



Clare Neary:

Welcome to the Northeast & Caribbean PTTC peer-sharing learning session, Strategies for Prevention Sustainability, Leveraging Partnerships for Sustainability. This is a follow-on, peer-sharing learning webinar from our original of last week. As you're coming in, if you would please, in the chat box, put your name and the organization that you're calling from. It's good for us to know who's in the room, and it helps me when I send everybody their certificates of attendance. And when you're coming in and doing that, would you all please take a look at our lobby question, "Who are some of the partners you've engaged in your efforts to sustain your prevention practices?"

Clare Neary:

So last week, we talked about one component of sustainability is to leverage your partnerships and to find common threads and economies of scale where efforts can continue beyond any one individual program. So as you're coming in, if you would answer our question in the chat. And welcome again, everyone. We had a great group of people last week. We had people from all over the United States and many of them have returned, and I want to welcome you back. People are coming in. Hello.

Clare Neary:

So again, this is the Northeast & Caribbean Prevention Technology Transfer Center, peer-sharing learning session, just to make sure you're in the right spot. And this is Strategies for Prevention Sustainability. And today we're going to be looking at leveraging partnerships for sustainability. And now we're going to start to take a look at folks. So welcome again. And so asking the question of everyone, who are the partnerships that you've been pursuing, or who are your partners that you've been working with to achieve a greater degree of sustainability than you might be able to be doing on your own? I'm just going to read out some of the folks that people are entering.

Clare Neary:

So we have some people saying... Oh, that's good, the faith-based community. Mm-hmm (affirmative). And you can do your answers to everyone. We have schools. Law enforcement, that's a wide variety of law enforcement, the sheriff's department, local government, your regional opioid task force and the vaping task force. That's interesting, the vaping task force has arisen as we have had all of those problems from the last few years where kids are just getting so incredibly ill. Other county agencies. The National Guard, that's an interesting one. We have had that experience here in New York and New Jersey as well, that the National Guard has an anti-substance use component, and they have helped people here in New Jersey with GIS mapping and a few other things. So this is wonderful.

Clare Neary:



We're going to give people just one more minute to come in and answer. If you're coming in right now, if you could just put your name and your organization into the chat. Let's see, pharmacists, that's great. That's great. Pharmacists to encourage use of the PDMPs, to encourage messaging around opioid use. Veterans organizations, excellent. Schools, other nonprofits. I think this is an excellent start for this discussion of sustainability through partnerships. Because clearly, everyone has a plethora of partners, and we can start thinking about how to come up with a plan to work with those folks, to keep our prevention efforts going and also to keep them effective. Excellent.

Clare Neary:

All right, so we're going to get started, because we have a lot of materials. Okay. So once again, this session is Strategies for Prevention Sustainability: Leveraging Partnerships for Sustainability. We are the Northeast & Caribbean Prevention Technology Transfer Center, and at the end of this session, we will be posting the recording to our website. I'll be letting everybody know via email when that happens. And we'll also be posting a copy of the slides as well. So a little bit of technical information is that this call's being recorded, obviously, and following the event, we'll share the recording with our participants. And hopefully, everyone has my email. If you have any questions, please feel free to contact us after the session. And now I'm going to tell you a little bit about our presenters.

Clare Neary:

I am Clare Neary. I am the coordinator for the Northeast & Caribbean Prevention Technology Transfer Center. Jess Goldberg and Ivy Jones-Turner were also with us last week, and they are both certified production prevention specialists with EDC, Education Development Corporation. Jess and Ivy have over 20 years of experience addressing health disparities, and doing needs assessment and sustainability planning, which is why we are so fortunate to have them today. And also behind the scenes, we have Clara McCurdy-Kirlis, and Clara is an experienced health and prevention education project manager in her own right. And today she'll be helping us out as our technical person. Thanks, Clara.

