



## Transcript: Putting the Engage Back in Engagement

Presenter: Melissa Moore

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REBECCA BULLER: Good morning, everyone. We're going to let folks join us and then we will get started in just one minute. Well, I want to welcome everyone this morning. My name is Rebecca Buller, and you have just joined Putting the Engage Back in Engagement with Melissa Moore.

This presentation is brought to you and was prepared for the Great Lakes PPTC under a cooperative agreement from the Substance Abuse and Mental Health Services Administration, or SAMHSA.

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We have a few housekeeping items to share. If you have technical issues, please reach out to me, Rebecca Buller. Message me individually, and you can also reach out to Alyssa or Jen, and we'll all do our best to help you. If captions or live transcript would be helpful, please use your Zoom toolbar near the bottom of your screen to enable by going into the More section, which is on the right-hand side, select Captions, and then Show Captions. If you have questions for the speaker, please put them in the Q&A section. Actually, we're going to be using the chat today. Sorry, please use the chat. And I will help get those to our presenter.

You will be redirected to a link with a short survey at the end of the presentation, and we would really appreciate it if you could fill that out. It takes about three minutes, and it helps us continue to provide training like this one. Certificates of attendance will be sent out via email to all those who attend the full session, and it can take up to two weeks to receive those certificates. If you'd like to know more about what we're doing or information on upcoming events, please see our social media sites.

And now, I'd like to present our speaker today. Melissa Moore has worked in public health for over 20 years, leading substance abuse prevention and coalition efforts in multiple diverse communities. Emphasizing the need to go beyond education to address the factors that contribute to substance abuse, Ms. Moore has helped lead assessment, planning, implementation, and grant writing efforts to transform the way communities tackle this daunting burden. An expert in engagement and communication, Ms. Moore is always looking for opportunities to take great ideas and move them into tangible actions



answering the age-old question-- we recognize this as an issue, now what can we do about it? And I'm going to turn things over to her now.

MELISSA MOORE: Awesome. Thank you so much for this opportunity. Thank you for everyone's attention today and attendance. Hopefully it's warmer where you are than where I am. It's about 38, balmy 38 degrees outside right now and I had to turn the heat on in order to survive in my house. Which is really sad. Can everybody see, can I just get a thumbs up that people can see my slides? Currently, my home slide? Perfect.

And as we go through, if you can't hear anything or if you want me to repeat, definitely use that chat box and I'll be happy to go back over different things that we go through. I talk fast, so hopefully that will keep us out here. But I am super excited to be here to talk with you guys today. This is one of my absolute favorite training providers. I love the Great Lakes PPTC. Woot, woot.

And as was said, over 20 years of working in public health prevention. It really hasn't felt that rewarding lately. The pandemic has really been hard on me, I'm sure it's been hard on a lot of folks. And being assigned to different roles in the public health world really does make it a little more difficult.

So actually, before we get started, Rebecca, I think we'll get into those polls right away. I'm just curious who's here, who's with us. So, I want to know what's your role in the community regarding coalitions or what have you, as well as how long you've been at your work. So, if I could, we'll just take a minute here to have folks take the poll.

REBECCA BULLER: I want to remind people, there's two questions. So, if you haven't scrolled down, please scroll down and answer both questions.

MELISSA MOORE: If we feel like we've got a good representation of our attendees here today, we can go ahead and close that poll and just see who's all in the space. Perfect. I'm talking to my prevention peeps. I love it. So, as I said, I come at this from a public health perspective, I come at this as a preventionist. Working-- it feels like forever, 21 and a half years now. And as a natural born activator, as was said, putting those ideas and putting those comments or discussions into motion is really where we're at. So, thank you for that.

I'm just going to peek. We've got some vets like me, 10-plus. And as I expected, the pandemic, like I said, it's been hard. And there's been a lot of turnover the last few years. So, I can imagine, just looking, over half of our folks are two years or less in, or within five years-- majority of our folks. So absolutely, I'm here to learn from you. And hopefully, you'll learn something from me as well. So, thank you for humoring me and being part of that assessment.



One of the things that I like to point out is, I typically don't send around my presentations. Because a lot of the times my presentations have a lot of pictures and not really any words. So, if there's something specifically that you want from me, absolutely reach out. But what I offer to you is what I like to call my soundbites.

One of the things that I've learned over the years in working in communications is to really be succinct and be precise. And so, you'll actually get my entire presentation in the form of soundbites. Little tidbits that you can use very easily. So have no fear. Definitely-- you can either scan this code. Check out the link. I know it's getting dropped in the Dropbox as well. In that, it'll take you to a Google Drive.

It'll have the most up-to-date soundbites for this presentation which I actually updated this morning, so it'll say October in the corner. It'll have a great reflective guide that can help guide you along the way and things that you'll want to look more into. Things that you want to, kind of those a-ha moments. Any quotables that you think would be helpful. But there is a treasure trove of other materials there including articles that I'll reference, samples that I've either collected or created over the years that can help support your efforts in your community as well.

So, any time you see that blue arrow in the top corner, which means that there's something in that Google Drive that you'll be able to access. If you can't access that Google Drive, definitely reach out to Rebecca or reach out to myself afterwards, and we'll get you that folder in another sort of mechanism or another opportunity. But I just invite you to sit back, take notes. Just definitely feel it all in. Because it is something that, there's going to be a lot of content today. And we have 90 minutes and we're going to do our best to get through.

Typically, when I do prevention talks, I always add an activation warning in the beginning that the content may trigger feelings, memories, emotions that remind you of something or some experience. And I just want to remind you guys, take care of yourselves. If you need to get up, you need to move around, if you want to do exercise while you're doing this? Definitely remember your camera's on for some of y'all. You don't want to be getting up and doing stretching and all that. But definitely the same applies here, because what I'm sharing today is not only what I've learned from my successes, but my failures as well. So, I invite you to be comfortable with your current self, reflect on what work you've done in prevention.

And we're definitely not here to judge anybody. There's no judgment from me. So, give yourself permission to not be perfect. And again, if you need help to keep those thoughts, use that reflective guide that are part of that handout package today. And it helps suss things out for you.

And I will do my best, as I said, to save some time at the end for some troubleshooting with you. But I'm always happy to connect with folks after the



session at some later date. You'll have my contact information and there also is going to be a link to a Google form at the end that you can share any next steps that you have. If you want me to follow up with you, you can share your contact information. I'd be happy to do that.

So just a little bit more about me. I actually started in public health in junior high. I was tapped as one of those kids that was able to engage with my colleagues, my colleagues at the time, my classmates. And was an AIDS teen peer educator. So back in the early 90s, as you can maybe recall depending on who's around the room, there was a lot of efforts in doing some of that prevention work. So, I went from there.

And then I ended up going back to my hometown after college and worked in public health in tobacco prevention. And in public health, if you've worked for a number of years, you'll know, you end up in prevention, maybe public health preparedness, maybe a little communication. Maybe, with COVID, some disease follow up.

