



Technology Transfer Centers

Funded by Substance Abuse and Mental Health Services Administration



Welcome!

The Six Elements of Effective Coalitions: Session 2

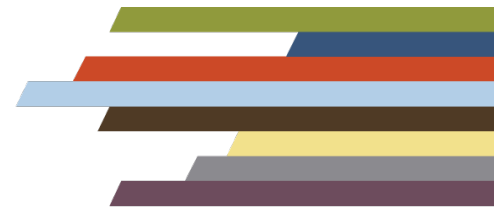
Diverse Stakeholders and Opportunities for Participation



PTTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration



The Webinar Is Now Live



- This webinar is being recorded and will be available for future viewing along with a copy of today's slides.
- The slides are shared in the chat feature

Technical Information

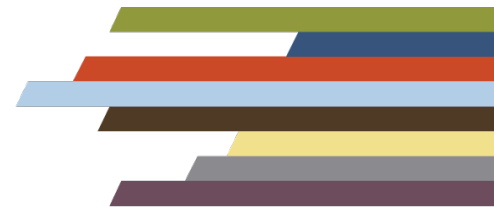


- This webinar is being recorded and archived, and will be available to all webinar participants.
- This training was developed under the Substance Abuse and Mental Health Services Administration's Prevention Technology Transfer Center task order. Reference # 1H79SP081018.
- Audio will stream through your computer or device
 - If you prefer to call in, the phone numbers are included in your registration confirmation.
- If you are experiencing technical difficulties please be sure that your audio is properly connected via phone or computer. Calling in through your phone may be helpful.

Chat and Q&A



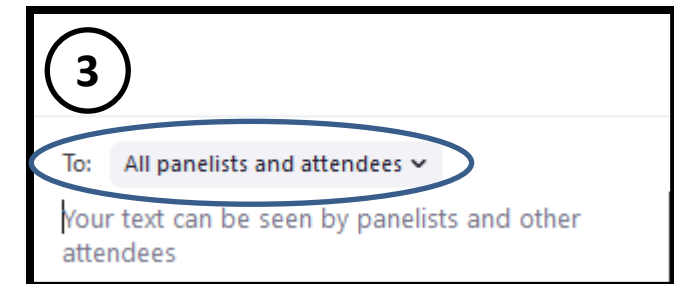
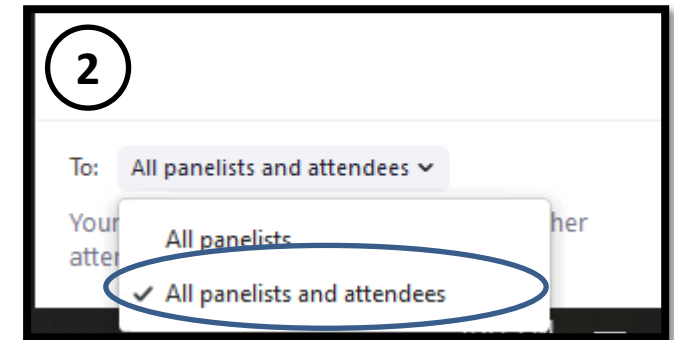
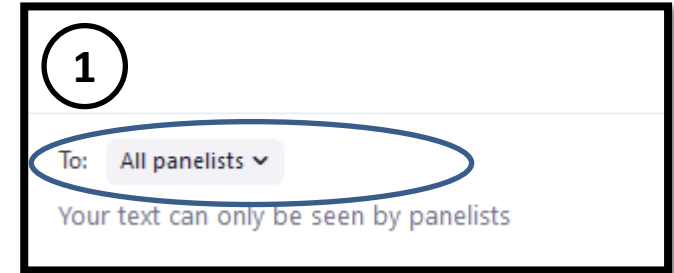
- We welcome your thoughts and hope for a rich conversation using the chat box feature.
- You may also type questions for our presenters at any time during the presentation in the Q & A feature.
- We may ask our presenters to answer questions throughout the presentation, and we will host a Q & A session after the slide presentation.