Clare Neary:

Learning objectives for today's session. Like last week, if you were here, our learning objectives will be that, at the end of our session, we want to be able to describe a sustainability model that includes the focus on sustaining effective processes and positive outcomes. And we want to explore the role of partnerships to sustain prevention efforts, particularly, and we want to identify opportunities and challenges to advancing sustainability efforts during the COVID-19 pandemic. It feels like that is a need that everyone has, and we will continue to have for, unfortunately, quite some time. And next slide. All right. So we're going to look now at what is sustainability? And I'm going to bring in my colleague, Jess Goldberg.

Jess Goldberg:



Thanks so much, Clare, and hello to you all. So we'll start out today with a quick review of a few of the concepts that we covered during our session last week. When I say quick, I mean, quick, just enough to bring the topic back to the top of your mind and cover some of those key points that we talked through together last week. And so to start, on the next slide in our work, sustainability, as you, I'm sure, likely know, is really about a community's ability to produce and maintain positive prevention outcomes after our initial funding cycles and then over time. And so note the focus on outcomes, right? It's our outcomes that are the most valuable aspect of our work, and we want to be able to sustain those outcomes or those positive changes in the risk and protective factors that influence a prevention problem in the short term.

Jess Goldberg:

And that's because in prevention, the problems that we face are often so large and so complex that we can't expect to make changes to them directly, but we have to instead work through the factors that drive or mitigate those problems. So those are the risks and protective factors that we identify within our communities. And we know this because making positive change in those factors will ultimately lead to changes in the problems itself or themselves in the long term. And so on the next slide, you'll see this triangle. To maintain these outcomes, communities have to sustain both an effective strategic planning process that helps to identify local prevention priorities and determine how to best address them, and then also have to sustain interventions that work to address those priorities.

Jess Goldberg:

And so one of the primary goals of an effective strategic planning process is to identify that right combination for your community of prevention interventions. And we know that it's really easy for some of us in our organizations and our coalitions or communities to become really attached to different activities or strategies that we're implementing, but if those interventions aren't achieving the outcomes that we need, then sustaining them isn't really going to get you what you want, right? It's the same thing with our processes. And you might remember, if you were able to join us last week, that we talked about processes in terms of both the guiding frameworks that we follow.

Jess Goldberg:

And many of you indicated that you use different frameworks, but a good cohort, majority of us, were steeped in the strategic prevention framework process and using that to guide your efforts. And so that's one way in which we use the word process here when we're talking about sustainability, but it's also meant to call to mind these other processes that exist within each step of that larger framework, that allow you to accomplish the key tasks within those steps. And so we gave some examples last week, and I'll just quickly reprise a couple here. During the assessment step, we know that we want to implement processes to collect and obtain data, to analyze those data, and then to compile and communicate our findings out to our stakeholders, right? All of those different actions require processes to move them forward.



Jess Goldberg:

... we build our comparison capacity, we know we use processes to identify and recruit partners, to build prevention skills among our team members, and then to raise awareness about substance misuse-related issues among our key stakeholders. And so that's what we mean when we say sustaining process is really going to that meta process that guides all of our efforts, and then the sub processes that allow us to achieve each task within those steps. And so again, our processes are sustained by that base of effective strategies, or outcomes, excuse me, are sustained by that base and effective strategies and processes. And it's through that careful planning through our strategic partnerships, that we'll talk together more about in a few moments, with people both within and without our organization, that we can navigate those sustainability challenges that we face and succeed in reaching our sustainability goals.

Jess Goldberg:

And so on the next slide, and this is where we want to take you, really, to start our next peer-sharing opportunity. We get started thinking about our partners a little bit as you first were coming into this virtual space. But now we want to ask you to think about your sustainability efforts in your time working in this field, or if you're a partner in prevention work, we want to share, ask you to share, one of your successes or a success that comes to mind, and then also a challenge that has come to mind for you regarding sustainability. And so we're going to use the chat box for this in the lower right of the screen, and we're going to ask you to put your examples into the chat.

