encourage Ownership of the Prevention System
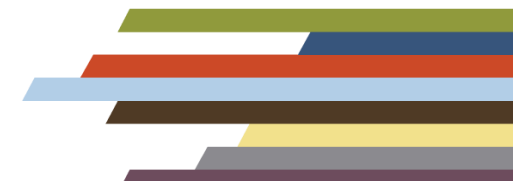
How do we encourage ownership?

- Identify and target influential community members (individuals and groups) whose ownership of the prevention system is critical to its sustainability.

- Communicate regularly with community members through a variety of means (meetings, newsletters, presentations, newspaper articles, etc.) that celebrate key success stories and connect positive outcomes of the prevention system to identified needs of the community.

- Involve key decision-makers in the implementation process.

Assess Prevention System Ownership

Consider how key partners and the broader community value prevention.

- Is the broader community aware of the community coalition and its goals to reduce problems that are related to substance use?

- Are key partners supportive of using data to inform decisions?

- Are community members aware of or involved with strategies to achieve and sustain positive outcomes of strategies?
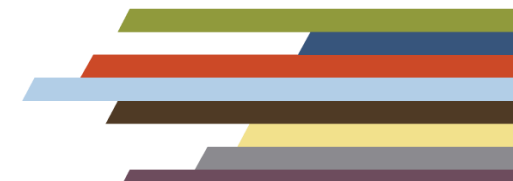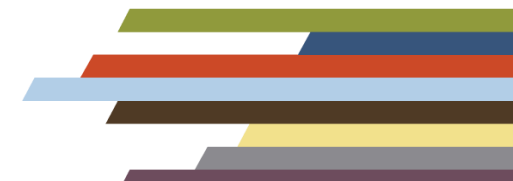
Questions

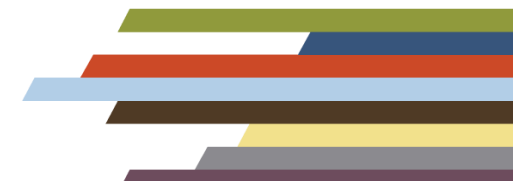How are you currently nurturing your coalition?

What new steps can you take now to promote your coalition?
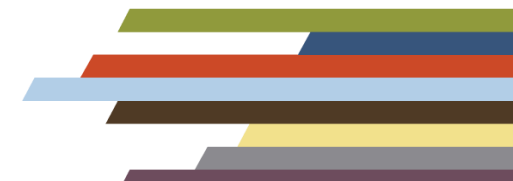
Tips for Engagement

Tips for Recruiting Coalition Members

- Find common/shared interests and goals. Volunteer for other causes and meet like-minded, goal-oriented people.
- Identify needed members and ask for assistance from current members.
- Attend other organizations' events and meetings and promote two-way relationships.
- Encourage current coalition members to participate in Community events and promote the coalition.
- Invite missing stakeholders to coalition events.
- Host regular coalition meetings with actionable projects.
- Provide informative communications.
- Advertise, when appropriate.

Tips for Educating and Keeping Members Informed

- Schedule routine meetings, with virtual option if appropriate.
- Introduce prevention science at every other meeting and/or 15 minutes of "education" at every meeting.
- Communicate regularly and through varied communication channels
- Provide regular and varied communication.
- Maintain positive rapport with community entities.
- Offer trainings.

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Tips for Keeping Members Engaged

- Highlight members in the newsletter.
- Engage members according to their passion.
- Convene subcommittees regularly, big group less often.
- Include lived experience and youth involvement among the coalition membership.
- Go to their turf for coalition nights and their events.
- Maintain focus on forward momentum.
- Provide food when appropriate.
- Give every member an opportunity to contribute collaboratively.
- Keep talking about the mission.
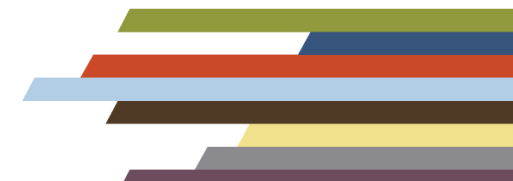
Tips for Empowering Coalition Members to "do the work" Collectively