Chatting in Zoom Webinar

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

1. Go to “To:” at the bottom of the chat feature
2. Select the down arrow next to “All Panelists”
3. **Select “All panelists and attendees”**
4. The bottom should now read To: All panelists and attendees



PTTC Network

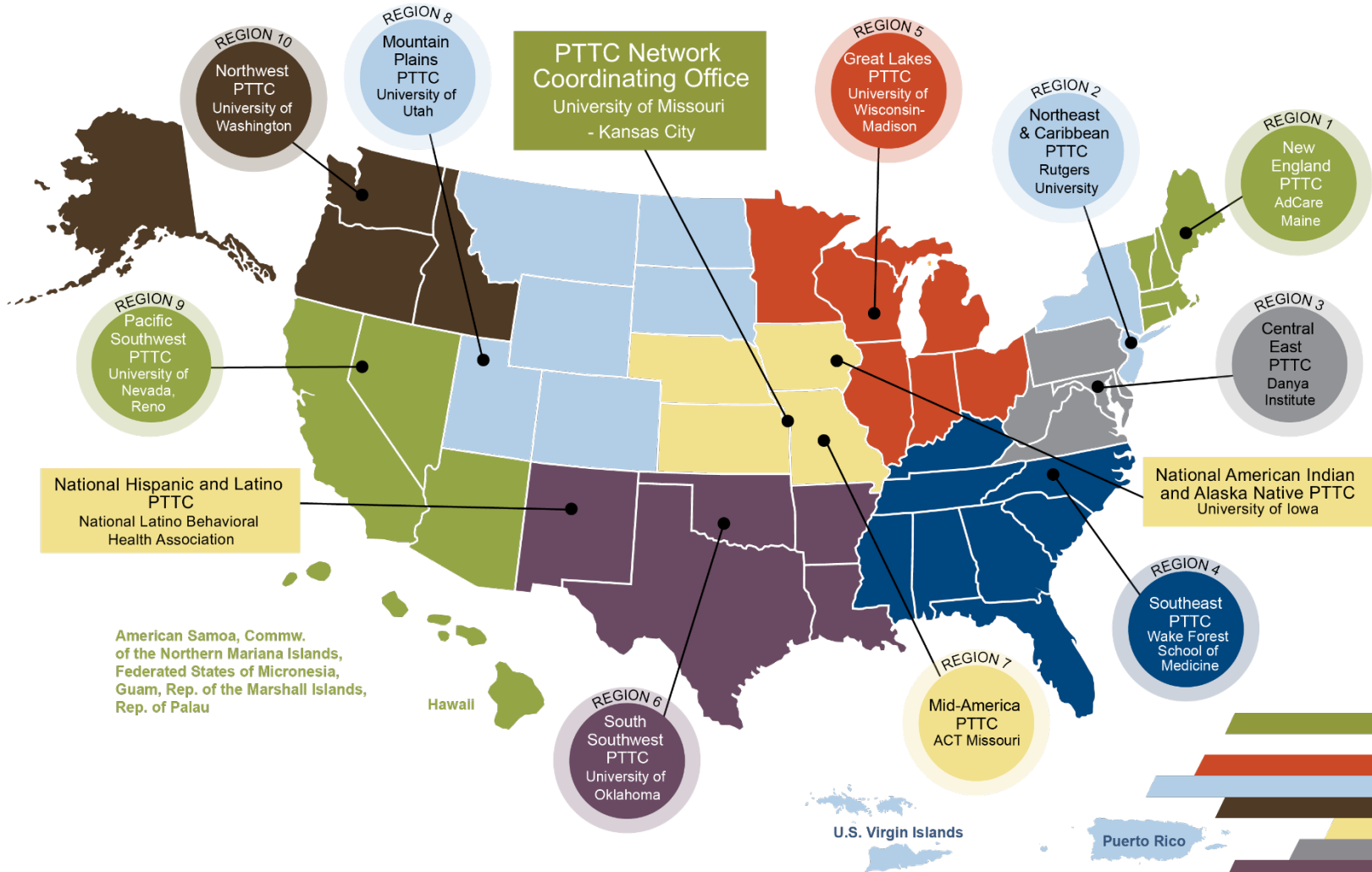


PTTC

Prevention Technology Transfer Center Network

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PTTC Network



PTTC Network



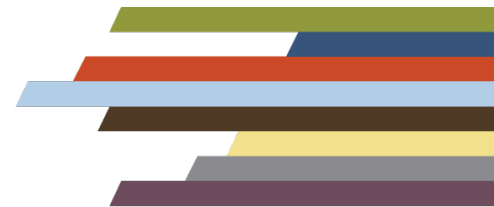
The use of affirming language inspires hope.

LANGUAGE MATTERS.

Words have power.

 **PEOPLE FIRST.** 

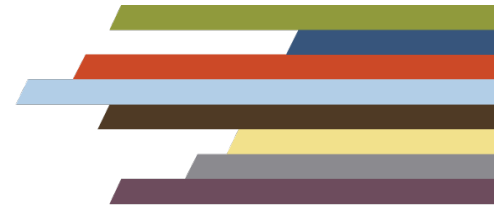
The PTTC Network uses affirming language to promote the application of evidence-based and culturally informed practices.