Jess Goldberg:

And so these successes and challenges can come in any point in time, they don't have to be recent, right? So even though if you have recent successes or challenges, you can feel free to share those as well, particularly with reference to continuing your work since the advent of COVID. Feel free to share those, but we're going to look to the chat for any ideas you have about successes and challenges. And yes, we are going to be sharing out the presentation materials. I do see a question coming up in the chat. So those will be made available to you after the presentation. But excited to see some of what you're thinking about success and challenges.

Jess Goldberg:

The responses coming in so far that, one person saying they've created a partnership within the county during a gap year in the DFC funding cycle that turned into the coalition becoming a new line item in the county budget, which now sustains an opiate committee task force. I mean, that's a wonderful example of a success. And I know from so many of the DFC grantees that I've worked with, that's one of the primary goals of that 10-year funding cycle. If you go through both rounds is to get that funding institutionalized into the town or city budget, or county budget in this case. So great examples. And I see other examples coming in.



Jess Goldberg:

So Lisa, consistently providing education and training supports accountability with staff. So really important to sustain not only these external-facing processes and strategies, but also the internal organizational ones that make it possible for us to continue our work. We know that we, as prevention professionals, are resources in and of ourselves in continuing and sustaining our prevention efforts. So another great examples. I see a challenge coming in. So that people retire and they move to warmer areas and they need breaks and fill in the blank, they win the lottery, move to Paris, like my old supervisor used to say. Yeah, so there's a lot of turnover. I actually think it's one of the main Achilles heels in our field is how often people are turning over in their positions. So, great example of a challenge.

Jess Goldberg:

So both challenges and successes are welcome here. So I see another group is implementing faith partners, team ministries, to develop prevention support, referral to services for local congregations in our parish. So not only a great sustainability success, but a great example of working within our strategic partnerships and really calling upon partners to take active roles in our work and ensure that we can maintain all the positive outcomes that we're achieving. So applied for and was awarded an additional grant is another example. Absolutely. And we'll talk about sustainability in these very expansive and broad terms, but we don't dismiss the importance of funding, right? And we understand that funding is huge and that we do need those monetary resources to continue our work.

Jess Goldberg:

So thanks so much for everyone who's sharing ideas. I'm going to look at a fair few of the rest and then continue our conversation. So increasing organizational membership and engagement in your coalition's mission and activities, getting local elected officials to join meetings. I mean, that's just a huge win to get those right partners to the table, especially those decision-makers and those influencers who can really help move our efforts forward at a quick pace. Transitioning to the virtual platform was successful and then challenging, too, right? I think I've heard from other groups in other coalitions that it makes it very accessible to attend meetings, but it's challenging for some people to access those meetings, whether or not they're quite as meaningful experiences, the roles aren't as clearly defined, like you said.

Jess Goldberg:

These can pose challenges as well, as can being able to reach youth, especially now through these virtual means. And absolutely, I just want to flag a few more that I see as I scroll through. So, implementing a thorough assessment of how well the coalition was and wasn't functioning. So doing some of that internal assessment as well. And that helps to reset your priorities in terms of the structure and cultural aspects of the coalition. Exploring how you can work more with the faith community. I see a trend of faith community members coming up. So it seems



like that resonates across the group that lots of folks on the line are working with that community.

Jess Goldberg:

One of our community partners had several staff as trainers of prevention specialists in this case turn over and they were able to continue to have prevention specialists, which is great having those roles filled, those positions filled. Challenge of maintaining partnerships with across the 12 sectors. Absolutely. Yeah, and we don't need all partners always engaged at the same level, but we do know that we need that representation across the sectors in some way to support that full constellation of our prevention efforts.

