

TIPS FOR SECTOR ENGAGEMENT

How to get and keep sectors engaged in the coalition process.

Lessons Learned, by
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HAVE A PLAN

Know not just your goals and strategic plan, but also your assets and common interests and how each can be used to achieve the goal.

COMMUNICATION IS KEY

Be able to verbalize your mission as an elevator speech, and as something that people want to join. Communicate your objectives and roles clearly and openly. Share the entire SPF process openly and give everyone the opportunity to provide constant input and ask questions.

ROLES AND RESPONSIBILITIES

Have clearly defined roles, make sure everyone knows where they fit in every process.

BE AWARE OF STIGMA AND READINESS

You may need to work from the ground up, or your community may be ready for more advanced strategies. Do not work faster than your community's awareness level.

THINK BEYOND PREVENTION

Different sectors engage in different interests and different stages of the continuum of care, think about the different layers of the community that are affected if issues go unaddressed. Shared risk and protective factors are important!

PUT YOUR PRIDE ASIDE

Think about the group always and keep the vision in mind. Rally around the common purpose, not individual gain.

BALANCE

No individual sector is more important than the other, there are different strategies that utilize each sector best.

PREPARE TO BE UNCOMFORTABLE

Conversations with coalition members, leaders, community members can be challenging. Be prepared to regulate and confront your own beliefs and expectations.