Community Coalitions and Collaborators Workgroup



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



Today's Facilitators



Deborah Nixon Hughes,
LCSW-C
Director, Central East



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



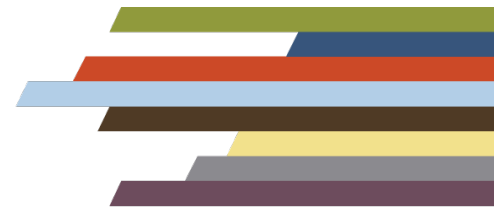
Joel Torres,
MA, MCHES,
ADAPT Manager



Members,
JCoSADD
Jefferson Berkeley
Alliance on
Substance Abuse
Prevention



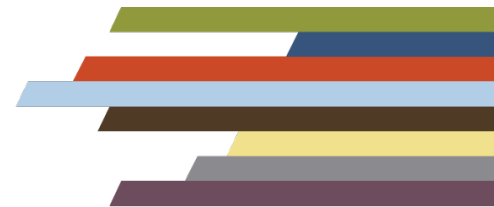
PTTC Prevention Technology Transfer Center Network
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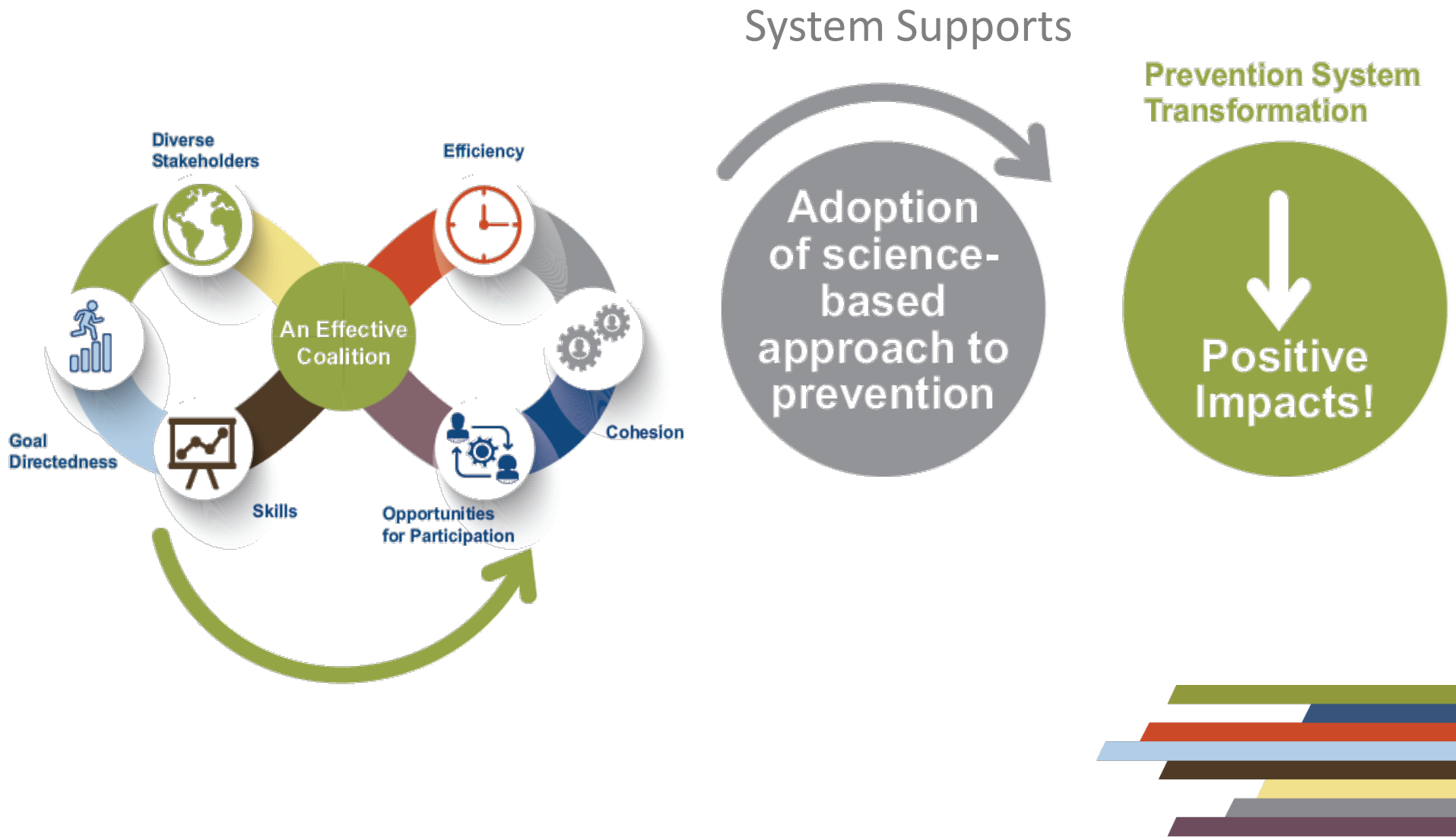
Objectives for today's webinar