But when I transitioned into a different county in central Wisconsin, I was really tapped to take a coalition that was not functioning very well and just shook it up like a mariachi player. I just shook it up and really changed the way that it was done. And it became a model for coalitions around Wisconsin. I help provide support, actually around the country, in that role.

And now I'm very fortunate to be out doing, not only my own consulting work and working under some other familiar trainers like Paul Kopp or Carlton Hall, but I also get to keep one toe in local public health because that's really where my passion is. So that's where I come from when we talk about this.

But as amusing as it is to watch a dog chasing its tail, it's not a good feeling when we're trying to move coalition or any sort of community initiatives forward. And really, when we look at the pandemic, it's really taught us a lot about ourselves. How to be vulnerable. How to adapt.

There's no such thing as normal. You guys missed it, the folks at the PPTC saw it. That dog on the lap? I had my 140-pound Lab right in this area here, bugging me because she knew I had a dog treat in my pocket. There is no such thing as normal anymore.

And the question is, does there really have to be? In over these last two years, we've had to learn how to engage communities differently out of necessity. We had to add more technology. We had to try new tools and new ways to engage. And new ways to connect with each other to move our efforts forward. And I've seen these adaptive efforts succeed. Whether it's adding more virtual engagement options with the help of some sort of continual effort to maintain things like newsletters and surveys, we've been able to continue to engage folks.



But I've also seen coalitions experience a huge exodus of partners. Not only due to burnout like in their own professions, in their work. But also, when we've tried to hold on to the old or comfortable ways of doing things, postponing events indefinitely until they could be back in person. It really took our momentum to a grinding halt. And I've seen that. I've experienced that. Because I remember, it's like, oh, in six months, we'll be in a better place. In six months, we'll be in a better place. And now, we're 2 and 1/2 years later and we're still struggling with, how is it that we are going to bring people together around the issue. And we've had to adapt.

There's actually a great article by the Tamarack Institute, who are really the architects of Collective Impact. They actually wrote an article in April of 2022, which is available in that Google Drive, where they talked about three different types of leaders that emerged out of this pandemic. That responsive leader, where it's a small network that really came together just to move those short-term efforts forward.

You think about, if you have a grant and you need to do x, y, and z. This responsive leadership may not be sustainable over the long term. We have people that are-- we're burning out in our own roles. And then, we have people that are in other roles coming to our groups and they're burning out as well. So, it really did help, though, uncover some of those gaps in things like equity, access, any sort of economic roadblock into what it is that we're trying to do. So, the responsive leadership framework or responsive leadership level really did have a role.

We've also seen collaborative leadership where planning happened across multiple networks. It actually, I think, really strengthened during the pandemic. Because we have civic groups and government organizations, business networks. Everybody's like, hey, this is an issue. Oh, this coalition may not be meeting or working as it was. What is it that we can do in our own world? And I think that really invited people to take some ownership. And I think that that's been helpful.

But when I look at the types of leadership that they describe that disruptive or emergent leadership? I think that's where the most opportunity is post-pandemic. Because we're starting to look for new and innovative ways to do things. We're looking for opportunities that maybe weren't there, or we didn't see, or maybe we did want to see going forward. And that disruptive and emergent leadership could be the key to our success.

So, thinking to your organizations, which one do you feel you are at? Which one is your organization at? Is it working for you? What kind of things need to change in order to get through this collective trauma that the pandemic has had on us? So where is it that you're at and does it work? And can you continue or sustain it? Because there's nothing wrong with changing. These are wicked problems. They're decade-long issues. There's no easy button when we're talking about substance use. It's so complex. It's not



baking a cake. It's not like sending people to the moon. It's more like raising a child. There's no right answers or experience that'll guide our success. Unfortunately, the decisions, when it comes to those that hold the purse strings or hold the power, it's hard for them to understand that.

I use the analogy a lot, it's like filling a pothole. When we have an issue in the community, we're more likely to fill that pothole at an expense than we are to build an infrastructure of a road, we don't have to fill a pothole for 10 years. So, substance use is definitely one of those issues where we're more likely to throw money in a pothole and intervene than we are to prevent it from happening in the first place. Because if we do our job, it doesn't happen and how do we measure that?

So, it is important, though, because we have to go forward. We have to move forward. The famed anthropologist, Margaret Mead, actually said, "Never doubt a small group of thoughtful, committed citizens can change the world. Indeed, it's the only thing that ever has." Every time I say that quote, and it's one of my favorites. It's one of the things that I got first when I came into the prevention world. Somebody gave me something that had that on it, and I'm like, this is fantastic. I get emotional because I believe it.

And I think that's one thing that, as we go forward, we have to believe that we can be the change that's out there. Now is the time to shift the power for change to communities. To understand any barriers people may have. And be the instigator to engage the community towards the desired change. Be the bad influence, if you will. Get people on board, have them follow you. Because we know that if we don't, the consequences are great. Both for our body and mind, our relationships, our needs being met, what systems are being impacted. We know that if we don't do something, we know that this will continue. We know that our family members, our friends, our loved ones, our neighbors, our community is going to be impacted. It's not those people, it's our people.

And I think of it as the parable of the good Samaritan. The story of two men of faith and affluence that passed a man who was bloodied, beaten, and without clothing on the side of the road. Left for dead on the side of the road. When a Samaritan, who didn't know the person, who may have been at odds with the class of people that person may have belonged to. Looked at the man, not as a class or religion, but as a human who needed help. Asking not what would happen to him personally if he stopped, but what would happen to the man that was on the side of the road if he didn't.

And I think that that's where we miss out. We miss that empathy. We've lost that empathy. And how do we engage, or how do we influence the community? We need to continue to learn, grow, and change. This quote from Maya Angelou is another one that is an excellent example of, just because we did what we always did, doesn't mean that we need to continue doing what



we always did. "Do the best you can until you know better. Then when you know better, do better."

It seems simple, but I think it takes a lot for people to transform and be able to give way into moving things forward with what works. And you want them to buy into or invest in what you're selling. Any good politician has three pieces of their story. They have their data or their platform. What it is that they stand for. They have some sort of story to try to give us that hook and why we care. And there's always this action. And I think that we can take a lesson from some of that. Because any good platform includes a good mix of all three.

How do we get people to buy into who we are, what we stand for, and be able to be our advocate. Because we know that sustainability depends on it. Any coalition, whether you're DFC funded, whether your other grant funded, publicly funded. The mission, the governance, the leadership. Membership goals, funding, visibility, public support. The overall feels of the organization, all need to be very intentionally planned for and maintained. Like I said, our sustainability depends on it.

In the folder, you're actually going to find a template of a sustainability plan that I actually worked on for a coalition that I used to work with. It's just a template for you to see the different pieces of, not only how do we sustain our membership because our people are our power, but also our resources. And how do we sustain the organization as a whole? Whether we're a nonprofit coalition or we're not a nonprofit coalition.