Jess Goldberg:

So I am going to move us on, but I really appreciate everyone participating in the chat, to our next chat conversation. And this is a quick yes or no. I believe we're going to also do this in the chat, but if there's a poll, correct me if I'm wrong. So we're just looking for whether or not you've actually taken part in a sustainability planning process. And so it's a quick and easy one. Yes or no. And if you've had the opportunity, either on your own or with a partner organization maybe, or even in another role outside of your prevention work as a volunteer or a board member or similar.

Jess Goldberg:

I see the responses coming in out of the corner of my eye. It looks pretty split so far, a fair few yeses, a fair few nos. And I can't see if we're waiting a little bit toward the yeses, but it's great that we have both perspectives, right? So we'll have people speaking from that experience of being part of prevention sustainability planning efforts. And no worries if you haven't been through that effort before. It's certainly not a prerequisite for being able to engage in this discussion. And we want to hear everyone's perspective, whether it's about what you've done in the past, or if it's questions or comments about what you'd like to do in the future with regards to sustainability.

Jess Goldberg:

I do see out of the corner of my eye that my audio might not be the greatest. So if that's the case and others are having trouble, let me know, and I'll make some adjustments, but I'm going to keep moving forward. So on the next slide, for those of you that have participated in this process, we're going to ask you to share a little bit about your experience and just think through it at a very high level, what were some of the steps in the sustainability process that you took a part in? You don't have to be super detailed or remember every step, but we want you talking to each other and learning from each other, and to see if you could share those broad brush strokes of what you did as a group, walking through developing a sustainability plan.

Jess Goldberg:



It will help us distill what some of those common elements of those processes were, and see if there are themes that are coming up across the group's experiences. So, for the folks that said, yes, we've been through sustainability planning processes, what were some of the things that you did? And while you're thinking, I will share one of my memories of the first sustainability planning process that I was a part of. When I first came into the field, it was with a coalition. It was actually in the town that I lived in, and they were thinking about whether and how to sustain certain activities that the coalition had ownership of.

Jess Goldberg:

And I'll never forget that they had these three categories, right? They had no way for activities that were either not effective or maybe for activities that there was not a strong sense of ownership within the community for them, or they were just really challenging to maintain from a resource or feasibility perspective, or if they weren't really convinced that they were the right people in the community to be spearheading those efforts anyway, right? And so, there was that no-way category, and then there was this maybe category, that there was some effectiveness to the strategy, there were some positives to maintaining and sustaining it, but there were just other caveats that they wanted to consider, whether they decided to do that or not.

Jess Goldberg:

And then there was the last category, which was no brainer. And that was for those strategies that they knew 100% they absolutely wanted to sustain. It was this really thoughtful process for sorting the coalition's work into those three categories, and then creating sustainability goals and approaches for the no-brainers and then some of the maybes as well. I always thought it was such a simple way of thinking about what sometimes, I think, can feel like a really involved and cumbersome process.

Jess Goldberg:

And so I'm going to take a look at some of the answers that have already come in. So I see one person saying determining core activities to maintain and then potential partners to help maintain them, getting the right people at the sustainability table who are willing to share strategic plans among their allies and partners and getting some community input and active participation. Carrie Ann saying that you've discussed with supervisors the different challenges and potential gains, the training needs that were required, making sure that we're keeping in contact with partners and partnering with others as a big part of a sustainability planning process.

Jess Goldberg:

And then, Stacy, looking at what strategies worked and what didn't work. Just as simple as that, right? Weeding out those that aren't serving you at this point. Identifying what the coalition has accomplished, its plans and establishing value, and then explaining goals, explaining data,



discussion options involving that wide list of partners in the process, and then taking stock of what the barriers may be and how you might break through those barriers by setting up some action steps, and next steps for the process.