- **Review** six elements of effective coalitions
- **Examine** two of the six elements to achieve intended outcomes
- **Describe** a diverse set of stakeholders needed for effective coalitions and how to assess your coalitions' engaged partners
- **Describe** how to incorporate opportunities for coalition members to participate and help to effectively reach your coalition goals



The Conceptual Model of Effective Coalitions



Effective Coalitions

- With complex goals, coalitions need to be effective



Goal-Directedness



Efficiency



**Opportunities
for Participation**



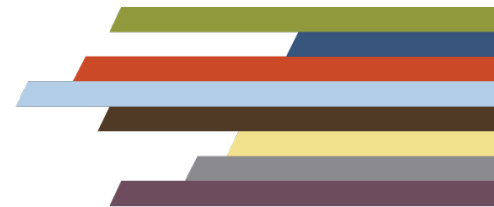
Cohesion



Diverse Stakeholders



New Skills



Diverse Stakeholders

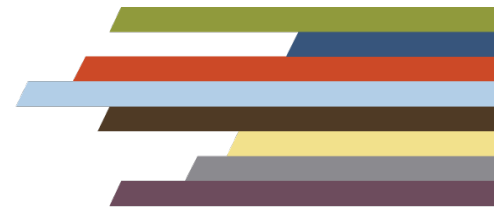
What?

- Coalitions that engage a diverse set of sectors as partners in a prevention effort to represent a broader group of stakeholders in the community



Why?

- More impactful planning and implementation of prevention strategies
- Helps to ensure efforts are culturally relevant
- Builds stronger bridges to the target populations
- Increases access to more resources
- Builds strategic influence



Diverse Stakeholders

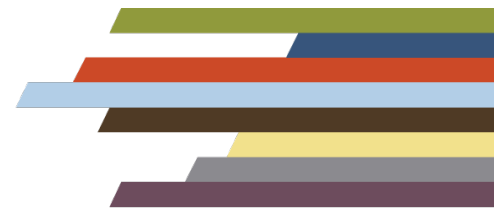
- **Stakeholders** - have a “stake” in your prevention efforts because they care about promoting health and well-being
- Coalitions might consider:
 - Existing partners and stakeholders
 - New partners to recruit



Diverse Stakeholders



- **Cultural competence:** “when one is sensitive and embraces openness, has a desire to want to know other cultures, and actively seeks cultural knowledge,” (Henderson et al., 2018, p 599)
- **Cultural Humility:** “having an accurate view of self, the ability to restrain self-focused emotions and behaviors in socially acceptable ways, and the ability to cultivate other-oriented emotions and behaviors,” (Davis, et al., 2013; p.60)



Check your member engagement....

- ✓ Are all racial/ethnic groups affected by the policy/practice/decisions/ at the table?
- ✓ What other historically marginalized groups need to be at the table?
- ✓ What perspectives are missing?
- ✓ Who should we recruit?

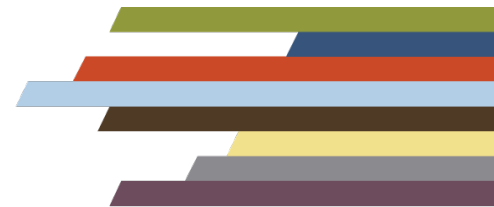


Diverse Stakeholders



How do we authentically engage people in our coalition work?

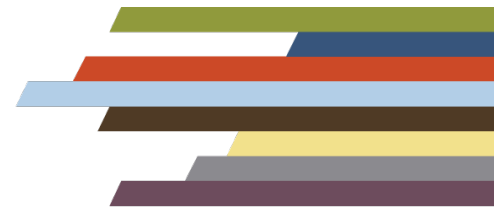
- Consider who your coalition engages with already and decide who might be missing
- Develop recruitment strategy to engage new stakeholders
 - Create effective message to engage new sectors
 - Include role that would help advance your coalition and provide benefit to new partner



In the Chat Box



- What is a community stakeholder or specific population you would like to engage in the future?
- What advice do you have for organizations interested in diversifying their partners and membership?



