**Technology Transfer Centers**
Funded by Substance Abuse and Mental Health Services Administration

# Welcome!
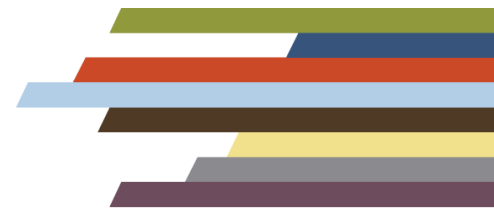# The Six Elements of Effective Coalitions: Session 4

# Efficiency and Cohesion

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

# The Webinar Is Now Live



**This webinar is being recorded**

**Your audio will remain muted**

- This webinar is being recorded and will be available for future viewing along with a copy of today's slides.

- The slides are shared in the chat feature

# Technical Information

- This webinar is being recorded and archived, and will be available to all webinar participants.

- This training was developed under the Substance Abuse and Mental Health Services Administration's Prevention Technology Transfer Center task order. Reference # 1H79SP081018.

- Audio will stream through your computer or device
  – If you prefer to call in, the phone numbers are included in your registration confirmation.

- If you are experiencing technical difficulties, please be sure that your audio is properly connected via phone or computer. Calling in through your phone may be helpful.

# Chat and Q&A

- We welcome your thoughts and hope for a rich conversation using the chat box feature.

- You may also type questions for our presenters at any time during the presentation in the Q & A feature.

- We may ask our presenters to answer questions throughout the presentation, and we will host a Q & A session after the slide presentation.
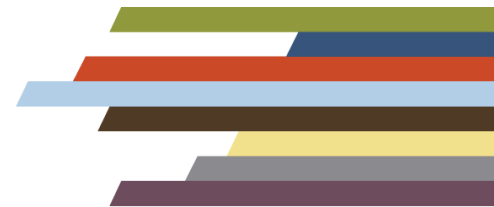
# Chatting in Zoom Webinar

To ensure all attendees see your comment or question please do the following:

1. Go to "To:" at the bottom of the chat feature

2. Select the down arrow next to "All Panelists"

3. **Select "All panelists and attendees"**

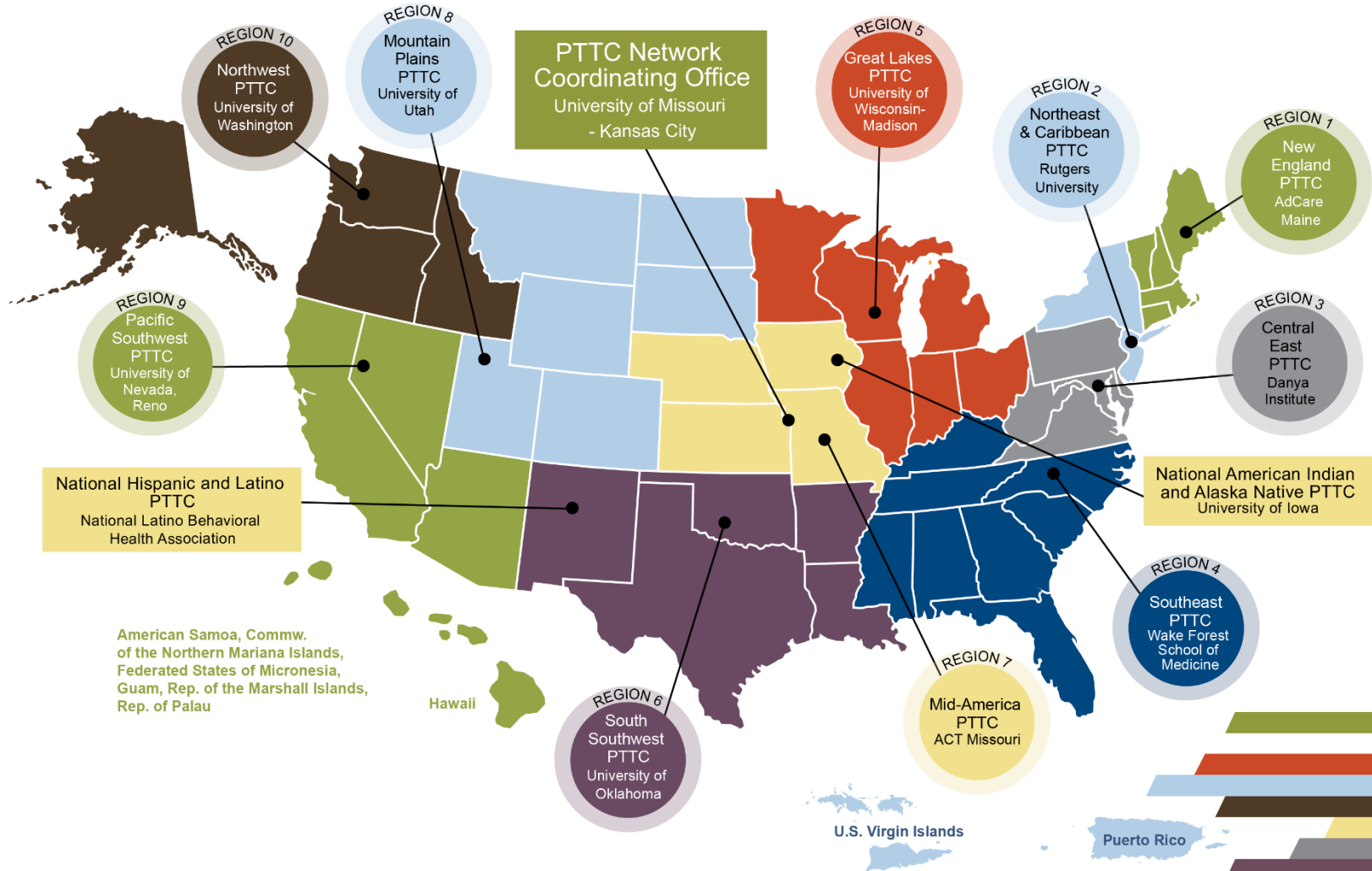4. The bottom should now read To: All panelists and attendees
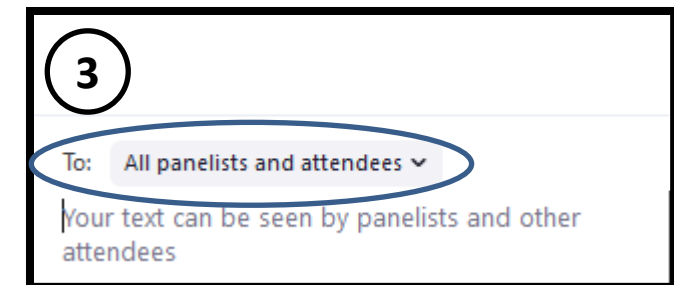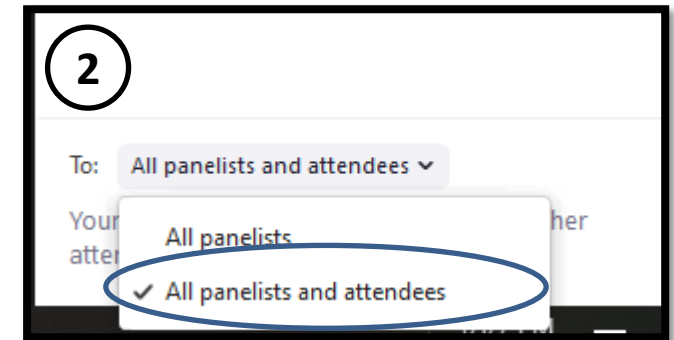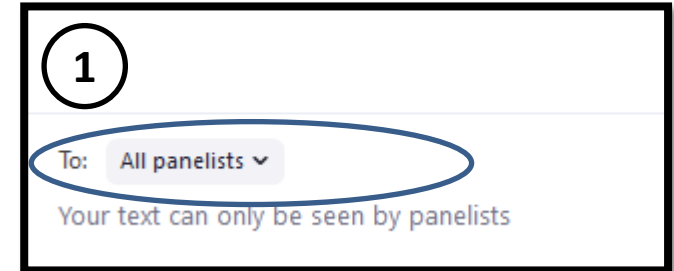
# PTTC Network



