



South Southwest (HHS Region 6)

**PTTC**

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

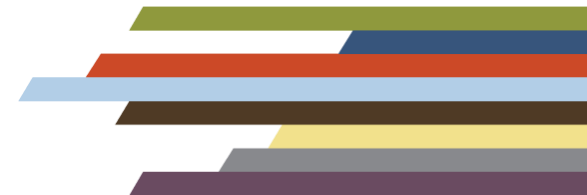


# Coalitions: Building Blocks for Success – Part II

Sarah Davis, MNM

September 16 & 17, 2021

South Southwest Prevention Technology Transfer Center



# Funding and Disclaimer

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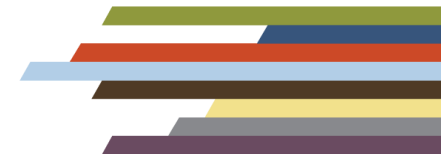
This work is supported by awards 6UR1TI080205-02M002, SM081726 and 1H79SP081006-01 from the Department of Health and Human Services, Substance Abuse and Mental Health Services Administration.

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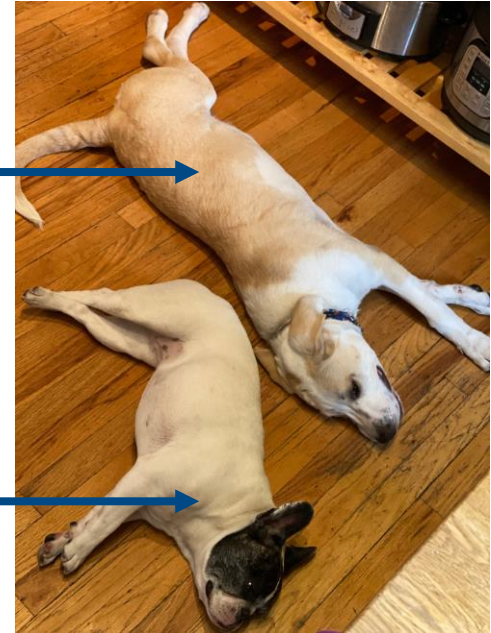


# Presenter Introduction



This is Hugo – he’s only 5 months!

This is Mavis – she’s 5 years



All the Light You Cannot See = one of my all-time favorites



Not actually me

Also, not actually me



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# Introductions:

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**Traci Kennedy**

Midwest States Strategist  
Americans for Nonsmokers Rights



**MJ Jorgensen**

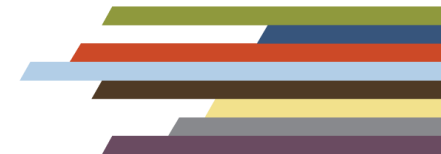
Community Impact Team  
Health District of Northern  
Larimer County



# Learning Objectives

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- Identify key factors to support the recruitment and retention of community members.
- Describe how different coalition structures can help support different coalition needs and goals.
- Describe strategies that encourage engagement, inclusion, and the sharing of power.




# Agenda

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## Day 1 – Recruitment & Retention Overview

- Why we get involved
- Partner analysis
- Strategies for engagement & inclusion

## Day 2 – Coalition Design and Member Engagement

- Coalition structure
  - Meeting design
  - Valuing community voice
- 



# Day 1 Review

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## Involvement

**FACILITATOR**

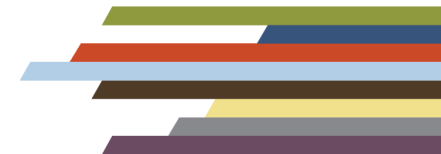
**BARRIERS**

I benefit from participating.

Good use of my time and talents.

My voice matters.

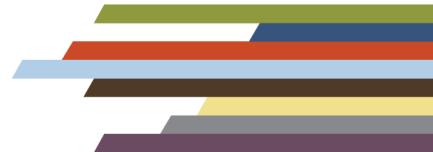
## Engagement



# Our Agreements

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- Stay focused
- Open mind, open heart
- Share ideas
- One person speaking at a time
- Patience with technology
- Mute when not speaking
- Don't yuk my yum
- Be empathetic
- Assume good intentions - "oops" and "ouch"
- Honor silence





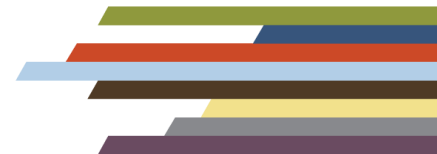
# Introductions

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Who are you?