- Delegate.
- Utilize a Project Tracker w/assigned people and due dates.
- Tie tasks to members' everyday work.
- Consolidate work so it doesn't add too much to any member's plate.
- Don't duplicate meetings/groups.
- Encourage ownership and support their efforts.
- Be truly interested in members' opinions, knowledge, skills, and interests.
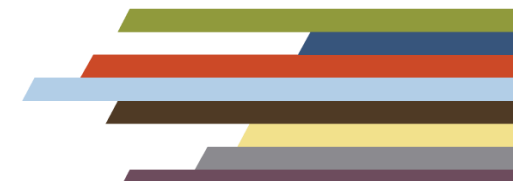- Leadership *can* set limits and let members know them.
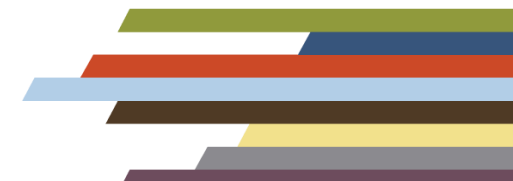
# Question

What other tips do you have for engagement?

Resources

1. Butterfoss, Fran (2016). Recruiting, Engaging & Retaining Coalition Members. Presentation Handouts. https://www.immunizationcoalitions.org/content/uploads/2016/07/Thurs-5-26-16-3C-Handouts-Butterfoss.pdf

2. Centers for Disease Control and Prevention (CDC). Developing Partnerships and Coalitions to Advance Health Equity. https://www.cdc.gov/nccdphp/dnpao/health-equity/health-equity-guide/pdf/health-equity-guide/Health-Equity-Guide-sect-1-3.pdf

3. Department of Health & Human Services, Office of Population Affairs (2019). Resource Guide for Building Sustainable Programs. https://opa.hhs.gov/sites/default/files/2020-08/sustainability-guide-revised-2019.pdf
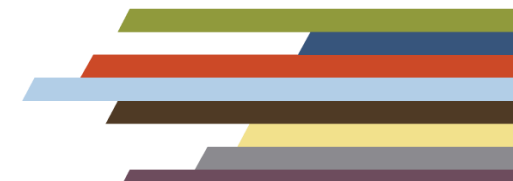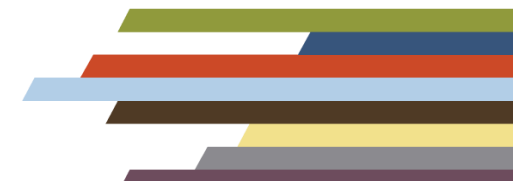
Resources, continued

4. National Academy of Medicine. Achieving Health Equity and Systems Transformation Through Community Engagement: A Conceptual Model. https://nam.edu/programs/value-science-driven-health-care/achieving-health-equity-and-systems-transformation-through-community-engagement-a-conceptual-model/

5. Knight, J.R. 10 Essential Coalition Engagement Skills. https://www.jredmondknight.com/2021/01/24/10-essential-coalition-engagement-skills/

6. The Prevention Technology Transfer Center (PTTC) Network. (2022). The Six Elements of Effective Coalitions Resource Toolkit. Six Elements of Effective Coalitions Resource Toolkit | Prevention Technology Transfer Center (PTTC) Network (pttcnetwork.org)
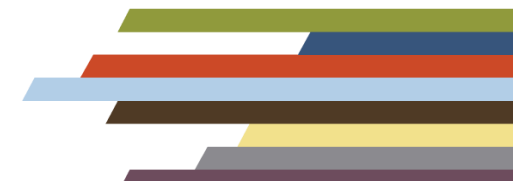
Resources, continued

7. The Prevention Technology Transfer Center (PTTC) Network: Northeast & Caribbean (HHS Region 2). Tips for Successful Recruitment. HEquity.RecruitmentTips-final.pdf (pttcnetwork.org)