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

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 3**
Central East PTTC
Danya Institute

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

**National Hispanic and Latino PTTC**
National Latino Behavioral Health Association

**National American Indian and Alaska Native PTTC**
University of Iowa

**REGION 4**
Southeast PTTC
Wake Forest School of Medicine

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

Hawaii

**REGION 6**
South Southwest PTTC
University of Oklahoma

**REGION 7**
Mid-America PTTC
ACT Missouri

U.S. Virgin Islands

Puerto Rico

# PTTC Network

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.
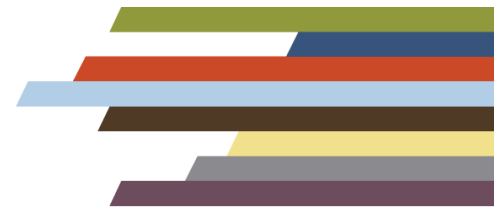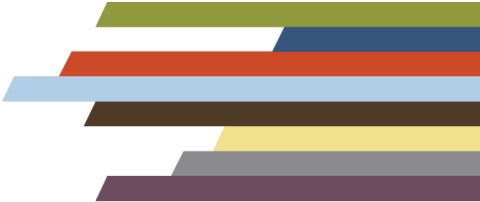
# Community Coalitions and Collaborators Workgroup

- **Develop** training and technical assistance tools, products, and services on effective community coalitions and collaborations
- **Disseminate** these across the PTTC network
- **Increase the capacity** of prevention coalitions and collaborators to **prevent** substance misuse
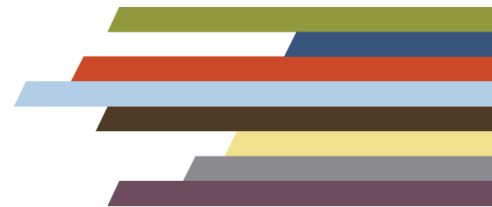
# **Objectives for today's webinar**

- **Define** what *efficiency* and *cohesion* means for coalition members
- **Describe** why fostering *efficiency* and *cohesion* is important to coalitions success
- **Share** two coalition success stories to demonstrate how to foster *efficiency* and *cohesion* within your coalition
- **Describe** the full model of 6 elements for effective community coalitions

# Today's Presenters

**Kristen Powell, PhD, LSW**
Director, Northeast & Caribbean

**Dr. Wanda Boone**
Together for Resilient Youth (TRY)

**Gigi Calaway, BS, CPP**
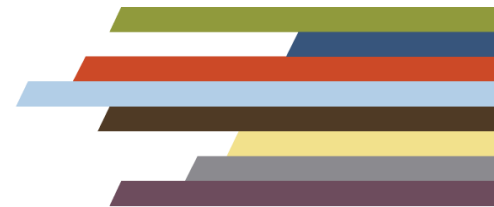Wahluke Community Coalition
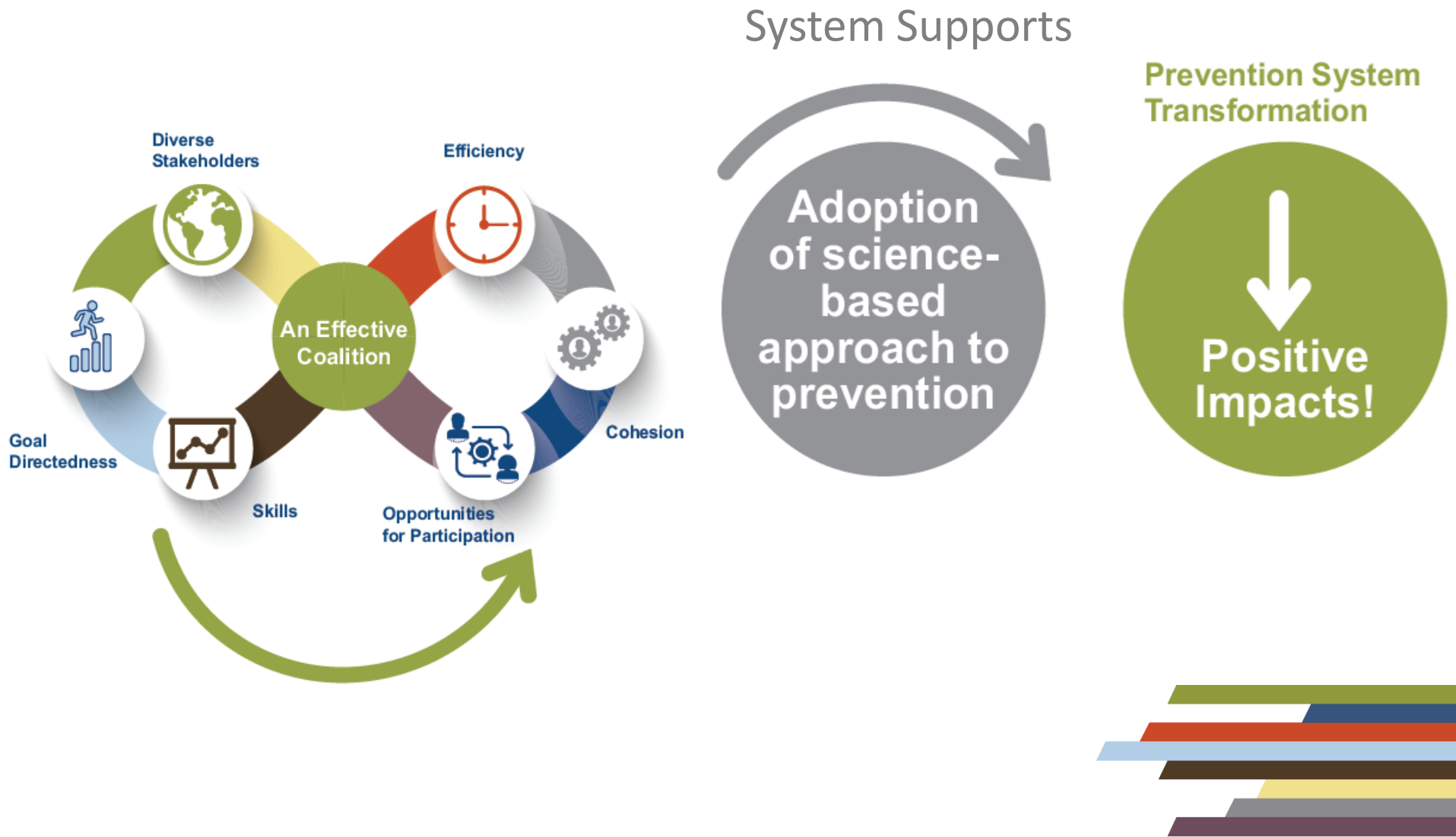
**Brisa Sanchez**
Wahluke Community Coalition