What type of coalition(s) are you working with?

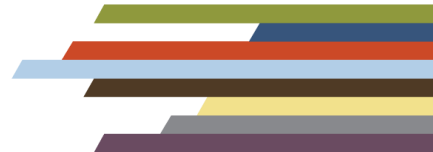
What do you need in order to take your coalition work to the next level?





Strategies:

Good Use of  
My Time and Talents



# Reimagining Coalition Work

Building Power + Skills = Community Impact

Dynamic and action oriented

Fun! Exciting! Glamourous!

Moving beyond box checking

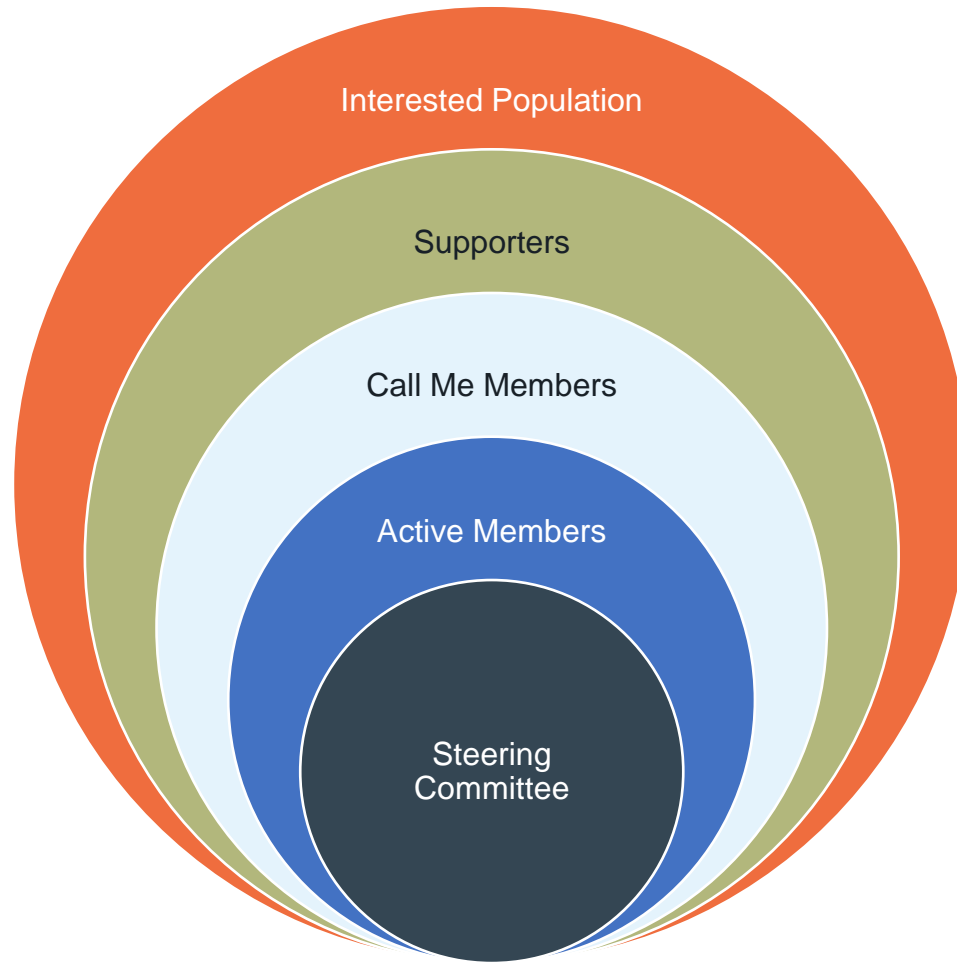
Authentic voices sharing their own stories

