

# Prevention Coalition Affinity Group Series Session 3 Rejuvenating Coalitions

Facilitator: Sarah Davis

Date: March 10, 2022

South Southwest Prevention Technology Transfer Center



# Acknowledgement

This presentation was prepared for the South Southwest Prevention Technology Transfer Center (PTTC) Network under a cooperative agreement from the Substance Abuse and Mental Health Services Administration (SAMHSA). All material appearing in this publication, except that taken directly from copyrighted sources, is in the public domain and may be reproduced or copied without permission from SAMHSA or the authors. Citation of the source is appreciated. Do not reproduce or distribute this publication for a fee without specific, written authorization from the South Southwest Prevention Technology Transfer Center. For more information on obtaining copies of this publication, contact us at [pttc6@ou.edu](mailto:pttc6@ou.edu)

At the time of this publication, Miriam E. Delphin-Rittmon, Ph.D, served as Assistant Secretary for Mental Health and Substance Use in the U.S. Department of Health and Human Services and the Administrator of the Substance Abuse and Mental Health Services Administration.

The opinions expressed herein are the view of PTTC Network and do not reflect the official position of the Department of Health and Human Services (DHHS), SAMHSA. No official support or endorsement of DHHS, SAMHSA, for the opinions described in this document is intended or should be inferred.

This work is supported by grants 6UR1TI08205-02M002, SM081726 and 1H79SP081006-01 from the Department of Health and Human Services, Substance Abuse and Mental Health Services Administration.



South Southwest (HHS Region 6)

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

# Facilitator



Sarah Davis, MNM

Rocky Mountain Public  
Health Training Center,  
Associate Director

# Learning Objectives

- List three common elements that can cause coalition engagement to wane.
- Describe strategies to rejuvenate a coalition.



South Southwest (HHS Region 6)

PTTC

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

# Session Expectations

**Ask your question**

*because someone else is wondering too*

**Share your challenge**

*so others know they aren't alone*

**Celebrate your successes**

*we need the inspiration!*

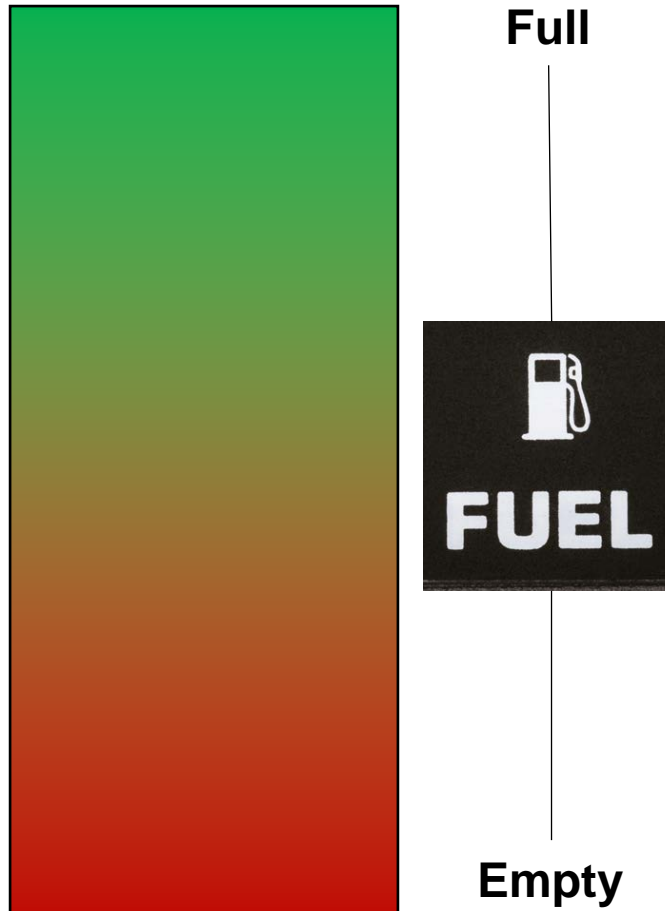


South Southwest (HHS Region 6)