So, this is just one template that you could take back with some examples, some tangible examples. And again, it's in the Google Drive. It's saved as a Word document, I believe, so you'll actually be able to tinker around in it. But it's just one thing that-- planning isn't just about the actions and strategies we're going to take. We need to be very intentional.

Don't wait until year nine of a DFC grant to start talking about what sustainability looks like. Please. Don't plan on the little pot of money that you've had donated to you to be your long-term sustainability plan. It's incredibly important because when I asked my board at the time, when I was working on a DFC grant-- I said, so how much of this pie-- so picture the pie-- how much of this pie do you think is public-- or non-DFC funded? And they're throwing out numbers, oh, 30%, 25%, 40%.

I said, seven. They're like, seven? 7% is not DFC funding. We need to talk about this now. And they finally-- it took them to draw the chart to fully understand what it meant.

And what is the role of the coalition? The "why do you exist?" This is one of those existential questions, easy for me to say, existential questions that I think some of the times we miss. You don't exist just to get a grant. Sometimes that's how you start, but that's not why you exist. So, it's asking the question, why you exist.



And it's not easy. When I came into community work, I was like, I love this. I love people. And I was just handed this, who's who list of community leaders to be part of this coalition I was a part of. I quickly learned these three things. Names on the page don't mean jack when it comes to engagement. Because sometimes, the people on the list? They maybe have the power, but you don't see them. It's like, do they exist? They're like the unicorn.

And there's not really a lot of money in prevention. I don't know if you guys know this or not. People would rather fill the pothole, like I said, instead of building the infrastructure. So, we need to be cognizant of the resources we have. Which is why capacity, and measuring our capacity, is so important.

And lastly, there just wasn't a great understanding of what good prevention strategies actually were. I was part of a group that, we'd come together every month, and we'd have lunch. And then we do a brat fry fundraiser-- I'm in Wisconsin, mind you. Brat fry fundraiser to continue to have lunch. We talk about the problems, woe is me. Everybody leaves, we come back, we talk about the same thing.

So even 20 years later, we are still battling it. How do we make this a well-meaning effort? Because we know the basics of coalition work is a group of individuals or organizations coming together for a common purpose to address the needs or concerns of the community. This can be around anything.

Coalitionswork.com is a great coalition site, if you're not familiar, they have a lot of great tools, resources, information. A lot of simple, easy things that you can take to your leadership who aren't familiar in how these work. Because sometimes we have folks that are very strategic, or very much "I'm going to take over" leaders. And not necessarily understand that the soup is made by many different ingredients. So really just looking at, that's one of the great resources that I would draw to.

And that it can really, it could also be defined as the insanity definition. Doing the same thing over and over again and expecting the same results. On the daily, we're moving 100 miles an hour. Trying to address the next trend, it's like a game of whack-a-mole. I always use whack-a-mole image in my presentations. And sometimes I get "What is that?" People don't know, it breaks my heart.

But whether it's the next "Oh, no." or "They did what?" moment, sometimes we feel like we're beating our heads against the walls. Sometimes we feel like we're falling down the hill. We're running full speed and just take a dive. I'm totally that kid in the top part of the screen. All these things work together. We know that people don't support what we're doing. Or people are just watching to see what's next. And it's OK. And I think that that's where, when we look at coalitions, we take what they are. We take what the benefits are. They can be very effective in moving things forward. They can help us access





resources that we maybe didn't have access to. They can help us reduce the duplication of efforts.

It increases that power card. You think about geese flying, there's not just the one goose in the middle, it's everyone that's behind them. Having a group of people working towards the same goal can be very powerful, especially when we're talking about things like policy work. And those relationships and networks, also, are a great positive to having coalitions in progress.

But the thing is, there's always downsides to everything. That decision making process can be slowed down. Which, during the pandemic, you may not have seen as much. We may disagree with the direction that we're going. There may be some competing goals or competing ownership or competing programs.

I actually was in a meeting where I had a number of nonprofits, and they said, you know what? This is so refreshing. And I was like, why? They go, because we've been in meetings with funding agencies or organizations, and it feels like all the nonprofits are just battling out for scraps. And when it comes to coalition work, we need to look at it, we're all moving towards the same direction. We're not fighting for the same resources.

But then the downside is, who owns it? What's the ownership look like? And time constraints are always going to be one that's going to be part of considerations and concerns. Some more great resources, again, are available on the drive, including The Strength and Number Guide for Community Coalition Building.

But there are many layers of engagement. And you're going to realize as we go through this, I am a big analogy person. I'm a big visual person. I look at it as a bus. There are times when our coalition, or us as staff or leaders, will be driving the bus. We'll be moving these efforts forward. People may not know that these work. They may be within our grant goals or objectives. But there's times we're going to be driving the bus.

There are times when we're going to be riding in the bus. We're not going to be the ones in the lead. There's going to be initiatives or things moving forward that other organizations may be leading and we're there to support them. That's a critical role. That's a place where we really want to be, especially when we're looking at our own sanity as coalition leaders.

But there's times when we don't need to be driving that bus. We just ride. And there's times where we get it up and going, and we wave that bus goodbye. There's somebody else that's taking that over and they're moving it forward.

A great example of this is, we would actually hold in a community I used to work in, we would hold annual school networking meetings. Where we'd invite schools, basic needs orgs, youth serving orgs, together. Talk about what



they're seeing in their community around drug trends or needs that they may have. One of the issues that came up was the idea of mental health services in schools.

So as a prevention coalition, it didn't necessarily make sense that we would be the ones that were leading that. But we jump started that conversation and there was identified partners that were able to take that idea and move it forward. So, we were there as a support for them to move it forward and continued to be part of that meeting. And then they just took it and went with it. We need to just be OK with it.

And that's where that level of engagement-- documenting, documenting, documenting. Being aware. Building those relationships. Because for coalitions to work, relationships matter. Opinions matter. During a meeting, if the only person that's talking is your staff or yourself, ask yourself-- is there less that could be said and more that can be sent?

There's nothing worse than getting the report outs for me. As an activator, my patience is very minimal, and fully acknowledge that. But are there things that could just be sent out in writing? Are there ways that we could better engage or get feedback from those that are coming, taking the time out of their day to come be part of the work that we're doing?

Assigning someone to watch and represent the chat when you're doing virtual meetings. Have it be intentional. Have somebody, that's their role to make sure that all voices are heard, especially as we look at doing a lot more hybrid models versus just in-person or just virtual. It's important to have that.

Because when it comes to invaluable relationships, impressions are a must. It starts with a handshake, not a handout. They should know who you are before you need something from them. The first time you meet them shouldn't be to ask them for something. Build that relationship.

Maximize the existing relationships that you have to help you make your ask. It's kind of that 100 cups of coffee idea of getting to know people where they're at. There's nothing better than being in a neutral place where you can have that conversation.