Keep branding and messaging fresh

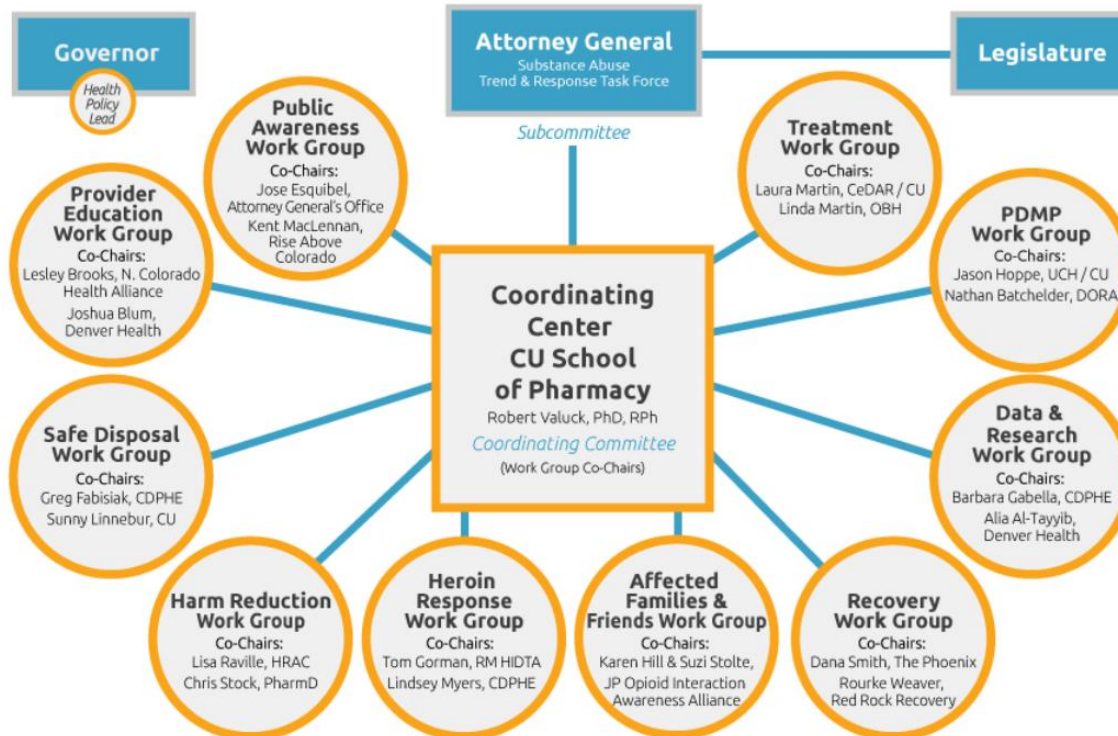


# Coalition Structure

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# Coalition Structure



# Coalition Structure



Name/Date Joined	Organization
<b>Esquibel, José (Co-chair)</b>	Office of Community Engagement, Dept of Law (Atty. General)
<b>MacLennan, Kent (Co-chair)</b>	RiseAbove Colorado
Abbey, Dana	National Network of Libraries of Medicine, UCD Health Sciences Library
Allen, Constance, RN (2/8/18)	Anthem Blue Cross
Armstrong, Cindy	Colorado AHEC
Bartolome, Gina (12/19/18)	VA and MHP Detox
Baurle, Erin	Jefferson Center for Mental Health
	Boulder County Public Health
	Denver Public Health
	St. Josephs Hospital
	Colorado Academy of Family Physicians
	Student
	Rueckert-Hartman College for Health Professions
	Central Colorado Area Health Education Center
	Colorado Department of Public Safety
	Pharmacy Technician Instructor, Pickens Technical College
	UC Denver School of Pharmacy
	CCPDAP Program Manager
	Pharmacy Intern
	Community Member
	CCPDAP Communications Professional
	Front Range Clinic
	Mid...
	Jefferson County Sheriff's Office – Public Affairs

## PUBLIC AWARENESS

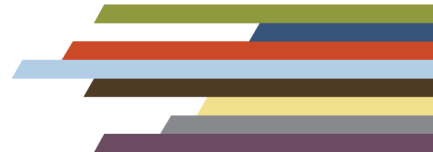
**Co-Chair:** [Jose Esquibel](#), Colorado Attorney General's Office of Community Engagement

**Co-Chair:** [Kent MacLennan](#), Executive Director, Rise Above Colorado

**The Public Awareness work group focuses on raising public awareness among Colorado citizens regarding the problem of prescription drug abuse and promoting the safe use, storage, and disposal of prescription medications.**

The Public Awareness work group meets every other month (in person and by remote conferencing). The current work group roster, most recent meeting minutes, and upcoming meeting schedule are available on the left hand side of this page.