PART 1 OF 4 ENDS [00:23:04]

Jess Goldberg:

... I have some action steps and next steps for the process. I think these are wonderful. Thank you for sharing these. One quick thing I wanted to add too was that one of the other things that this coalition did that I loved was they added their sustainability action steps to their annual work plan. And so that, that plan didn't sit separately on a shelf and wouldn't exist separately from their own work plan, but with integrated in. And they had accountability for those goals moving forward, the same way that they did for the other goals they had set out for themselves. So I've always really loved that approach. And I'm glad to have the opportunity to share here today. And so on our next slide, we'll just take a look at what you've already described as a very simple... And some of the steps and it's very simple sustainability planning process.

Jess Goldberg:

So, and you did see quite a few of these themes coming up in the chat. So first you figure out which of your strategies or processes are meeting desired outcomes, and you set some goals for maintaining them, which in turn will help you to develop a sustainability approach. And we're going to talk through a few approaches on the next slide. Then you identify resources needed to reach your goal. Do you pay a trainer to come in and deliver a curriculum? You provide a meal or snacks to the participants. Do you pay for a meeting space or validate parking, or need to buy markers or chart paper or printing paper for the handouts or participant evaluations or certificates of completion? Right? This is really about getting down to the nitty gritty and nickeling and diming exactly what it costs you and what it would cost you or a partner of yours to... That takes on this responsibility to sustain the activity in the future.

Jess Goldberg:

So then you can get to identify how much of what kind of resources that you'll need. Then you figure out like many of you said, who can help you because they have what you need, or they have the relationships, or the cloud, or the ability in some way to help you get it. And then you would develop your pitch for their support and tailor it to the greatest extent possible so that it resonates with the audience. And they're more likely to say yes to your ask for support. And then you would monitor to see whether your selected approach was working or not, and what needed to get changed if so. And it seems pretty straightforward to my mind as processes go, but I do fully acknowledge that within each of these steps are many smaller sub tasks that need to get completed. Like I just described.





Jess Goldberg:

And so here, it's just another plug for engaging a team in this work, pulling in stakeholders that stand to benefit themselves from your sustainability success. So that you have thought partners, you have sounding boards that you can help use... Help you develop your goals and document costs and identify and approach partners with your pitch. And that can help you recognize how far you've come when you hit any stumbling blocks. So on the next slide, we'll just talk through what we mean when we say sustainability approaches, we shared this last week, but I really do like this acronym. And I like to call it to mind when I'm thinking about sustainability. And so this is, the PEARS model, and each letter stands for a particular sustainability approach. So P, standing for passing off the initiative to another organization, or to create a policy that institutionalizes the initiative as something that happens regularly and is reinforced by organizational mandates. E, standing for earning money from the initiative, for example, charging a small fee to attend an event that's hosted by your organization.

Jess Goldberg:

A, here is about asking for resources through traditional fundraising activities like grant writing or donation appeals, things like that. And then R's for reconfigure the initiative, and that would mean it was changed in such a way that facilitates sustaining it. So maybe your organization would host an annual award ceremony for community partners and typically provides dinner at the event that could be reconfigured to be more of a potluck style event so that everyone contributes in order to save money and make that more sustainable. And this might be the approach that's at once the most flexible, but then also the one that requires the most creativity. And then finally S would be for share the initiative with another organization. So maybe your agency funds a youth survey within the community, and then you work with a local PTA so that they can fund the survey costs every other year.

Jess Goldberg:

And your organization funds it in the intervening years. And S can also stand for scale down. Like maybe now during COVID there are realities as to how much can be accomplished and that have to be kept in mind. And so we have to make some of those choices and we had to make some of those choices about how much of something we're able to do. And so I've worked with communities through this model where we take each of their current strategies and determine whether we can apply any of the letters to pick up pairs to them. And it's a really concrete way to consider sustainability options and to begin coming up with that sustainability plan. So there's lots more we can say about that and about planning, but we just wanted to give you a little taste here and something to think about.