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# The Conceptual Model of Effective Coalitions

# Effective Coalitions

**Goal-Directedness**

**Efficiency**
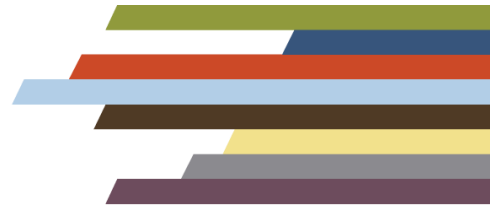
**Opportunities for Participation**

**Cohesion**

**Diverse Stakeholders**

**New Skills**

# Efficiency

**What?** Coalition efficiency refers to the work ethic and task focus of the coalition

- the coalition's ability to utilize its resources to deliver services in a well-organized and effective manner. [1,4]

**Why?** People and organizations join or form coalitions to accomplish together what they cannot alone.

- Often coalitions are working with limited resources and require nimbleness to respond to a quick and changing timeline.
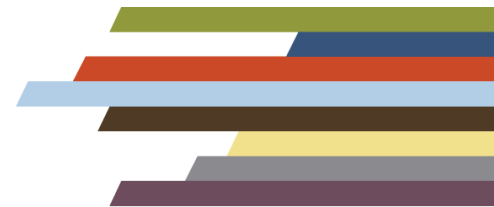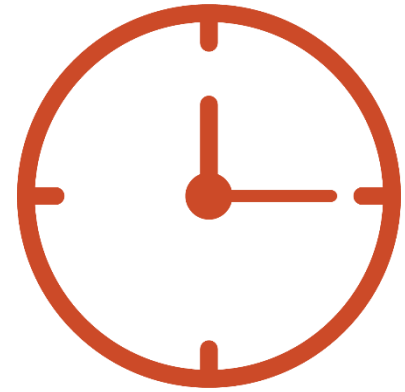
# Efficiency

How?

Organizing your coalition  → get things done!

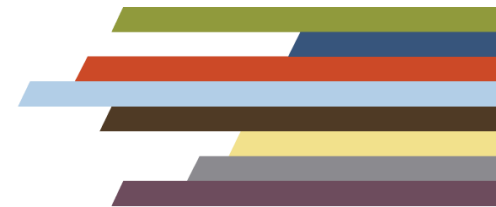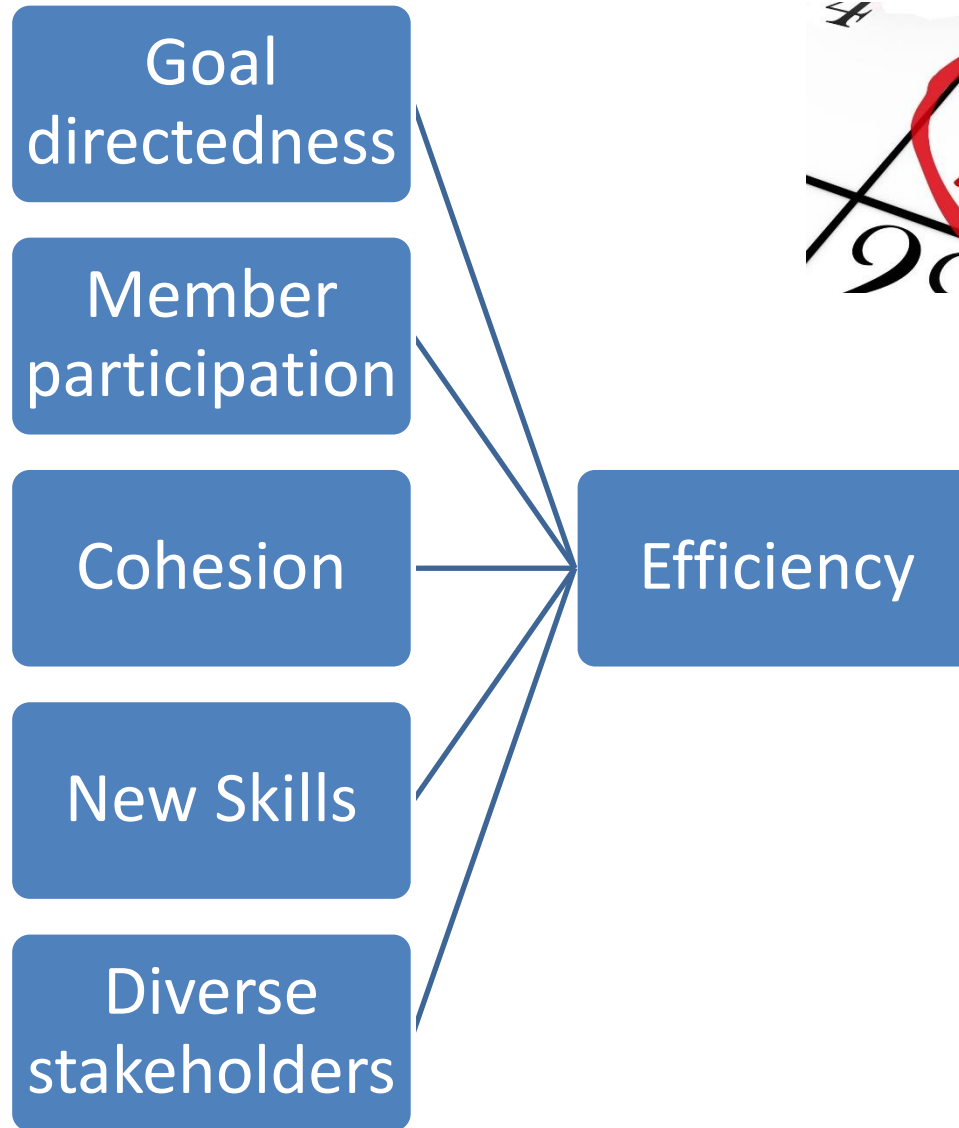Coordination/Collaboration = avoid duplication