Please contact us at [info@corxconsortium.org](mailto:info@corxconsortium.org) for more information on the Public Awareness work group or to volunteer to participate in the group's activities.





# New Voices, New Platforms

## TRIBAL CASINOS RE-OPENING 100% SMOKE-FREE: THE NEW NORMAL

**\*TUNE INTO KTNN A SPECIAL RADIO FORUM\***  
**Thursday, November 19th, 2020**  
**6:00pm – 8:00pm (MDT)**

### **AIR IS LIFE** Nłłch'í éf bii' líná át'é

#### **SPECIAL GUEST SPEAKERS INCLUDE:**

- Clinton Isham (Ojibwe), Tribal Relations Consultant, ANRF
- Brian Christopher, BCSlots.com, Gaming Social Media Influencer
- Britt Carter, BCSlots.com Events & Operations Manager
- Missy Tracy (Ho-Chunk) Ho-Chunk Gaming Madison: 100% Smoke-Free
- Navajo Casino Worker, Navajo Re-opening Smoke-Free Story

#### **TOPICS INCLUDE:**

- Indian Country's Movement toward Smoke-Free Casinos
- Tribal Leaders on the NEW NORMAL for Tribal Casinos
- Navajo Casino Worker Perspective on Smoke-Free Casinos
- Marketing Strategies & Benefits in Going Smoke-Free
- Navajo Nation Efforts in Smoke-Free Casinos

For more information contact  
Hershel Clark: [hclark@bhcaih.org](mailto:hclark@bhcaih.org)

#### **SPONSORED BY:**

Black Hills Center for American Indian Health,  
American Nonsmokers' Rights Foundations, and  
Southwest Navajo Tobacco Education Prevention Project

#BreathingCleanAirlsHozhó #EveryBreathIsSacred #AirlsLife



# SMOKEFREE MUSIC CITIES

a project of  
AMERICAN NONSMOKERS' RIGHTS FOUNDATION

PROVIDING THE SOUNDTRACK  
FOR HEALTHY COMMUNITIES



We present our Stay Safe  
at Home music series  
featuring many of our  
supporters. These artists  
have shared their stories  
and some songs.

VIEW PLAYLIST

## It's time for a Smokefree Nashville.

Musicians for a Smokefree Nashville is a coalition of artists and activists who, with the assistance of local medical experts and non-profit organizations, are encouraging Nashville to go smokefree in all its indoor music venues, bars, and clubs.

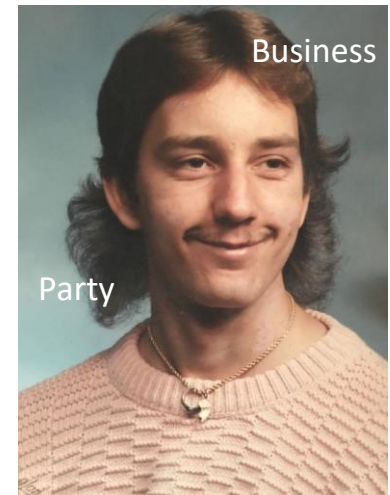


# Focus on the Why

Why are we meeting?  
Do we need a meeting?

**Purpose drives EVERYTHING**

- Analyze
- Build Teams
- Celebrate
- Inform
- Evaluate Performance
- Learn About
- Make Decisions
- Plan
- Solve Problems
- Report on
- Socialize
- Strategize
- Track Progress
- Weigh Options





# Agenda Sandwich



## Start Ups

- Welcome
- Introductions
- Decision-Making Methods
- Review From Last Meeting
- Ground Rules
- Desired Outcomes
- Check-in on Previous Action Items

## The “Meat” (tofu, veggies, special sauce)

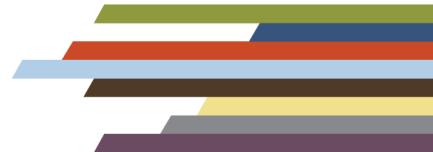
## Closers

- Next Steps
- Schedule/Confirm Next Meeting
- Evaluate Meeting

# Agenda Openers: Introductions

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- Are there new people in the room?
- How well do participants know each other (is that true for everyone)?
- Are titles, organization/agency or department affiliations important?
- How important is it that participants feel connected to each other?
- How much time does it make sense to spend on introductions?