So, one of the things that's in the drive, and I'll cover coming up, is a great inventory that you can use to get to know what it is that people are interested in. What's their story, both personally and professionally? Because moving people where they're at is super important. Now this can come for your coalition members. This can come from working with policymakers. But I kind of look at it as, there's three buckets of folks. There's those that learn and listen and get motivated with their heads; that reasoner where the data, the outcomes, evaluations are the best way to build support. There are those that live with their hearts; the stories, the testimonials, the analogies, any other image can help them feel why they want to be involved.



And then there's the doers where giving them a call to action is probably one of the most important steps that you can have. Because building awareness is only one piece. It's how do we move them into taking some sort of action both individually, within their organizations, or within the community.

This is that partner inventory example that I had hinted at. Again, this is something that was created through one of the coalitions that I worked with previously. Again, it's just an example for you so you can find out if people are getting involved on their own time, on their work time, which can help impact how you track their in-kind.

So, if they're there as a professional in the community, you don't have to track them as a volunteer at \$20 an hour. So being very cognizant about who they are, where they come from. Recognize that people don't fit neatly into one box. Whoops. And trying to find out where they want to work and where are their interests. And please recognize, it's not a lifetime commitment. What do you need from them-- now. What is the role-- now.

To the vision and mission, we want people to be bought into. Absolutely. To completing the mission though, it's not that easy. So, finding some short-term projects, using specific asks, utilizing what already is happening can help ease your burden and also increase their satisfaction in the work that they're doing with you.

So, don't be afraid to ask them, if they're not available now, is there a good time to follow up with them? So don't-- they're not gone forever. They're just gone for right now. So, what we have next, what's in the next slide is just going to give you a preview of some of those agreements.

So, if you want to do things that are more formal as an individual or organization, how do you involve them in your initiatives? Lay it out-- what are you going to do for them? What can they do for you? So, there's actually an example on the next slide that I will share with you.

So, here's just two examples, again, from the individual level or the organizational level if you want to be more formal about it. But think of it this way. You may have people coming into your life that are very interested in getting involved. Someone in recovery, for example, One Step, they're interested in telling their story.

Keep that person's information. Connect with that person. Invite them to be part of your email list, if you have an email list. Have people follow you on your socials or whatever it may be. Keep them engaged, don't wait until you need something from them to check in. Do some check ins with them. That may be the best person to do that media story when they're going to be talking about the opioid epidemic. You'd be like, I know someone that I can give you that would be interested in being part of that story. So really keep



people in your back pocket because we're always looking for volunteers to help. We're always looking for other ways to get people involved.

And none of us can do everything that needs to be done, but all of us can do something that needs to be done. So, we need to switch that mentality that it's a one person or one organization show. We're all busy, all overburdened, all understaffed and underpaid. And when you look at levels of involvement, it's OK that they're not the same.

The power prism is actually one of the tools that is available in the resource drive that really does break down who the core teams are, or the worker bees are. Or who's an advisor, an expert that you want to go to just to get that information on a specific topic. And then you have your general members, too, that maybe can donate time now or donate resources now. Or they say, right now I'm super busy with my kid's basketball season, come check with me in February and I'll have more time. So be very aware. And do what you say, check back with them.

Jim Diers actually wrote an excellent article for the Tamarack Institute called "We Need Fewer Volunteers and More Community." So again, that's available in the Google Drive. Because when we look at this, the reason we say that is because volunteers, they're very well intentioned. They'll take time out of their daily routine in order to be of service.

But sometimes that comes at a price where they feel they know what's best for the community versus going to the community and saying, "Community, what is it that you need?" And if we work with this in the community, on the other hand, it's not a departure from routine, it's part of what we do. It's part of the way of life and focused on the goal.

Because volunteering sometimes can be that one-way relationship where we're doing something to someone or for someone. Versus a community, we're supporting them with their own needs and gifts. We're bringing them up in a mutually supportive relationship. So that article is great. If you have folks that are very much the-- I know what we can do or what can I do. So, we just remember, we want to talk to those that we're trying to serve.

So again, just a couple of examples of how to engage the community. Any time that you do presentations, for example, get feedback. That's one example, the presentation evaluation on the left. Get feedback. Do people care? Do people learn? That's one of the goals.

It's not just raising awareness, but are you increasing their knowledge? That is a measurable outcome, not just an output that they intended. Ask people what actions they're going to take and follow up. Get that feedback because as we engage, if we're effectively bringing people into the work that we're doing, we're going to be able to fully utilize what it is that they have to offer.



Because we all don't know everyone we need to know, but we all know someone who knows someone we need to know. It was the best quote that was part of a faith-based community training a number of years ago. I absolutely loved it. And it made sense because I may not know who the connections are here, but I know someone who does.

One of the best people to influence policymakers? Their spouses, I find, when I'm doing that advocacy work. So, their spouses, or their close friends, or relatives, and so on. So just reach out. Build that network. Look at the network analysis.

There's actually a couple of tools that are coming up here that-- we do not have to be the doers or the boots on the ground all the time. But we need to know who in the community is in that position. That's where, when you're recruiting for a board, for example, or your leadership group for your coalitions.

It doesn't have to be the people that are on-- the boots on the ground folks, the doers. Sometimes being a doer and being on a leadership committee is like death. It's horrible. It's all talk, and it's important talk-- strategic planning talks, sustainability talk.

But finding those that are connected-- they can learn more about what works in prevention. They can learn more about the impacts of substance use. I can go into a room now and say, who here has been impacted by substance use, and their families, or friends, or what have you. Once upon a time, I would get a couple of hands up. Now, everybody's hands up. So, we're all impacted by it. So, take those connections. Utilize those resources.

Again, this is one of the tools that I got permission, through the Power Prism, to be able to use. But this coalition-mapping worksheet could help you figure out who are the best people to have at the table. Again, it's not forever. It's for now. What are the roles now? What are our plans in the next year and the next two years? Where do we want to be? Where do we want to go?

If you're starting a nonprofit board, you want to have people that are what nonprofit boardship looks like and how to do it. What are the rules? Having someone that's a financially minded person being your treasurer, not just somebody that was not at the meeting and got voluntold to do it. Being very intentional in who you recruit and at what level you need them is important, but don't get stuck in that 12-sector trap.

Nothing against DFC. I know it's worth as a guidance, but people don't fit neatly in a box. I think one of the things that we forget is we want to do this evening session for parents so they could talk to their kids about substance use. Last I checked, professionals working during the day could also be parents. So why are we trying to engage and recruit-- of trying to hold these



different meetings or opportunities based on what we think might work versus going to those that we're trying to serve?

So, people don't fit neatly in one box. And I think that that's a very important point because the 12-sectors prescriptive list leaves out one very important key partner-- funders. They're not in there. They may fit the other positions. But if I was going to recruit, I want the funders-- the executive directors of funding organizations to know what I'm doing. That's part of my sustainability plan.

Relationships with things like our-- historically, my relationships with our medical examiner's office, our solid waste department, who helped our medication disposal and sharps disposal efforts-- one of our local marketing firms, where we think media-- we maybe forget marketing.