- Coordinate coalition activities to avoid duplication of services and efforts

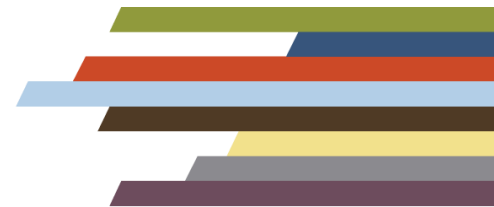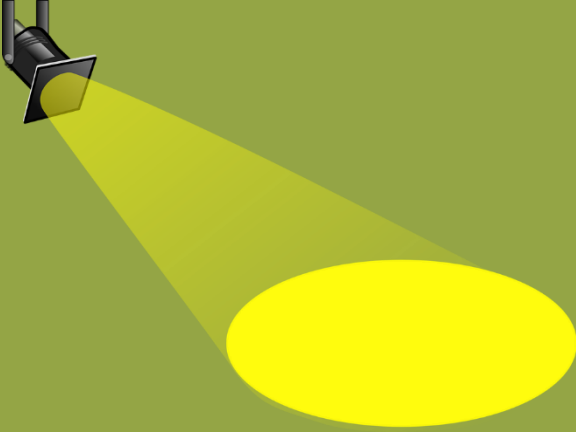Leadership development

Proactive member engagement

# Efficiency

# In the Chat Box

In what ways is your coalition *efficient*?

# Featured Coalition
## Together for Resilient Youth (TRY)

# TOGETHER FOR RESILIENT YOUTH (TRY)

COALITION EFFICIENCY

DR. WANDA BOONE, FOUNDER AND CEO

Mission: To prevent substance use among youth by reducing trauma and other community risk factors through education, mobilization and collaborative action.

# Collaborating for Impact

**PAC Districts (2016)**
1
2
3
4
5

**PAC 2**
Population: 65,692
White (not Latino): 44.3%
Black (nL): 36.4%
Latino: 14.3%
Asian (nL): 2.5%
Other (nL): 2.4%

**PAC 5**
Population: 8,259
White (not Latino): 47%
Black (nL): 27%
Latino: 11.6%
Asian (nL): 12.2%
Other (nL): 2.1%

**PAC 1**
Population: 36,874
White (not Latino): 14.8%
Black (nL): 60.7%
Latino: 21.3%
Asian (nL): 1.1%
Other (nL): 2.1%

**PAC 3**
Population: 68,102
White (not Latino): 52.1%
Black (nL): 22.6%
Latino: 14.3%
Asian (nL): 8.6%
Other (nL): 2.6%

**PAC 4**
Population: 58,557
White (not Latino): 28.6%
Black (nL): 53.8%
Latino: 9.6%
Asian (nL): 5.3%
Other (nL): 2.6%

Source: City of Durham and Decennial Census 2010. Prepared by John Killeen, Neighborhood Compass Project Manager, City of Durham. September 2016

## SOCIALLY AND ECONOMICALLY DIVERSE

Durham County's population 302,000

White 42.0%, African American 37.2%, Hispanic 13.3%, Native American, Asian, and other ethnicities make up the remaining 7.5%
TRY serves the five Districts (PAC) in Durham County and focuses on Districts of most color in PAC 1 and PAC 4
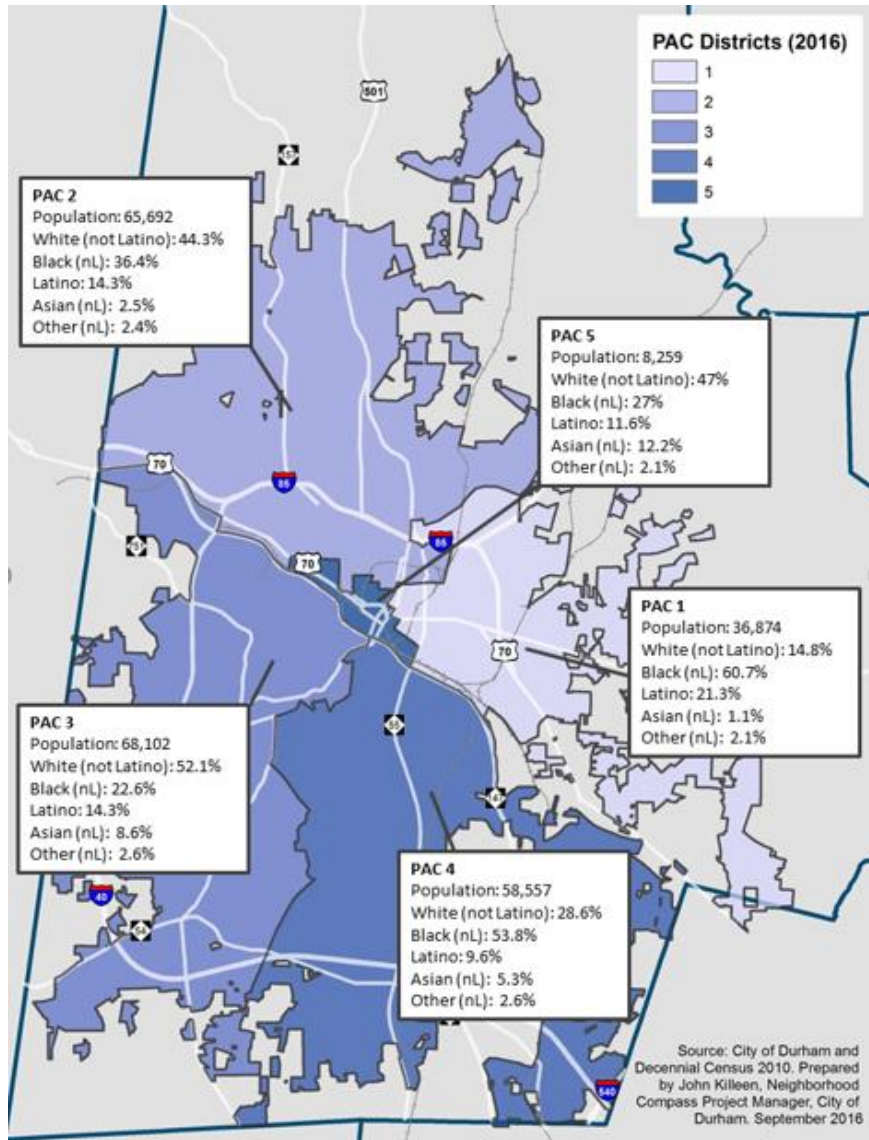
PAC 1 – Urban
PAC 2 – Rural
PAC 3 – Suburban
PAC 4 – Urban
PAC 5 – Restaurant/Entertainment/High Rent