# Agenda: The “Meat”

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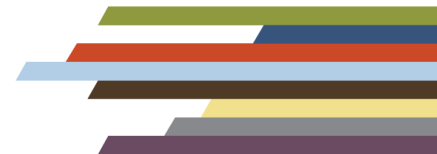
Individual



Small Group



Full Group

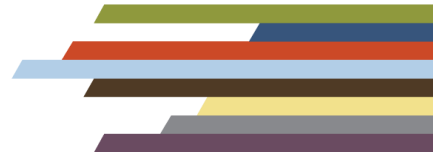




# Agenda: Closers and Follow-Up

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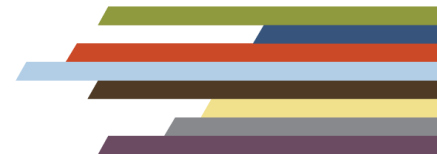
- Identifying and assigning action items
- Summarizing next steps
- Recording key decisions made – sharing with those not present
- Opportunity for feedback or evaluation






Strategies:

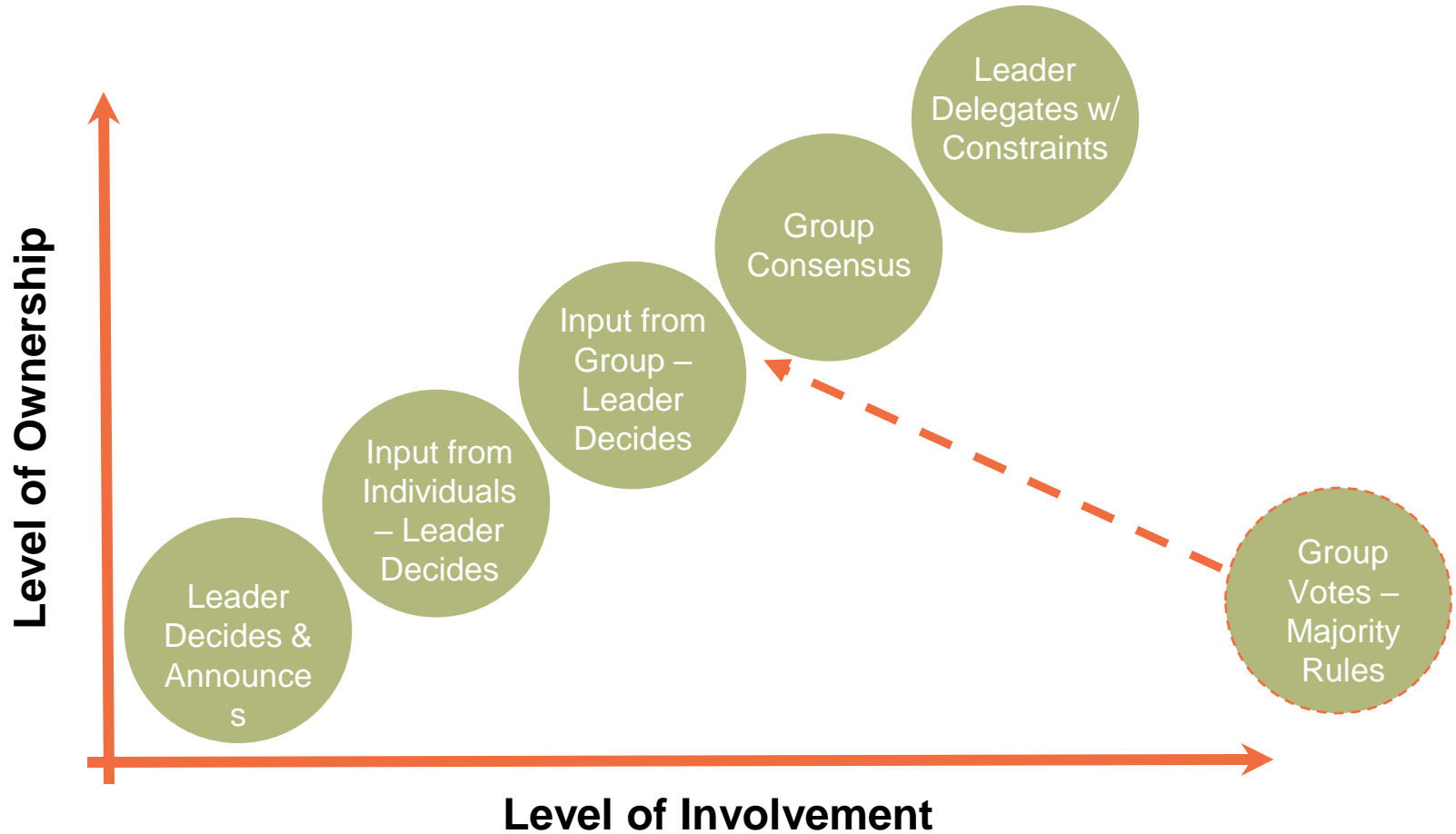
My Voice Matters



# Public Participation Spectrum

		INCREASING IMPACT ON THE DECISION 				
		INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.	
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.	

# Maximum Appropriate Involvement



# Voting vs. Consensus

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	Voting	Consensus
<b>Description</b>	<ul style="list-style-type: none"><li>- Majority determines decision</li><li>- <i>Group first defines “majority”</i></li></ul>	<ul style="list-style-type: none"><li>- Everyone voices a position</li><li>- All agree to support ultimate decision</li></ul>
<b>Pros?</b>		
<b>Cons?</b>		

# Fist to Five

---



No way.  
I won't go along with it.



I have serious reservations.  
I vote to move forward but want to  
resolve concerns before doing so.



I have some concerns.  
I'm willing to go along  
with the idea.



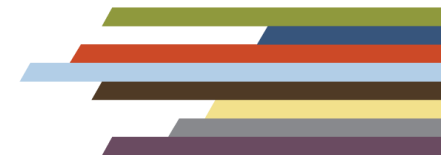
I'm on board.  
I support the idea.



I strongly support the idea.  
I will actively support implementation.



I'm all in for this idea.  
I will be a champion or leader.





# Proposal: Everyone who is working from home will now have their electric bill paid for by the organization.

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No way.  
I won't go along with  
it.



I have serious reservations.  
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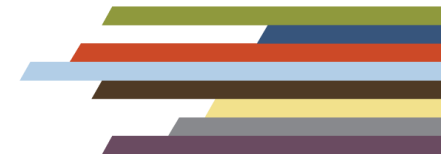
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# Authentic Community Engagement as a Public Health Practice



What does it look like to do this well in an ideal public health initiative of any kind?



Hit the ground running





We did the thing... now what?