NTC-- one of our technical college-- we think schools. We think primary schools. We think elementary schools, middle schools, high schools. We forget about colleges sometimes. Again, local foundations-- all instrumental to success, and they're not even on the board of directors. They're just part of our efforts.

So, my hot tip to you is target the civic and community groups when you're doing recruitment because they come from multiple different sectors. They come from health care. They come from schools. They come from business. They come from law enforcement. They come from a variety of places. So, I say, animal groups, but your Elks-- Elks is part of that. I just think it's kind of fun to say, animal groups, youth, and other organizations. They come from different perspectives. They're all part of not only funding potential efforts but also engagement efforts. So definitely, you want to look to see what is available in your community, what groups exist currently that make it available for you because we want to work smarter, not harder.

And that's one thing that-- if we can fully utilize our resources, we're going to be less likely to burn out. We're going to be less likely to burn other people out. So, we're not going back to the same tables. So, ask to build those relationships early, often.

I give the example of when I first started in a coalition or working with the coalition in a local health department. And I was like, oh, should I reach out to this convenience store chain to say, will you donate water and cookies for this event? And she's like, oh, no, don't worry about that because we have grant money for it.

And I said, it's not about the cookies. It's about the relationships. If they know what we're doing, they're going to know who we are, what we stand for. Give them your request. Give them a little bit more about you because there's been times where I'll have people say, we have these funds available, or we have these resources available. What can you do with it?



That's the relationship you want. You want them to come to you. So, work smarter, not harder to build those relationships. Recognize that you are not the center of the universe. And when I say, you, I mean you as a coalition, you as a person.

This is sometimes very hard for some coalition partners and staff to accept. And it's shocking when it comes right down to it because one of the things, I hear people talk about is silos. We have people-- too many people in silos. People need to stay in their lane. People need to-- insert your idea here. And in my perspective, I don't think silos are bad. And I'm going to tell you why in a second here, because, when you think about it this way, I don't want treatment telling law enforcement what to do. I don't want law enforcement telling the schools what they should do. I want people to be working in their areas of expertise towards a common goal.

So how do we keep people connected, though, is through things like sharing resources, sharing tools, doing trainings. Having regular communications is an important piece of keeping people connected and engaged but keeping people in their areas of expertise. We want them to stay there. I think of it as-- if I was going to be elected to a board at a bank, there is nothing-- I should not be saying how to open a checking account because I have no idea. People stay with where they're at and encourage them to share their perspectives based on that.

And one of the things that I think is really hard for coalitions to understand is-- historically, we put ourselves in the middle of the wheel-- again, another analogy coming at you. Think of it as a wheel. Where do we live? We put our coalition in the middle and expect all of our partners to be the spokes and come to our table. Everybody, come. We want to work for you. How do we engage people? Bring them in. And we leave that issue. We feel like substance misuse is the thing that's holding us together.

I want you guys to think of it in a different way. Instead of coalition-centric, make it community-centric. Put the issue in the middle. We're all working towards substance misuse prevention, reduction, recovery supports, treatment supports. It's impacting everybody. It's not just one agency or organization can do it alone. We need to make sure we're funding all the prevention treatment enforcement recovery efforts.

And so, we put our issues in the middle. Instead of it being members or individuals that are coming to our coalition, it's the partner organizations. It's the partners that are coming and bringing their expertise to address the issues, who are already addressing the issues or trying to figure out how to address the issues and put the coalition or your initiative on the outside. That's what's holding you together.



That's why it's important that communications are key to keep people engaged-- something as simple as a weekly or monthly newsletter or regular emails or communications. If people want to be involved, they'll be involved.

And that's where the different levels are, is just acknowledge it. Platforms like Constant Contact-- you can see who's engaged. I've seen people that were at health fairs 10 years prior still opening those emails every week. That's amazing. I didn't even know they still were engaged, but that's how they're engaged that works.

The people that I want to be engaged-- the leaders of the community? They're the ones that I was ready to kick off the email list because they haven't opened one in six months

So, recognize what levels it is, but put the issue in the middle. You want to live there because, if you live there you, will know what your partners are up to. They'll come to you if they need help, or they'll come to you to get advice. Or you're able to be at all the different tables in the community because there's other coalitions that are doing the same work, like your homelessness coalitions, for example, or your mental health coalitions. It allows you to stay in the middle, close to the issue, but you're able to engage outward. But share those loads. This is a burden that's impacting more than just your coalition. As I was just hinting at, there are other issues or organizations working on these issues. There are other folks that are getting funding to support them.

When we look at the Opioid Response Grants, there's a number of people that are getting these funds that are trying to figure out what to do. Don't let them settle on billboards, folks. Don't let them stop at raising awareness because there's no action. There's nothing that's sustainable there. We know this is a problem, but it's not my problem. It's their problem.

So, look at what we can do to influence folks on the greater scheme because-- I look at it like a duck in a dirty pond. We take the duck out. We clean it up. It does great. It looks great, feels great, thriving, surviving.

But we put it right back in the dirty pond. We get the same results. It's like taking the person that has a history of alcohol misuse, putting them in jail for six months. They get out. They're doing great. They look great, feel great, optimistic.

But they get picked up by the same friends they had when they went in. They end up going to the same workplace. They go to the same house, or they find a house to live in because they've been in jail.

And we expect the same results-- Sunday Funday, Friday after-work drinks, whatever it is. We need to look at the entire environment in order to achieve what we need to achieve. And it's going to take a big effort. And that's where





it's so important that we continue to stay connected to the community around the issue. So don't wait for somebody to invite you to their table. Go out. Be flexible. Be selective. You don't have to go everywhere all the time-- maybe once.

Your Safe Kids coalition, your Injury Prevention coalition says, hey, we have a meeting. Is that a good place for you to go because you're going to work-- you're working on medication disposal as part of your community initiatives? Absolutely. Does that mean you have to attend every single meeting? Not necessarily. But you do want to stay connected to that effort because there's an opportunity to align resources and to align your goals. So, when you're trying to attract more people to your table, make sure that you're willing to go to theirs as well.

One of the tools-- again, through the Tamarack institute-- is this spectrum of engagement. So where is it that your coalition is right now? Where is it that the relationships stand? Because change really does happen at the speed of trust.

Where are you on this continuum? Do you come together just to share a network? That's OK. Acknowledge that. Recognize that is the purpose. As a coalition staff person, don't expect more than just people coming and sharing information because that's how they're set up.

Then you need to move to some sort of action outside of those meetings or encourage some sort of networking. Take those small wins because asking your coalition members what they need is super important. Coming back out of COVID, you may need to just come together just to network, just to build relationships because of people leaving, people changing roles. That may be where you're at, and that's OK.

That is a win. Take that as a win. Celebrate those wins. Forming new coalitions or new efforts just because you do a community health improvement plan, or the community health needs assessment or whatever it is to address an issue-- do you need a coalition for that? Or is it just bringing together your partners to look at what you have, what you need, what opportunities, do some sort of SWOT analysis or PEST analysis? We don't always need to come together with a formal group to make change.