**SOCIAL DETERMINANTS OF HEALTH & DISPARITIES DISTRICTS 1 & 4**

# EFFICIENCY



Together for Resilient Youth (T.R.Y.) presents: Senior Survivors #CoroNOa Class of 2020. April 24, 2020. 8-10 P.M. Join: https://us02web.zoom.us/j/85062005881 Meeting ID: 850 6200 5881. Hosted by: DJ PDOGG #INTHEMIX. L.F.J.
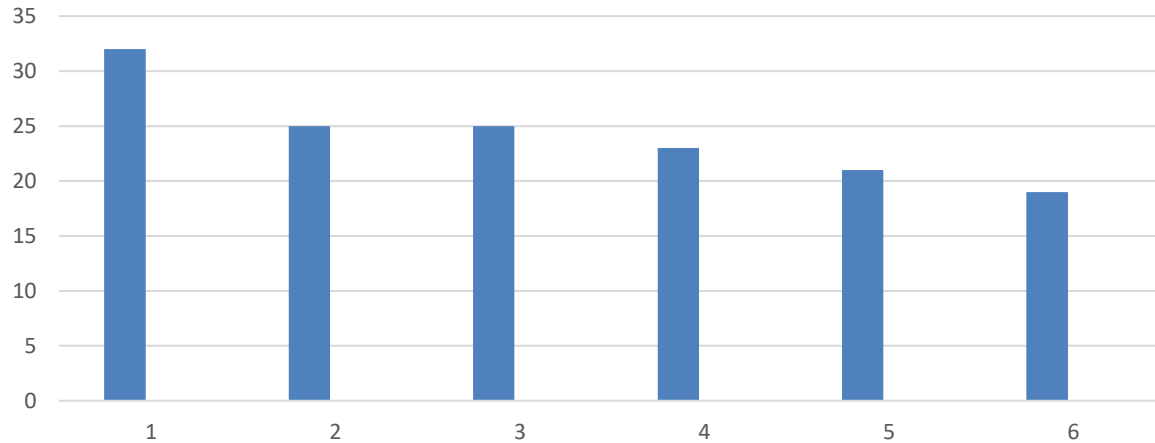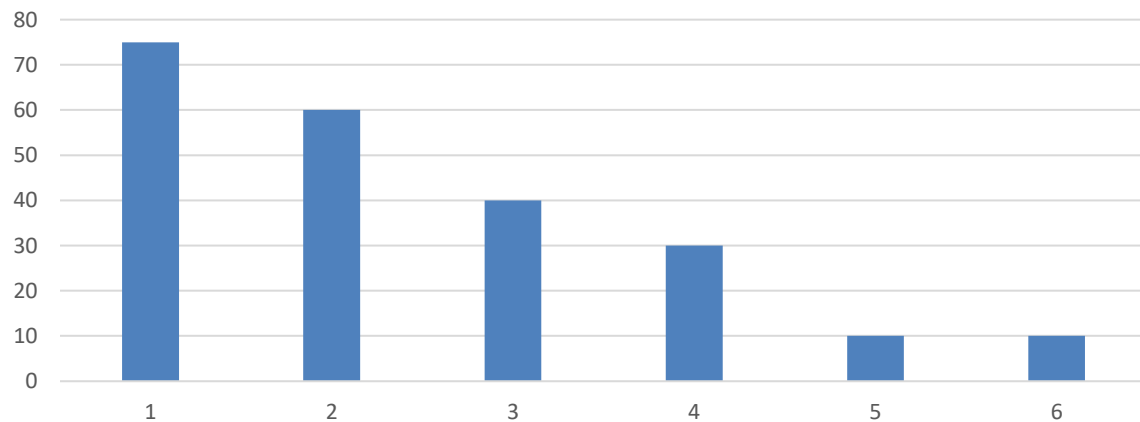
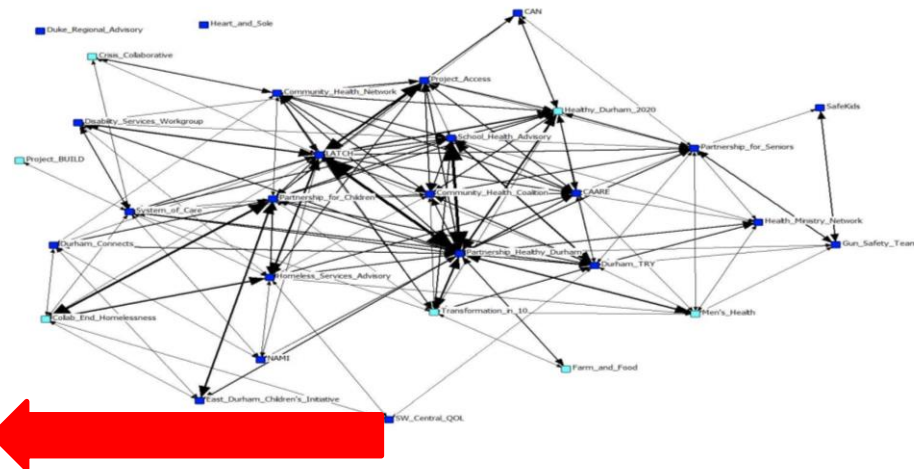## Past 30 Day Alcohol Use Among HS Students