Diverse Stakeholders

- When recruiting new stakeholders, coalitions need a recruitment strategy:
 - What is the elevator pitch?
 - Who will make the pitch?
 - If no, maybe someone else?
 - If yes, be ready with their role!



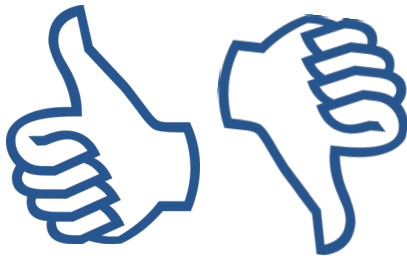
Making your Pitch to New Stakeholders



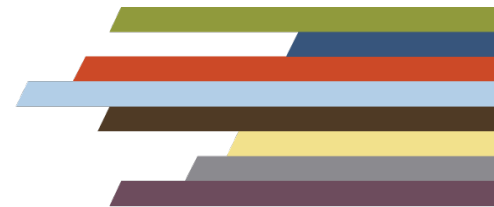
The **three W's** – the “who,” “why” and “what” of your message or request



A **call to action** that clearly identifies what you are asking potential stakeholders to do if they say “yes.”



The **benefits** of and **barriers** to collaboration – for both you *and* your partner.



Continuum of Recruitment Strategies

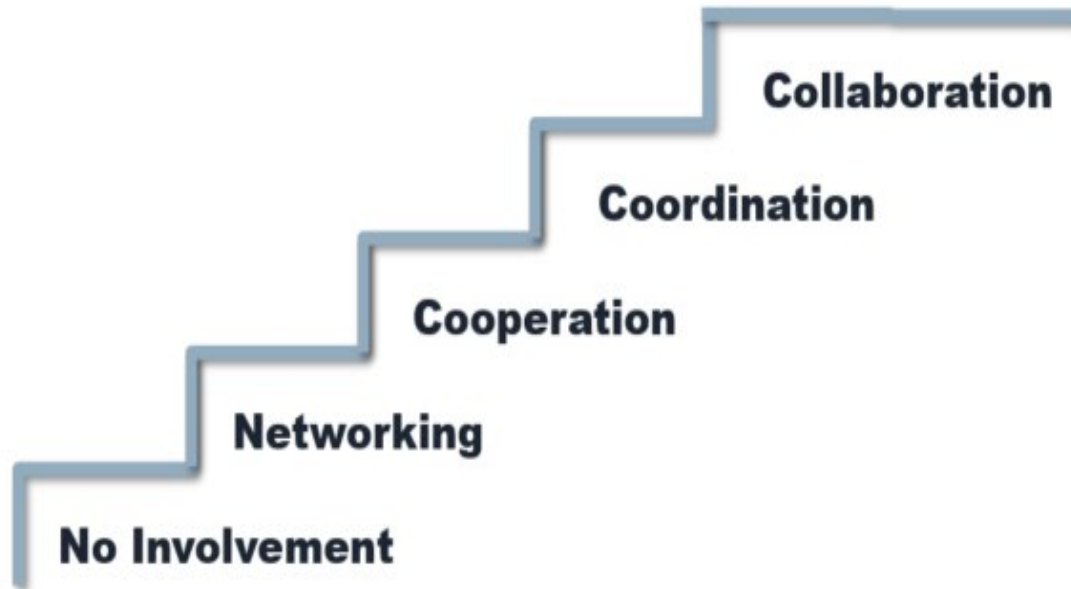


Prospective New Member Recruitment Worksheet

Name of Prospective Partner(s)	Value Added to the Project	Value to Prospective Partner	Potential Contact with Prospective Partner	Comments

Diverse Stakeholders

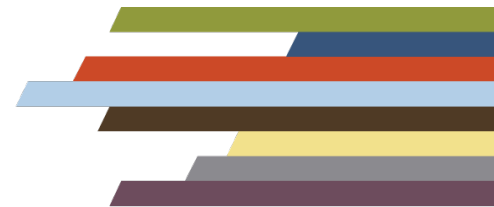
- Level of Involvement



Engaging New Stakeholders: Sample Action Steps



- Examine current representation and gaps
- Ensure a climate of culture humility within the group
- Learn about the specific population community you are interested in engaging
- Determine organizational readiness for new members and/or partners
- Discussion with current and new community stakeholders about their communities' interests and concerns