PTTC

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

# How are YOU?



# How to Rejuvenate a Coalition?



*Credit: Who Wants to Be a Millionaire*



South Southwest (HHS Region 6)

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



Carolyne Ash,  
Point B(e) Strategies

Amy Dillon,  
AD Solutions



Virginia Visconti,  
Colorado School of Public Health



Heather Kennedy,  
Social Justice Youth Engagement Hub

Marc Morgan,  
CO Department of Public Health  
and Environment



Traci Kennedy,  
Americans for Nonsmokers Rights



Christina Welter,  
University of Illinois



South Southwest (HHS Region 6)

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



# Why Does Coalition Engagement Wane?

Do I Know **Why**?

Do I Have a **Role**?

Do I Have **Power**?

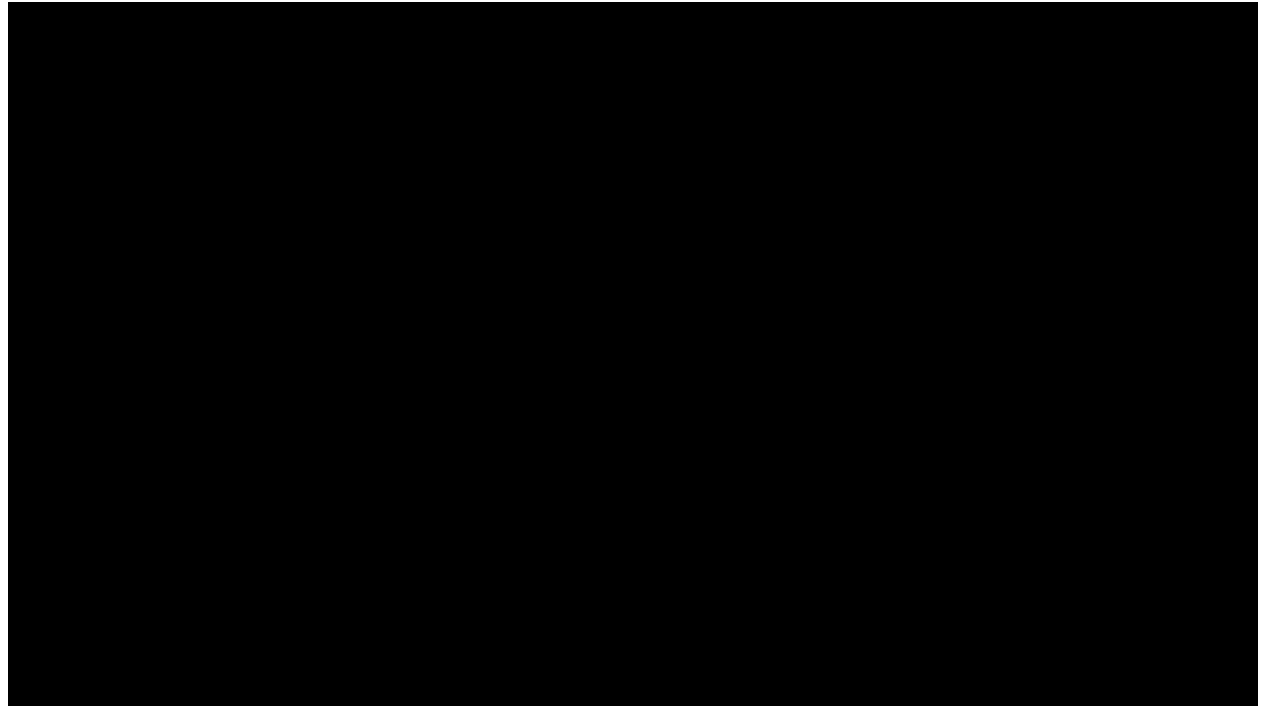


South Southwest (HHS Region 6)

PTTC

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

# The Why



<https://youtu.be/1ytFB8TrkTo>



South Southwest (HHS Region 6)

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

# The Why

*"...oftentimes people get lost in the mundane and details. They instinctively know their why, but do not operate from their why."*