## 2009 - 2019

## Alcohol Outlet Non-Compliance

# THE TRY GOOD NEIGHBOR BUSINESS NETWORK





Crime Rate per 100,000 Population by Year, 2001–2015
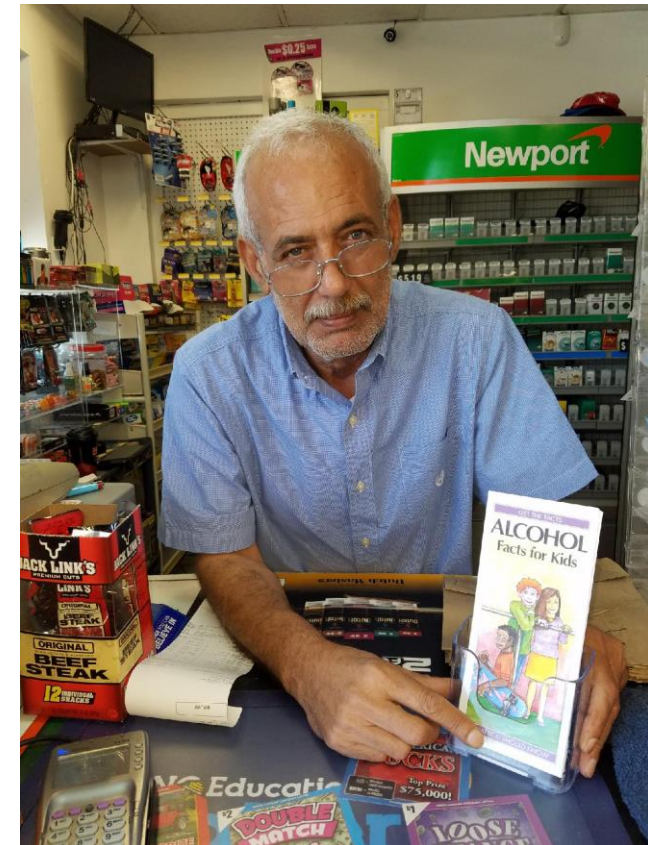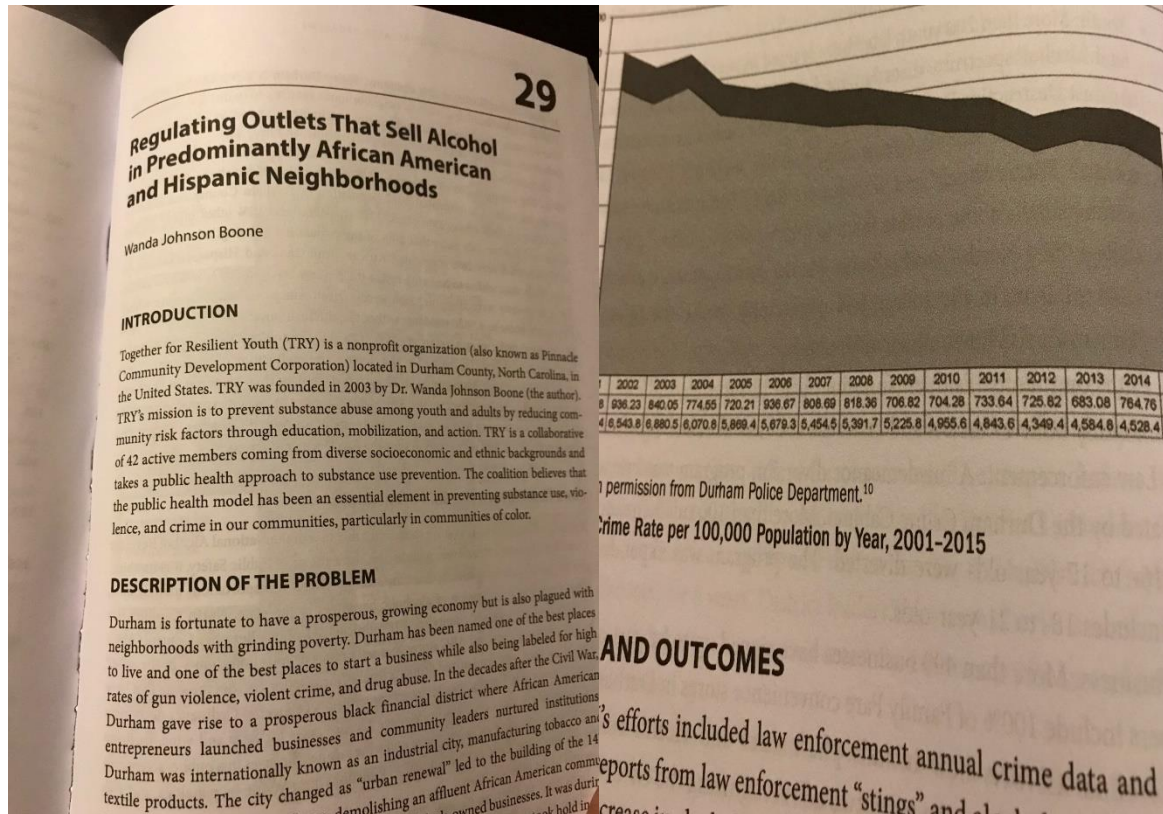
Many organizations* across NC are addressing the opioid overdose epidemic.