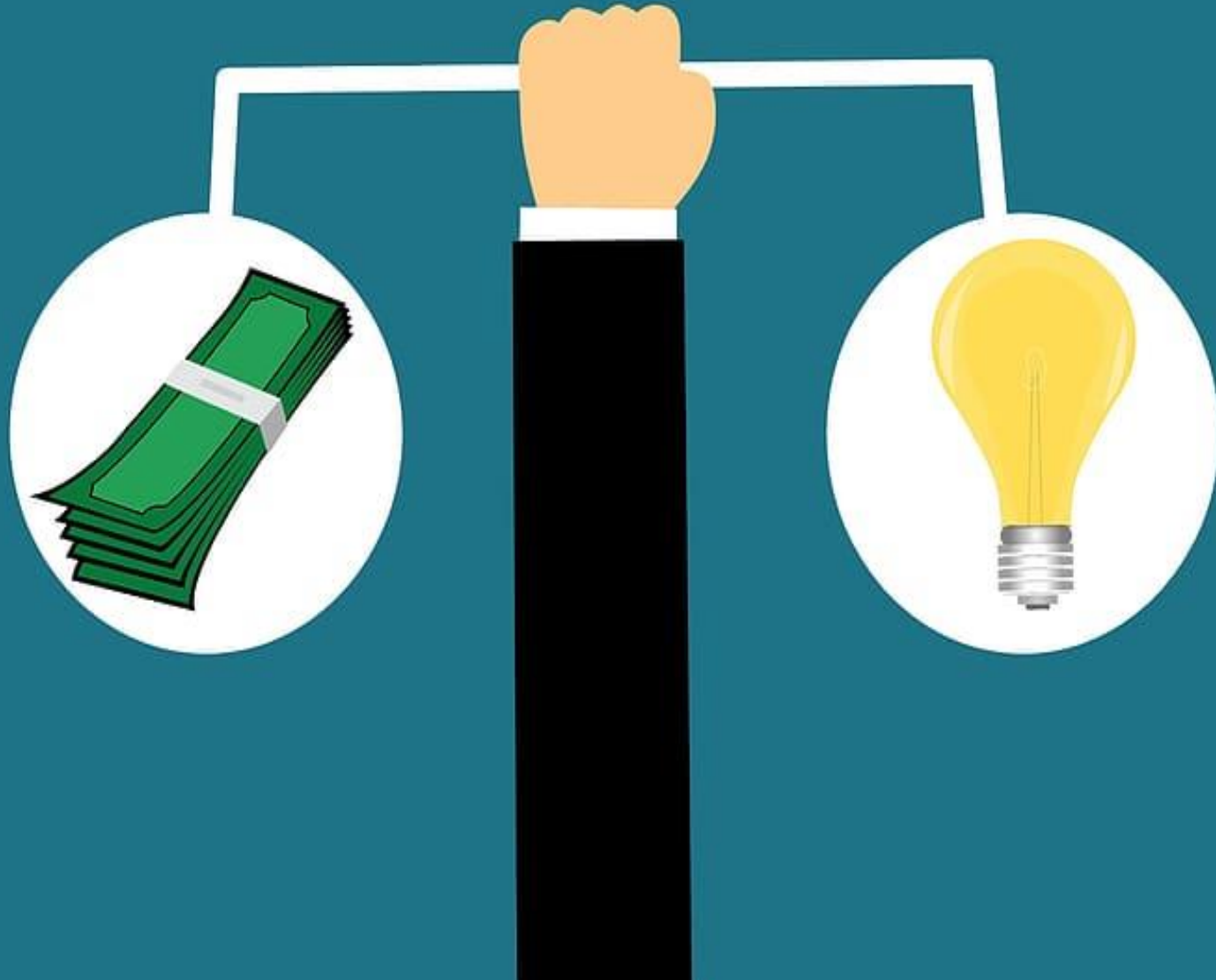
# Power







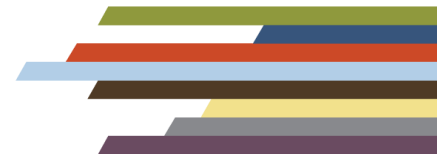
# Balancing Funding + Innovation + Best Practice



# Summary

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- I benefit from participating
  - Understand who you want involved – their motivations and barriers
  - Explore engagement strategies that address these
- Good use of my time and talents
  - Run a great meeting
  - Consider a structure that best meets your and your desired partners' needs
- My voice matters
  - Seek maximum appropriate involvement
  - Build trust by communicating about decisions



# Closing Reflection

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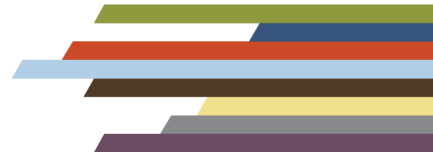


K – Keep

I – Improve

S – Start doing

S – Stop doing





# Connect with Us

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PTTCNETWORK.ORG



Join our mailing list!



Watch the website for future events!



Download resources from the website!



Use, provide feedback, share and promote new products!



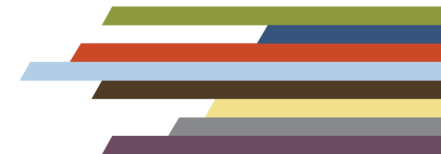
Check out the PTTC Pandemic Response Resources page



Ask us! Access TA from the PTTC



Join us on twitter @sswpttc6



# Thank You

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For questions:

LaShonda Williamson-Jennings

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South Southwest PTTC Region 6

[lwilliamson@ou.edu](mailto:lwilliamson@ou.edu)



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