- Marc Morgan



Coalition Vision

*"Is everyone on the same page as to what is needed and why?"*

- Christina Welter



# The Why



W.I.I.F.M

*"I think people lose interest when they don't feel like the work isn't moving in their desired direction. This can be because we haven't explicitly asked why a person is there."*

- Heather Kennedy



*"The most successful coalitions typically have clarity in why members are engaged, it relates to what members are personally or professionally interested in"*

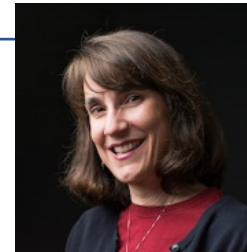
- Amy Dillon



# A Role

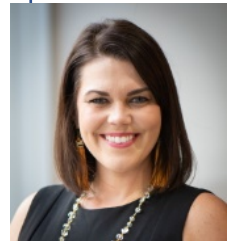
*"[You lose engagement when] the partner no longer perceives a clear role for themselves... Relatedly, the partner no longer perceives opportunities to apply their existing expertise."*

- Virginia Visconti



*"Each person that comes to the coalition table has unique strengths as well as limitations. Foster a coalition that highlights strengths and realizes limitations. Build your action items in each meeting based on those strengths."*

- Traci Kennedy



South Southwest (HHS Region 6)

PTTC

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

# Power



*"[You lose engagement] when [coalition members] don't feel empowered, the location of the meeting is in a place that is threatening (ex. courthouse or police station), or [they feel] isolated and tokenized."*

- Marc Morgan



*"What are the participants' reflections on participation? Do they feel heard? [Do they] Have opportunities and ways to contribute? How are their voices included and are they regularly engaged in ways that are meaningful and contribute to decisions?"*

- Christina Welter



*"The way coalition meetings are run is disengaging at times. It is important to discuss and reflect upon how power manifests in coalition spaces, and what can be done to shift power dynamics away from the facilitator."*

- Heather Kennedy



# Why Does Coalition Engagement Wane?

Do I Know **Why**?

Do I Have a **Role**?

Do I Have **Power**?

## WHAT ELSE?



South Southwest (HHS Region 6)

PTTC

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

# Rejuvenate [ri-joo-vuh-neyt]

- Restore vigor
- Renew
- Revive



South Southwest (HHS Region 6)

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





# Young People

*“I just missed 2 years of my life”*



## Options for Engagement



South Southwest (HHS Region 6)

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

# Six Elements of Effective Coalitions



## Diverse Stakeholders

For more impactful planning and implementation of prevention strategies, engage diverse community sectors that represent a broad group of stakeholders. Inclusion of diverse sectors promotes collaboration, builds stronger bridges to the target populations, pools resources and builds strategic influence.



## Opportunities for Active Participation

To create an empowering environment and increase the program's success, the coalition must provide opportunities for members to take on significant roles. Encouraging members to take on a variety of formal coalition positions or roles builds capacity, expertise and promotes retention.



## Developing New Skills

To increase the coalition's effectiveness in achieving outcomes, offer a variety of opportunities for trainings and technical assistance to build upon and refresh the skills and knowledge of members.



## Efficiency

To overcome struggles with limited resources and to improve nimbleness to respond quickly to timelines, coalitions must have strong work ethic and strategic focus to deliver services in a well-organized and effective manner.



## Goal Directedness

To be the vehicle that achieves a common goal and delivers high-quality program implementation, coalitions must be task-focused and not get side-tracked by smaller issues or pet projects that surround the central goals



## Cohesion

To promote member satisfaction, commitment, retention and ultimately the implementation of effective programs, there must be feelings of unity, group spirit, trust, and belonging among coalition members.

# Your Next Steps

- **K**eep doing
- **I**mprove on
- **S**tart doing
- **S**top doing



# Resources

- <https://pttcnetwork.org/centers/global-pttc/product/six-elements-effective-coalitions-resource-toolkit>



South Southwest (HHS Region 6)

PTTC

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

# For further questions, contact:

Derrick Newby

Prevention Training and Technical  
Assistance Specialist

South Southwest PTTC Region 6

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

## CONNECT WITH US



[SSW PTTC website](#)



[Join our mailing list](#)



[Products and Resources](#)