And I think that's one of the hardest things that people have to get past when we talk about coalition work. So, is it working? Is it working for you? Are you asking them? Are you meeting their needs? Because you need partners at the table for a coalition to be successful.

When I say, at a table, I don't mean physically at the table but connected to the work that you're doing. When is the last time you asked them what it is that they need? Are you meeting their needs? What would they like to see? What's standing in their way?



There's a sample of partner survey type of questions I would recommend you check at least on an annual basis. If you do anything major changes-- like, at one point we took a structure that was meeting in the evenings every other month-- or, no, every month-- and we changed all kinds of stuff up.

So, we actually did a six-month check-in as well, but you'd want to do these at least every year. Find out what they need. Asking questions that will help build your sustainability is important because asking them how valuable is it that you have paid staff to coordinate is something that could help make the case for continued staff, paid staff, payments or monies available for staff after something like a drug-free communities grant ends. Asking questions, intentionally asking.

There's actually a great question when we talk about-- in three words or less, how do you describe the coalition? Or how do you describe the value of? Some of those words could help lead into your vision and mission statement. You're getting it directly from your partners.

So, there's an example of some of the questions you can ask. But use whatever platform makes sense for you-- Qualtrics, SurveyMonkey, Google Forms, any others, paper-pencil surveys. Whatever you think is going to work for you and your coalitions-- do it because it is incredibly important to be asking this.

I also asked how long has people have people been involved in the coalition as well because that sometimes helps increase the value in some of the feedback that's coming back because, if they've been around for a long time, do some cross-tabbing of-- what are they still getting out of it? What are their barriers?

And some of the new folks coming on-- asking open-ended questions. What is it that you want to learn more about? What should we be focusing on? Anything that you send out-- if you do an email newsletter, for example, or any other communications, ask people for their feedback on it. Take that opportunity.

If you're thinking about changing things-- at one point, we were adding ideas to partner with our local technical college for every-other-month meetings, so people got one hour of free CEUs. We asked, is this valuable to you? Would you take advantage of this?

Or at the point when we were looking at putting all recordings online-- I actually put-- it felt kind of jokey to me, but it really was truthful, of, would you access YouTube to watch videos? One of the responses was, what's YouTube? And I think that there's an opportunity to really engage with your community through those surveys. So don't miss that opportunity because we need to meet their needs.



And as I said, people need to know who you are, what you stand for, what is your brand, what is your identity. That was actually one of the best things that we invested in. And one of the coalitions I worked with was a marketing plan. What is the font-- right down to the fonts we use, the colors we use, the looks we use have everything be consistent because if I drew a swoosh up, you would know it was Nike without me writing, Nike. It's the goal that we want to get. So, any colors, fonts, logos-- they're all a critical part to sustaining and engaging your partners.

And this is a great way to engage your business community, not only for in-kind contributions, like some things like co-branding or sharing your resource or sharing your events, but also to help build these things. Many different organizations have marketing folks on hand or maybe have a printer. Your health care providers may have their own in-house printing options. These are all ways that you can engage people in buying into your brand, what it is that you do, and be able to get that information out through your partners, who are also a trusted resource. So branding is incredibly important to the work you do.

So, there are marketing communications plans out there for free, a number of online tools that could be available. And some of the ones that I've used for events or promotional materials-- many of them are free, or you can purchase them for a higher level. But things like Unsplash, Pexels, freepik-- all images sites that you can use.

So, if you're not familiar with these-- again, these are all available in that Soundbites handout, so you'll have the links there. Adobe Color is great because you can actually create your color palettes for your organization. If you're not working with a professional to do that, you can create your color palettes. You can look at what it looks like if someone has different levels of the color blindness.

Things like Canva could be used for a variety of things from promotional things, social media posts, presentations. What's great about Canva and what a lot of people don't know is that, as a non-profit or as a public health organization, there's a number of organizations that can actually get free pro memberships. And pro memberships get you a huge variety of templates, any kind of images that you could possibly want or graphics. There's just a lot more capabilities.

Coming out of COVID, public health departments-- we've been very smart to catch on to being able to sign up for the pro accounts. Myself-- as a contractor, trainer, I use Canva all the time, not only in my public health world but in my work here. It just makes things look nice and professional. But everything that you do-- be intentional. You might have noticed. You might not. I am hitting you with my logo every single slide. That's intentional. Be intentional with the work that you do.



But, yeah, Canva-- if you can't find it-- where to find that, let me know. But there's a whole area for Canva for nonprofits. And bit.ly is another one that I use, which helps shorten links. So, you can use that to create short links. Actually, now they joined with QR-- Free QR Code Generator, so you get QR codes as well.

So, you can make personalized links. You can make just short links. You can get the QR codes all in one. It's a one-stop shop. And you can see how people are engaging in it. So, you can see how many clicks, and I'll be able to go to see how many clicks for the M3 "Engage in Engagement" link that I shared for the Soundbites. I'll be able to see how many people clicked into that. And that's really great feedback, as a person looking to track that.

But if we continue to do what we've always done, we might be doing a disservice to those that were trying to engage. So, we can't keep doing things the same all the time. We need to mix it up. And that's where changing leadership, changing engaged partners-- that's we're changing our structure, all those things, are helpful to keeping it fresh. So, we need to continue to evaluate, always, and make sure that we're getting the results that we want. So, one of the things that I always-- I tease-- people need to know what they're in for. So, when you say, do you have a couple of minutes, no one would know what you're doing. It's just like, I want to talk with you a little bit, share a little bit about the work that we're doing through our coalition, see if there's any partnership opportunities.

I probably have scheduled a partnership opportunity-- out of four weeks in a month, two to three weeks out of the month just in the community I'm working in now because there's so many organizations that are concerned about the issues we work in in public health, just to talk. It's incredibly important.

But full disclosure-- I think I hinted at this a little bit before. I don't know about you, but just the word, coalition, has a negative connotation for me. And I say it this way, tongue in cheek, but it sounds like another meeting where we sit around a table or on Zoom, talking about the problems with no real movement toward solutions. If we use, coalition, we want to make sure people know who we are, what we do, and that we're doing something.

So be very intentional. And this is part of the reason why, a lot of the times, you'll see in the templates that I offered-- it doesn't say coalition survey. It says initiative survey. I like the word, initiative, but-- and partners over members. But you definitely can do what works best for your community. But just be very aware that people don't like to feel like their time or expertise is wasted.

So how do we engage them-- really engage them and move those thoughts to action? Because when you talk about how long people have been involved in your coalition, why do they keep coming back? How many times have you



heard; we've tried that before. It didn't work. Or this is the way we've always done it.

Some of the hardest days in coalition work is when you come to the realization that you're all talk and not a lot of action. And as a natural-born activator, it's absolutely a killer to me. So, we need to be uncomfortable or be comfortable with the uncomfortable and get out of that dead zone.