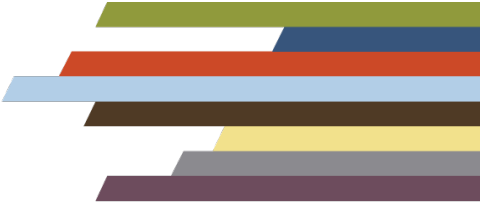


Featured Coalition

Featured Coalition



Family Connections' ADAPT Coalition

- Orange, Essex County, New Jersey
 - Coalition Purpose: empower youth leaders and community members to improve education and awareness; advocate for local and countywide programmatic and policy changes
 - Coalition goal: building local collaboration around efforts to reduce substance misuse and improve the safety and health of everyone in Essex County
- 

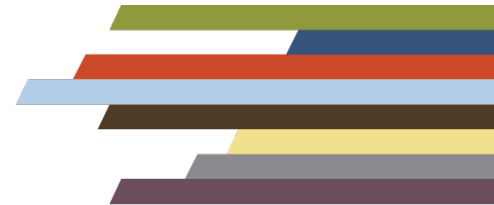
Featured Coalition



How is the element of diverse stakeholders reflected in your coalition?



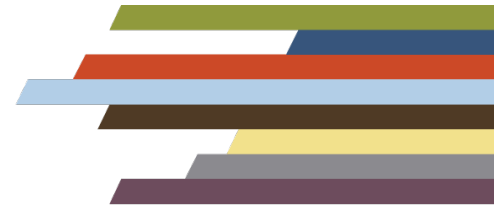
- Process to engage diverse stakeholders
- Examples of specific efforts
- Challenges your coalition overcame
- Lessons learned



Featured Coalition



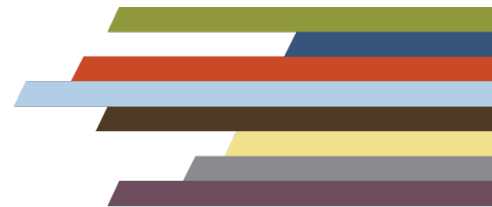
In the light of the COVID-19
pandemic how has your
coalition continued to engage
diverse stakeholders?



Featured Coalition

Q & A

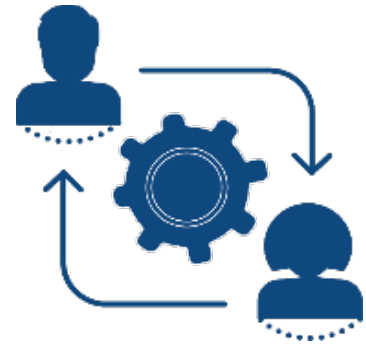
**Ask the coalition
expert!**



Opportunities for Participation

What?

- Encouraging members and providing opportunities to take on a variety of formal roles or positions within a coalition
- Roles would utilize members' expertise and interests



Why?

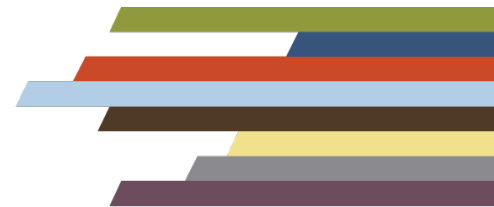
- Retention! Engage your members in meaningful ways!
- Provides members an important vehicle to utilize their expertise and make an impact on the coalition functioning
- Providing members with a variety of roles supports the coalitions goal + helps to build the skills and competencies of individual members

Opportunities for Participation



Why? (continued)

- Opportunities for members to take on significant roles has been shown to create an empowering environment as well as increase the program's success!
 - opportunities for participation led to higher perceived coalition effectiveness and higher levels of sense of community (Powell et al., 2017)

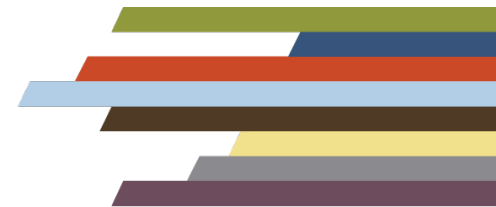


Opportunities for Participation



How?

- Create formal/informal roles for members to take on
 - Serve as workgroup chair
 - Recruit new members
 - Serve as coalition representative to other groups
 - Participate in goal setting, decision-making, sustainability planning, evaluation planning
 - Help to implement strategies
 - Participate in kick off events
 - Participate in priority setting
 - Participate in marketing activities

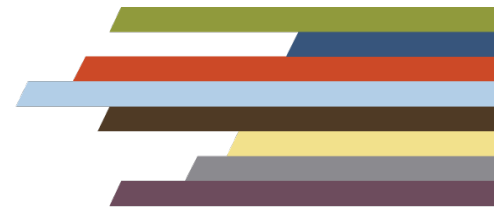


Opportunities for Participation



How? (continued)

- Continually incorporating members into activities
- Know your members' skills/expertise, draw on them when needed
- Build knowledge and readiness of members to take on the roles – building capacity to support their participation
- Address retention challenges – might need to get be creative
- Acknowledge their work!