**Partnerships with strongest connections to the most other partnerships via shared memberships included:**

- Partnership for a Healthy Durham
- LATCH
- Durham Partnership for Children
- Project Access
- Durham TRY

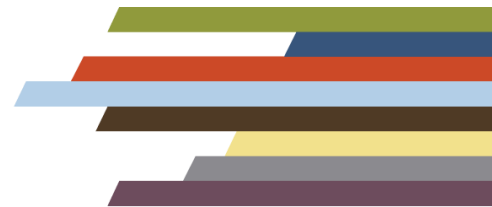# Featured Coalition

## Q & A

## Ask the coalition expert!
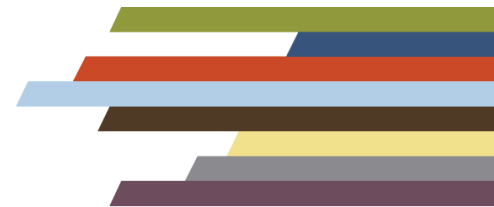
# Poll #1

**Of these 5 aspects, which is the most important for your coalition to focus on to become more efficient?**

- ❑ Goal Directedness
- ❑ Member Participation
- ❑ Cohesion
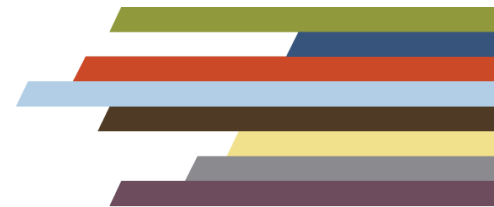- ❑ Leadership
- ❑ Diverse Stakeholders

# Cohesion

**What?**

- Feelings of unity, group spirit, trust, and belonging are a few common features of a cohesive coalition

- strong interpersonal relationships, effective collaboration strategies, and increased commitment
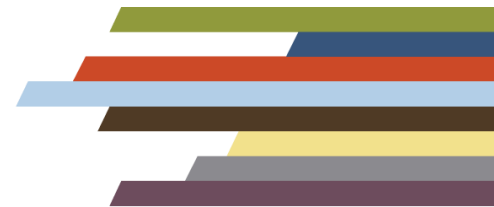
**Why?**

- Leads to member satisfaction, commitment, and retention; implementation effectiveness; and the long-term viability of the project

- Leads to positive work environment, where members have developed trust with each other and the ability to resolve conflicts

# Cohesion

## How?

- Collaboration
- Communication
- Capacity building
- Sense of community

# Cohesion

**Collaboration, Communication, Capacity Building**

- Relationships among coalition members and external actors affect coalition-level activity (Wells et al., 2007)
  - Inclusion of stakeholders
  - Coalition leaders – assess how welcome other participants feel
  - Promote open communication
  - Lead and make decisions with transparency
  - Identify variety of roles for partners and types of collaboration
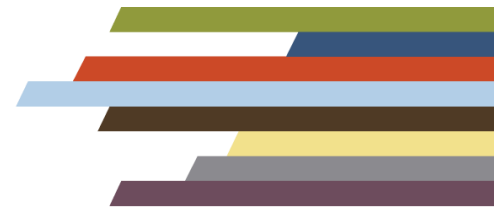
# Promoting Cohesion

- ✓ Ensure a climate of culture humility within the group
- ✓ Develop a process to regularly assess feedback on responsiveness of organization & processes from the community
- ✓ Identify and celebrate process accomplishments as well as outcomes accomplishments
- ✓ Review organizational procedures, policies, and values for degree of inclusionary practices
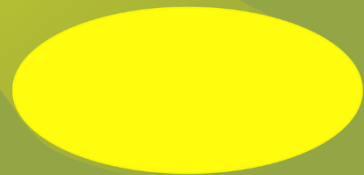- ✓ Open and communicate opportunities for trainings across-partners
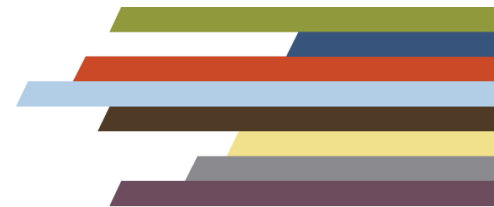
# In the Chat Box

In what ways does your coalition promote *cohesion*?

# Featured Coalition
## Wahluke Community Coalition

# Wahluke Community Coalition

**Wahluke Community Coalition**
**Coalicion de la Comunidad de Wahluke**
**Safer Together/Juntos Estamos Seguros**

**Gigi Calaway:** Prevention Program Director

**Brisa Sanchez:** Community Coordinator

# About our Community:

- Central in Washington State
- Beautiful agricultural area on Columbia River
- Known Internationally for Wine grape and apple crops
- Median age is in 20's
- Median income less than $29,000
- School acts as "HUB" for town
- Isolated and Rural in all aspects
- Distinct cultural gaps
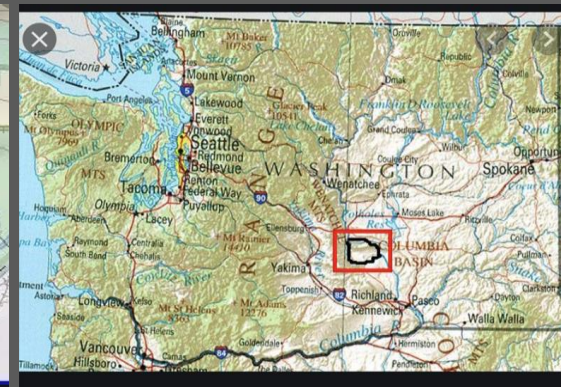
**Local Problems**: Early initiation of use, Underage Drinking, Vaping, Marijuana use

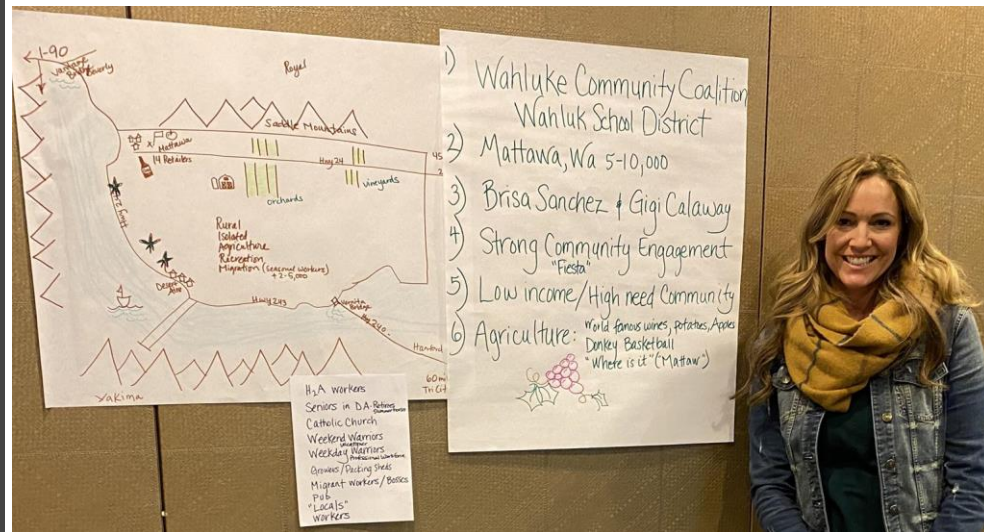**Root Causes:** Availability, Community Norms, Favorable Youth Attitudes, Low perception of harm

"The Wahluke Community Coalition's mission is to promote a healthier, drug and alcohol free community for our youth through education, advocacy and prevention strategies."