Coalitions are really great at providing information, building skills, and providing support. Some of you may recognize this from the 7 Strategies for Community Change. But what we fail to look at is, again, that pun-- how do we clean the pond? What are the things that are happening in the community in those last four sections-- the reducing barriers, consequences, environmental design, and policies and rules?

That is really where our partners come in. That is why we reverse it and have a coalition or-- excuse me-- a community-centric approach. We're going to be able to better address some of these issues that we are missing. And it really is reflective of our coalition and activities when we get these things into our strategic planning documents, into our mission, vision statements, into our sustainability discussions.

But change implies movement, and coalitions sometimes implies stagnation. So, we just need to make sure, when we're coming together, it's coming together and then doing some sort of action, engaging more partners, bringing in people that maybe aren't engaged, looking at where we can go from here and what resources we can share, what things we can do together. All these things are wins.

So, recognize them. Grab onto them. There's actually an action team handout that I'm going to be sharing in a few slides here that really can help lay that out for you because we know that we don't want people to get paralyzed by inaction. Just baby steps towards the goals. Every little piece that we move towards change is important.

And this was actually based off of a model that was Peabody, Massachusetts- they call them STATs, or Short-Term Action Teams. This is just a layout of what it could look like for you in your organization to help create time-sensitive assets with specific goals that can widen your recruitment for the work that you're doing. And it helps potentially bring in partners for the long haul. So, this is just a tool that you can look at to help shape how it is that you're going to move from there because, in bylaws or organizational guiding principles, you'll see these committees a lot, like education committee, marketing committee, sustainability committee. What is their function? What is it that you want them to do?

At one point, we were trying to do outreach to dental offices. So pulled together-- I said, I need six people to help us, call our dental offices to see if



they're interested in being part of our medication disposal promotion program. And we were able to get six volunteers. Here's the list of dental offices. You take this junk. You take this junk, and so on. We were able to wrap that up in less than three months.

So, give people time-sensitive, very tangible tasks. If it's planning an event, don't have an event planning committee if you don't have specific things for them to do. Break it up-- decorations and theme, fundraising or basket collections or whatever it may be.

Promotion-- maybe, at the event, have people that can only be there-- they can't do much before, but they can be at the event and workers there. So be specific. And that hopefully will help guide you because that you can't do it alone.

Express the gratitude and appreciation because collaborations-- that is part of what it is that we do. How are you recognizing the people that are helping and serving you and being a part of your organization? Is it through your newsletters, newspapers, social media? Is it through any sort of awards, plaques?

Part of where I used to work-- we had an annual Spotlight Award where we picked five individuals or organizations helping us support our mission. So, there is people that were nominated that I'd never even met before, or I didn't even know these efforts existed until we put that out.

Expression of the gratitude, highlighting great things that are happening in our community, and recognize that you don't need to have to take everyone or everything. Sometimes we have duds, and I mean that with all the love and support in the world. They're very passionate or they're interested. Or we have people that come to the table that try to dismantle the efforts that we're trying to do or move forward.

That's where-- when we talk about substance misuse, it's such a big issue that there are things that are happening in the community that we maybe aren't part of. But as preventionists, we want to do what works, ethically. We want to follow what it is that we know works.

So, if there's things that are happening, that doesn't mean we have to agree with them. But it's helpful for us to still know what's happening in the community because sometimes you get looped into that as well, and there's nothing more damaging to engagement than the perception that time was wasted. Even if people have to be there, they will be more engaged, if they feel they're needed.

So, it's not just asking questions. You get blank stares or, all of a sudden, the cameras go off on Zoom. Or, oh, I've got to check my phone, or whatever it may be. So really, don't meet just to meet. Be very intentional.



What do your agendas look like? Is there a place for action on them? Do you time every piece out? Oh, I hate agendas where it's, we have 3 minutes to do introductions. We have 5 minutes to do this. I am not a timekeeper. But I can tell you-- when I see that, I am a super timekeeper.

So, what happens if people don't follow through or don't volunteer to help? What is it-- your expectation of them? So, make sure that you're comfortable with delegating some sort of form of specific tasks. Follow through on what you're saying that-- or what you are saying that you're going to do as. Well avoid that perpetual event planning cycle. Find your niche that stands out. Do we need to have a walk for everything? Do we need to have some sort of-- so we're going to do monthly inserts into the paper? So what? Being comfortable asking the question, so what, is super important, especially when-- be respectful, obviously, when you're doing that.

But when we're planning different events, who's your target? What is the incentive for them to come? What is prohibiting them from coming? Are there any sort of evaluation components? We can't expect people to always come to us if we don't go to them. And we know that our partners are stretched thin. Our volunteers are tired. And our attention is pulled all over the place.

Even during the time that we're sitting here today, how many times do we see a message pop up or an email come in or think about, oh, I got to get this from the grocery store tonight? So really being intentional in getting what it is that you do stand out so it's part of your goals, meets your mission. And if the purpose is recruitment, measure it. If the purpose is awareness building, how are you going to measure it? So really planning ahead is important.

So, one of the things that I did when I was asked to do a lot of things-- so as you get more in the community, you're going to be asked to do more. You're going to be asked to be more involved. These are actually just some of the questions that I asked myself before I would say, yes, to some sort of event or activity or whatever it may be. Hopefully these help you. They really helped me.

And then note that, if it's a bust-- like you go do something. It's a community event. And five people show up and the 10 people that also have booths-- look to see what the silver lining is. Was there something that could be told that could be used for a future meeting or media opportunity? Does the group organization have resources that can contribute to the efforts? Did you build relationships just by being there and recognizing that you want to be intentional? Don't just say, yes, to everything.

Health fairs, for example-- why am I going to this health fair? I'm going to this health fair to promote my medication dropbox program. Perfect. How are you measuring that? I gave out this many handouts, or I had this many-- I had this



the qualitative and quantitative data. I had this many stories. Or I had people talk about this, or whatever it may be. Measure it. Be intentional.

But don't forget, this is probably one of-- on the down end here. We have about 15 minutes left. Don't forget that you don't have to do it all by yourself. Get past that, you're paid to do it, mentality.

And if we were in person, I'd be like, say it with me. I don't have to do it all by myself, because we are all impacted by this issue. We all play part of it, all play part of the solutions. And I think that-- who's working on this issue? Who's providing this service? Who can we partner with? Who has common goals?

As I said before, we partnered with a local technical college to provide continuing education credits. Not only did that provide the credits. They also helped with all the backend work, the registrations, handouts, the facilities. We were able to get facilities at no cost. It was a win-win. We were providing them programs, and they were providing us this support on the backend. So, look for ways that you don't have to do it all by yourself.

But it's important, as preventionists, you know your role. Your role is to do mentoring. You want people to know what works, what doesn't-- more importantly, I should say, what doesn't. You want to help motivate people. You want to provide those trainings. You want to do goal setting. There are a number of ways that we can mentor as staff or as community leaders or coalition leaders, how we can support those that are working on the issues. And we use what works.