Opportunities for Participation



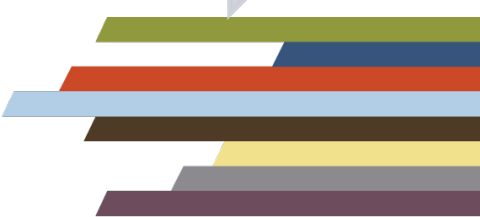
Partnerships & Affiliates

- Larger system representatives
- Promote networking and collaboration

Leadership

- Decision makers
- Controls resources

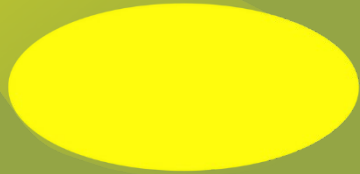
Core Members

- Attend most meetings
 - Drive the work of the group
 - Includes paid staff
- 

Opportunities for Participation

What has worked for you to increase participation in your coalitions during COVID-19?



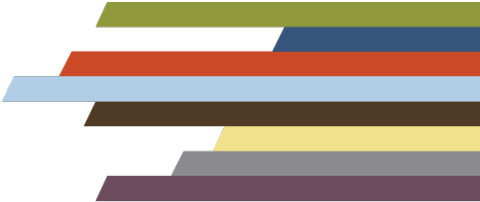


Featured Coalition

Featured Coalition



Jefferson Berkeley Alliance on Substance Abuse Prevention

- Located in Jefferson County, West Virginia
 - **Youth component: JCoSADD**, a community-based SADD (Students Against Destructive Decisions) Chapter.
 - **Mission:** The Jefferson Berkeley Alliance on Substance Abuse Prevention is dedicated to providing adults and youth with the support needed to take a stand against alcohol and other drugs in the communities of Berkeley and Jefferson Counties of West Virginia.
- 

Featured Coalition

How is the element of opportunity for participation reflected in your coalition?

- Examples of specific efforts
- Challenges your coalition overcame
- Lessons learned



Featured Coalition

In the light of the COVID-19 pandemic how has your coalition continued to build opportunities for participation?



Featured Coalition

Q & A

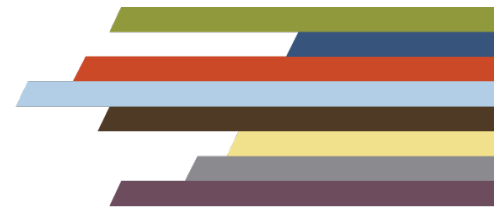
**Ask the coalition
expert!**



Key Elements for Effective Coalitions

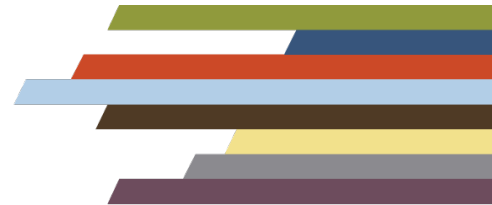


- Remember: stakeholder engagement and opportunities for participation look different during the current pandemic
 - Different stakeholders might be important now to deal with COVID-19 related changes
 - Engagement might have to be virtual
 - New roles might emerge related to COVID-19



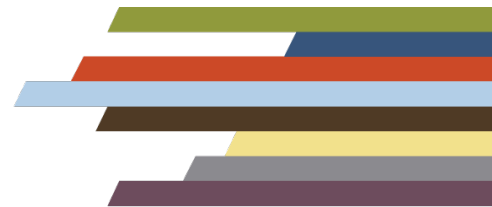
Poll #1

*How would you rate
the level of diversity
within your coalition
membership today?*



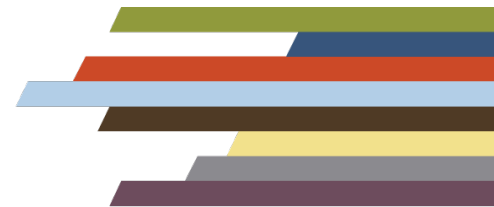
Poll #2

*How would you rate
the level of
opportunities to
participate in your
coalition today?*



In the Chat Box.....

What is one step you can take right away to work towards increasing diverse membership or opportunities for participation?



Six Elements of Effective Coalitions

The final 2 sessions:

New Skills and Goal Directedness

November 19, 2020

Efficiency & Cohesion

January 21, 2021

Featured Coalition Leaders

3:00 pm-4:00 pm Eastern

2:00 pm-3:00 pm Central

1:00 pm-2:00 pm Mountain

12:00 pm -1:00 pm Pacific

11:00 am – 12:00 pm Alaskan

Evaluation

- Please complete a GPRA link sent out in chat!