Jess Goldberg:

And so on the next slide, we're going to get back into our peer sharing. And we're going to ask you now and give you a chance here to share with each other about your work and also some real time sustainability planning, and then we're going to use the chat box for this as well. And



so we're going to ask you to think of just one of your current strategies or processes that is working well. And we're going to look at those first two steps of our simple sustainability planning process, setting goals and documenting needed resources. Okay?

Jess Goldberg:

So think of that process or strategy that you'd like to sustain over time. And the first thing I'm going to ask you to do is just state a sustainability goal around that activity and put that goal into the chat. And so what would success in sustaining the activity look like to you? And the trick here is to be as specific as you can and as realistic as you can. So in sustainability, again, we're not trying to be overly aspirational. This is about what you need to make something last, such that it continues to produce positive outcomes. So just take a moment and share a few words about what a sustainability goal would look like for you with reference to one of your current strategies or processes.

Jess Goldberg:

Right? And I see, thank you our colleague Clara for putting the question in the chat. And thank you those who have had a chance to respond already. So [Colleen 00:29:33] awareness of membership on the actual meaning and outcome of sustainability and how they impact the coalition, right? So, that is a goal really around building that ownership, that understanding that capacity within the coalition that we know is so crucial to sustaining a positive outcomes. I see another response, we partnered with our local hospital foundation to purchase lockboxes for the community. So, that's a great example of having a partner take a active role in sustaining one of your efforts. And certainly if that was the goal, you've absolutely achieved it. And just curious if you want to share more too, about what were some of the resources that you knew you needed to have in place to be able to sustain that over time, particularly if the hospital is going to be... Or the hospital foundation is going to be taking that on for the foreseeable future.

Jess Goldberg:

So Monica, continued implementation of your weekly youth group. Absolutely. Right? Clear, straightforward, something that you know you can achieve. It's reasonable, it's measurable, it's specific, and it will tell you whether or not you were successful by virtue of whether you were able to do that over time. So partnering with Kaiser and the DEA for drug take back days and then covering the cost of the youth survey. So this is a true to life example, exploring the school and area, school collaborative as they will benefit from the results. So there's already the beginning of a pitch to potential partners, right? Going to them and saying how this work could potentially benefit them. And so steps process outside agency training of our membership, engaging them in sustainability process and sustainability planning required for submission, and then having developed relationships with several layers of personnel in both organizations.

Jess Goldberg:



These are great. And so for those still thinking of your goals, keep holding them in mind. Because now I just want to ask if you could share, what are some of the costs that are associated with sustaining the strategy or the process that you've identified? And just throw a few ideas into the chat, because it's really important that we're thinking about what it really takes and whether something is really sustainable, if it's really feasible for us to continue implementing. And some of those costs are hidden, right? So it's not just what immediately comes to mind. Potentially, it's really worthwhile to spend a little bit of time as you're doing this now, but certainly if you're doing this with your coalition, with your agency in the future, to be making sure that you're thinking really comprehensively about any of the costs that might be associated with sustaining your strategy or process.

Jess Goldberg:

So payroll for any staff needed is certainly a resource that you have to make sure that you're able to provide both the systems part of that, and then the actual financial part of that. Advertising, buy-in from decision-makers, recognition of all involved is certainly a cost, or a resource payroll of staff travel to meet with community partners, overhead for supplies, office rent bills, buy-in survey analysis costs to duplication and community promotion of results, all things that cost you, if not money, resources, time, energy, partners skills, and abilities. And, these are great examples of starting to think and thinking really, really globally about what those costs are. So overtime pay, right? If we're doing something that needs to get sustained, it takes extra hours. Somebody is going to be doing it, someone needs to get paid. Publications, space rental, meals related to the strategy that you've selected.