Of course, we're not going to make it through any prevention training without mentioning the SPF. But it's important to notice that this is a circle. It's cyclical. We assess. We do planning. We do evaluation. We do all of these things. We continue to do them. It's not like a 1, 2, 3, 4, 5, repeat. We need to continue to look at these things.

And if you're not comfortable with a space-- like, myself, I can do strategic planning. Do I really like it? Not as much. But there's other people that maybe are part of your efforts that you can tap to help in support of that, in support of evaluation, in support of assessment.

So, utilize what works. Utilize your full resources. If you haven't seen the University of Washington prevention tools-- what works, what doesn't-- please get to know this. Please share this with your leadership because they don't know that scare tactics don't work. They don't know that you need to park that crash simulation or the junk goggles. Pitch them right in the trash. They don't know what works and what doesn't. And it's not their fault. We need to make sure that we're telling them what works. We need to access what is available in states and in the communities.





There's a couple of resources here. The Community Guide is one that I added to the Soundbites this morning-- [thecommunityguide.org](http://thecommunityguide.org). There's also the State Council on Alcohol and Other Drug Abuse reports that the state of Wisconsin has put out, the County Health Rankings and roadmaps, What Works for Health. There's a lot of things that are out there. There's a lot of people that have done this research. So, they know what strategies work and what doesn't as well. So definitely pay attention to this.

One of the ones that I neglected to put on here is-- another one is the Rescue Agency. So, it's the [rescueagency.com](http://rescueagency.com) They actually are a communications firm where they talk all about, how do we get our communications out there around things like substance use, mental health, and so on? So, the Rescue Agency is another one that's super helpful.

But self-care does come first. One of my good friends and colleagues once said to me, you only can do what you can do, nothing more. It's those words that really got me through a lot of hard times-- the battles that were worth fighting. We kept it going. It's that wisdom and humor that keeps you moving forward. But be OK with ambiguity. Not like everyone will not like you. Everyone will not like what you do.

So, when you read comments on social media, if you had a story that was posted on one of your local media or TV stations, read the comments for what they are. Don't take offense to them because-- read through them because, a lot of the times, it's things like fear. It could help with your talking points moving forward, where there maybe is an understanding issue or roadblock. How many of you heard through the grapevine that people don't like you personally? Well, it's not about you. You're there talking about this issue. If you're not the right person, who is? This effort is bigger than you, or bigger than your coalition. That's where when we switch our mindset to a community-centric approach. That's where we can have a bigger impact because I've learned—

Two people can look at the same thing, experience the same event and so on, and have two different opinions. So, listen, learn, apply them as needed. You have two ears and one mouth for a reason. Listen. Sit back and listen. Brené Brown's great. This is one of her quotes that she's used about being brave, being vulnerable, about courage. And I love the last line-- "Embrace the suck k."

It is not going to be pretty all the time. It is not going to be great all the time. It will be fulfilling. It will be memorable. It will be what fills your cup. And how we continue to have it fill our cup-- we just need to keep moving forward. Get yourself out there. If people don't know who you are or what your organization stands for, you can't attract them to be a part of it. Be a part of the movement or the initiative. Don't be afraid to join the tables of others. You can't do it alone. And being the one that is always asking won't get you to the community that you want to see.



Make those connections-- lots of them. Oops. Make those connections-- lots of them, as much as you possibly can. And let's clean that entire pond, not just the duck. We don't live in the vacuum. And when we embrace the suck, we're going to be able to make lasting change. So, with that, I'm going to stop talking. I'm going to leave this up here. I'm just going to talk about this just for a second.

One of the ways I like to engage the public or engage folks is through a weekly newsletter I send out every Friday. I invite you guys to sign up. You can scan the code, visit the link. It's a Constant Contact email. You can email me as well, and I can get you signed up for that.

But this is just one way that I engage you in tips, tricks trends, things that are in the news, the, oh, my gosh, have you seen-- or can you believe that? That's how I like to engage the community. But you can surely share that, as well with, your coalitions, but definitely, if you want to sign up for that. And then I'm just going to put the plug-in again. Download that link or open up that link for those-- that folder for today's presentation so you can get those Soundbites.

All right, so I'm going to just stop my screen so I can see all y'all. If you want to turn cameras on, if people have any questions or if there's anything, Rebecca, that came up in the chats. Yes, chat. No Q&A today. Just chat.

REBECCA BULLER: Just chat. And I'm not seeing a question, just lots of, thanks. Does anyone else have a question?

MELISSA MOORE: Or scenarios? As I said, definitely fill out that sheet or the Google form if you want me to follow up with you. Use the tools that are out there. If you have any questions, I'm always available. I'd love to chat about this stuff. It's my passion, obviously. So, before everybody jumps off, I'm sure there's other announcements, as well, from Rebecca.

REBECCA BULLER: Yeah, we do have a couple of announcements. The Google form is-- if you use that resource link that we provided, you should be able to see things there let me see. I'll put it in the chat one more time. I know they scroll by. Let me go ahead and share my screen, and Melissa will put a few more things in the chat.

MELISSA MOORE: Yes. And I'll make sure that Google form ends up in there. For some reason, I'm feeling, all of a sudden, this panic that it might not be on there, so I will find it and I will put it in the chat.

REBECCA BULLER: Wonderful. Well, we've got some great upcoming trainings that we want to share with you. You mentioned humor. We have "Harnessing the Power of Humor in Your Facilitation," and that's coming up on November 1. We have a data series coming up. And we've heard from folks in our region that finding data, getting people to participate in gathering



data-- all of that is a challenge and an opportunity to build partners. And so, there'll be three items in that series, and we welcome you to join us. One good way to keep in touch with us is to be friends with us on Facebook. You can get updates, and there's other resources there as well. And again, we do have a survey. When we close out the Zoom, you will be redirected to a link. But if that's not something you can do, you'll also have this option here, where there's both a URL and a QR code. Your feedback means a lot. We want to share it with Melissa. We want to use it as we plan for the future. And we also share it with our funders. And we all know what that means, right? It helps us continue to do the good work.

So, thank you so much for being here. Let's double-check one more time and see if we've got any questions that have come in.

MELISSA MOORE: I just put the link for the form in there, and I will make sure that I figure out a way to get that into the shared drive as well. I do apologize for that. I think that it ended up getting missed. And I will add it to the Soundbites, too, so we will get this out there and you guys will have an opportunity to reach out to me. But you can always use my contact information, too.

REBECCA BULLER: The other thing I can do is-- Melissa, let's work together, and I can send a follow-up email to everyone who participated today. That will make sure that everything is where it needs to be and that you have access to it. We are going to share the recording on our website. And so, if you have colleagues who could benefit from this or you want to catch something you might have missed one more time, you'll have access to that in about a week. Anything else from anyone? Or we can go ahead and gain another 10 minutes in our day.

MELISSA MOORE: Very cool. Thanks, everybody

REBECCA BULLER: Yep, have a wonderful day.

AUDIENCE: Thank you.