**WE WANT
YOUR FEEDBACK**

Additional Resources

- **PTTC Network Community Coalitions and Collaborators Priority Area – webpage**
 - Recent webinar materials
 - Document on the 6 Elements of Effective Coalitions

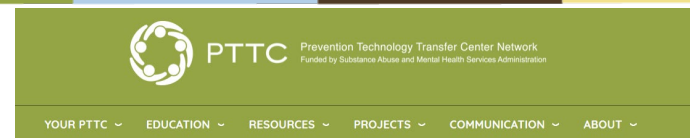
<https://pttcnetwork.org/centers/global-pttc/community-coalitions-and-collaborators-priority-area>

- **Prevention Solutions – Prevention Collaboration in Action**

<https://pscollaboration.edc.org/collaboration-tools>

- **PTTC Network – Engaging the Right Partners**

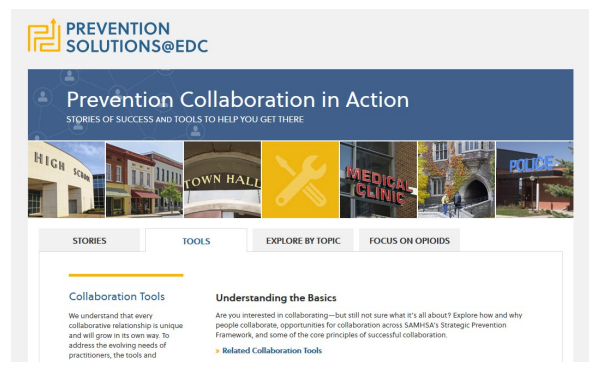
<https://pttcnetwork.org/centers/global-pttc/product/prevention-collaboration-action-engaging-right-partners>



Community Coalitions and Collaborators Priority Area

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

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

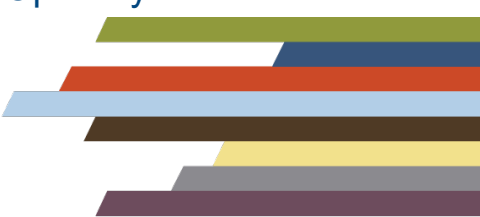


State- and Community-level Partners to Engage in Opioid Overdose Prevention Efforts		
SECTOR	POTENTIAL PARTNERS IN THE COMMUNITY	POTENTIAL PARTNERS AT STATE AND NATIONAL LEVELS
Corrections	Probation and parole officers	State Department of Corrections, national organizations for correctional personnel (e.g., Association of State Correctional Administrators)
Criminal Justice	Drug and mental health courts (also called problem-solving courts, Tribal Wellness Courts), community liaisons and narcotic units at local police/sheriff departments	Judges, courts, state public defender agencies or associations, state diversion program leadership

For more examples of potential criminal justice partners, see Case Performance

References



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- Kegler MC, Swan DW. Advancing coalition theory: the effect of coalition factors on community capacity mediated by member engagement. *Health Educ Res.* 2012;27(4):572-584. doi:10.1093/her/cyr083
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- Shapiro VB, Oesterle S, Hawkins JD. Relating Coalition Capacity to the Adoption of Science-Based Prevention in Communities: Evidence from a Randomized Trial of Communities That Care. *Am J Community Psychol.* 2014;55(1-2). doi:10.1007/s10464-014-9684-9
- Wandersman A, Goodman R. Understanding Coalitions and How They Operate: An “Open Systems” Organizational Perspective.; 1993.
- 

Thank You

A word cloud featuring the phrase "Thank You" in multiple languages and colors. The central and largest text is "thank you" in red. Other prominent words include "danke" in blue, "gracias" in green, and "merci" in orange. Smaller words in various colors include "спасибо", "teşekkür ederim", "dank je", "tapadh leat", "mochchakkeram", "go raibh maith agat", "arigato", "dakujem", "merci", "ευχαριστώ", "terima kasih", "sukriya", "kop khun krap", "grazie", "sagolun", "dziękuje", "hvala", "maunuru", "bedankt", and "obrigado". The background is white with a horizontal bar at the top and a decorative graphic of colored bars at the bottom right.

спасибо

danke 謝謝

ngiyabonga

teşekkür ederim

dank je

tapadh leat

gracias

mochchakkeram

go raibh maith agat

arigato

lak

dakujem

merci

ευχαριστώ

terima kasih

sukriya

kop khun krap

grazie

sagolun

dziękuje

hvala

maunuru

bedankt

obrigado