8. Substance Abuse and Mental Health Services Administration (SAMHSA). (2022). Community Engagement: An Essential Component of an Effective and Equitable Substance Use Prevention System. Community Engagement: An Essential Component of an Effective and Equitable Substance Use Prevention System | SAMHSA Publications and Digital Products

9. University of Kansas, Center for Community Health and Development. (1994-2002). Community Toolbox. I: Creating and Maintaining Coalitions and Partnerships. https://ctb.ku.edu/en/creating-and-maintaining-coalitions-and-partnerships

10. University of Kansas, Center for Community Health and Development. (1994-2022). Community Tool Box. Coalition Building II: Maintaining a Coalition. https://ctb.ku.edu/en/table-of-contents/assessment/promotion-strategies/maintain-a-coalition/main
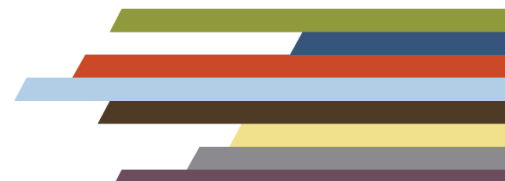
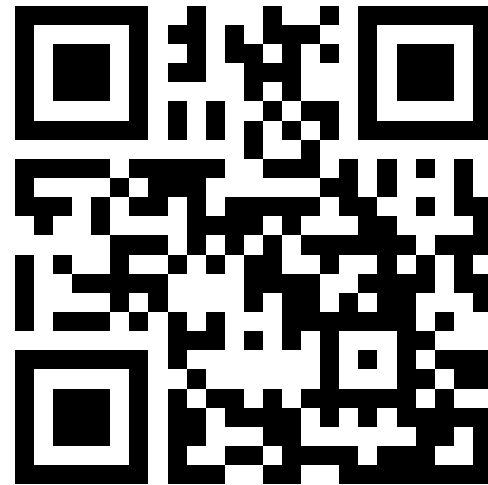# Questions?

Join us next week for

Coalitions Post-Covid:
Cultivating Community Support for Prevention Coalitions (Part 2)
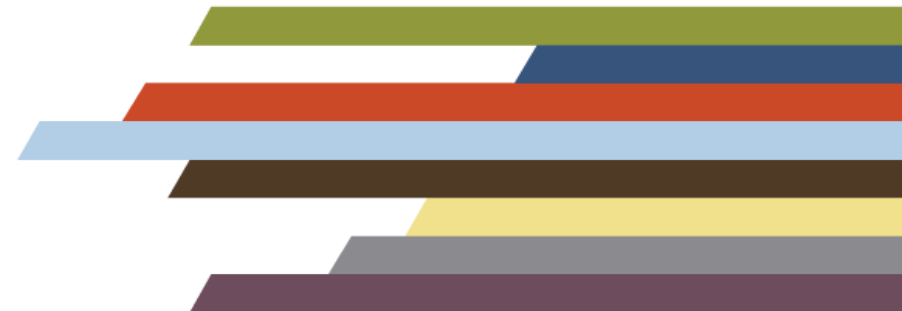
Evaluation

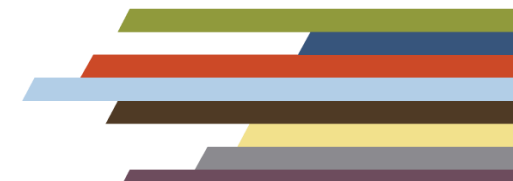Please take the time to complete a brief evaluation:
https://ttc-gpra.org/P?s=721015

Your feedback is appreciated!

Thank You!

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

Jessica Goldberg

MSW, MPH, CPS

T/TA Specialist, Region 2 PTTC, EDC

jgoldberg@edc.org

Check Out the Northeast and Caribbean PTTC Website:
https://pttcnetwork.org/centers/northeast-caribbean

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https://pttcnetwork.org/centers/northeast-caribbean-pttc/nec-subscription-page

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