## How we built a Cohesive Coalition: "It's like Stone Soup"

- Assess existing resources
- Be in a seat at every table!
- Connect with Community "where they are"
- Determine who/what is needed in the coalition-invite!
- Everyone matters/has something to add
- Evaluate goals/objectives often
- Celebrate together

- 450 people involved/ate dinner
- Over 100 student helpers
- 35 adult volunteers
- 5 staff members
- 195 parents signed in
- 92 parents signed up for drug prevention education
- Huge amount of support from local businesses and sectors

# Before Covid-Shut down

# After the Covid-Shut down…...

# Featured Coalition

## Q & A
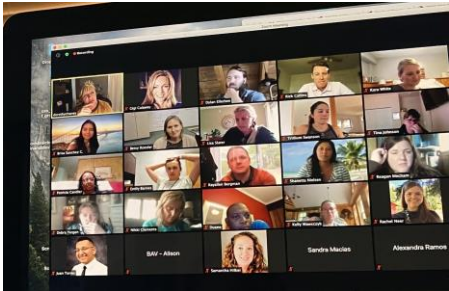
## Ask the coalition expert!
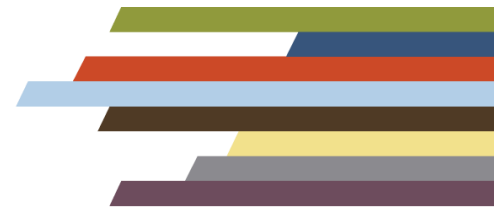
# Poll #2

**In what capacity has technology most <u>positively</u> impacted the cohesion of your coalition?**

❑ Meeting attendance
❑ Meeting accessibility
❑ Group cohesion
❑ Dissemination of information
❑ Other (chat)
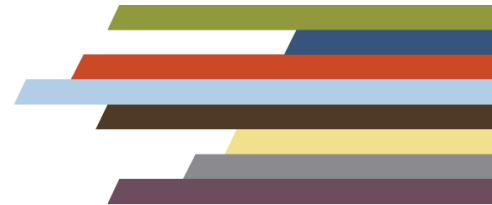
# Poll #3

**In what capacity has technology most <u>negatively</u> impacted the cohesion of your coalition?**

- ❑ Meeting attendance
- ❑ Meeting accessibility
- ❑ Group cohesion
- ❑ Dissemination of information
- ❑ Other (chat)

# In the Chat Box…..

What is a take-away from today's discussion that you will apply to your work in order to increase <u>efficiency</u> or foster <u>cohesion</u>?

# Wrap up

# **Evaluation**

- Please complete a GPRA link sent out in chat!



ttc-gpra.org/GPRAOnline/PCS?e=0099210103&n=P

# Additional Resources

- **PTTC Network Community Coalitions and Collaborators Priority Area** – webpage
  - Recent webinar materials
  - Document on the 6 Elements of Effective Coalitions
  - https://pttcnetwork.org/centers/global-pttc/community-coalitions-and-collaborators-priority-area



### Community Coalitions and Collaborators Priority Area

The Community Coalitions and Collaborators (C3) Working Group (WG) exists to develop training and technical assistance tools, products, and services on effective community coalitions and collaborations, to be deployed across the PTTC network to increase the capacity of prevention coalitions and collaborators to reduce substance misuse outcomes.

Working Group Chair: **Michelle Frye-Spray**, Northwest PTTC



NORTHEAST & CARIBBEAN PTTC NAVIGATION (Select to expand / collapse menu)        Go to Center

« Back to Product & Resources listing

**Are Members Satisfied?**
Publication Date: October 29, 2020
Developed By: Northeast & Caribbean PTTC
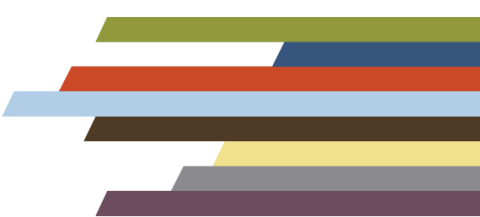
CP HRO PM PP PSS ACS CJP EDU

Resource Summary: This worksheet was developed for prevention practitioners and community coalition members by the Northeast and Caribbean Prevention Technology Transfer Center to accompany the webinar series Addressing Emerging Prevention Priorities with a Health Equity Lens. This resource includes survey questions which prevention practitioners can use to solicit member feedback on their experiences and how well coalition processes and procedures create a culturally welcoming, engaging, and responsive environment for members to work together.

https://pttcnetwork.org/centers/northeast-caribbean-pttc/product/are-members-satisfied

# References

Brown, L. D., Feinberg, M. E., & Greenberg, M. T. (2012). Measuring coalition functioning: refining constructs through factor analysis. *Health Education & Behavior*, *39*(4), 486-497.

Center for Community Health and Development. Chapter 5. Choosing Strategies to Promote Community Health and Development | Section 5. Coalition Building I: Starting a Coalition | Main Section | Community Tool Box. https://ctb.ku.edu/en/ table-of-contents/assessment/promotion-strategies/ start-a-coaltion/main

Cramer, M. E., Atwood, J. R., & Stoner, J. A. (2006). Measuring community coalition effectiveness using the ICE© instrument. *Public Health Nursing*, *23*(1), 74-87.

Feinberg, M. E., Greenberg, M. T., & Osgood, D. W. (2004). Readiness, functioning, and perceived effectiveness in community prevention coalitions: A study of communities that care. *American Journal of Community Psychology*, *33*(3-4), 163-176.

Wells, R., Ford, E. W., McClure, J. A., Holt, M. L., & Ward, A. (2007). Community-based coalitions' capacity for sustainable action: The role of relationships. *Health Education & Behavior*, *34*(1), 124-139.

Woulfe, J., Oliver, T. R., Siemering, K. Q., & Zahner, S. J. (2010). Peer reviewed: Multisector partnerships in population health improvement. *Preventing chronic disease*, *7*(6).

# Thank You