Jess Goldberg:

Right. And so I'll just stop here. If you have other thoughts, feel free to put them in the chat. But one thing to say is that, your list of resources or documented costs should certainly be more than one thing. Everything has multiple costs or resources associated with them. And it's just, I think that will make the plug one more time super important to be thinking about that. And to get outside of your sustainability planning process, so you can really test for feasibility. So wonderful. Thank you so much for sharing your work with us and with each other. We're going to come back to this example again and walk through the remaining steps in the sustainability planning process we just laid out. So please hold your example in the back of your mind, so you can call it up when we come back to this. And now I will invite into the conversation to get us thinking about the role of partnership in sustainability efforts. So Ivy over to you.

Ivy:

Thanks, Jess. And thanks for reviewing through that. I think it's so important where Jess started us off today is that reminder that sustaining really does start with identifying what are those processes and the effective interventions that are going to lead to those positive outcomes that you're trying to achieve. So great to hear and see some of the examples of where and how you're integrating both attention to the processes as well as the interventions. So let's also talk



about, whether you're using the strategic prevention framework or the spiff or any other model, you're considering what the processes and the interventions are that lead to the outcomes as you conduct your data collection, as you build capacity with your partners, as you do planning, the implementation and the evaluation, every single step along the way. It's great to hear your various strategies that you're considering for some of your sustaining efforts or sustaining your efforts.

Ivy:

This is where and how you're really thinking about assessing some of the processes and the practices. But what's really interesting about the conversation that we've had so far is that you've really been thinking a lot about what is the internal within your own organization or within your coalition that's going... What are some of those processes and practices within those two groups that you might want to be attentive to? We're going to also switch our minds a little bit now to thinking about how do you use those processes and practices with your partner organizations. And so we're going to talk a little bit more about that and to begin us with that, it will switch to the next slide. And we'll begin to think about who are some of those partners that you've engaged to sustain your prevention practices. So if you go on and type into the chat, we'd love to hear about who some of the partners are that you've already maybe begun to work with.

Ivy:

And who are some of those partners that you've already engaged specifically with that mindset of sustaining and supporting the sustainability? So we see some of the responses starting to come in. So hospital systems is one. Yes. And I think so many of us will... We've seen a number of the responses that came up a little earlier, recognizing that yes businesses might be a very important part. I think Jess was mentioning a few minutes ago thinking about all those costs that are inherent within our implementation. And maybe thinking about where some of the financial resources for that might be in. Possibly that's where some of the businesses come in, but also thinking about maybe some of the law enforcement, the schools, your faith-based organizations. Oh, I see someone has noted. Lisa looks like she's noted that her coalition works with the department of veteran affairs.

Ivy:

So thinking about possibly sustaining some of the efforts through that entity. We also see that folks are noting youth arts and expression groups, communities being some of your big partners love to hear a little bit more about that. It looks like it's Charlene who might have noted communities being partners. How are your communities your partners? And who within the communities are your partners? See people noting that vendors and businesses play a role with getting the messaging out. So really helping to promote some of the messaging. Also, interesting I've seen this and in other places as well, local public libraries being a key partner, whether it's with communication strategies, because we know many of the libraries will maybe



host or foster some type of public PSA system, as well as an opportunity maybe to use their space for meetings or for trainings or things like that.

Ivy:

I see folks noting that the DEA and your elected officials are also partners. Yes, they definitely need to be partners. And I remember someone mentioned that you've had a set aside established within your local community budget, and that of course comes by virtue of your elected officials. So thanks so much for talking about some of these responses we're going to move on because there's a few more concepts we want to encourage you to think about as you consider sustaining with your partners. And I'll just note here at the very outset, we're going to share some tips for developing strategic partnerships. Some of these will be very familiar with you. We also want to encourage you to think about it from a slightly different perspective, which is thinking about how you're going to incorporate equity and involving maybe a broader or more diverse set of partners as part of sustainability.

Ivy:

So in particular, I'll just note the four that we've identified on screen right now, in terms of the tips for developing your strategic partnerships. They're probably pretty familiar to you, but I like them because they help to center and focus my attention. And so as we think about sustainability planning, ideally starting as early as day two after receiving the grant, you're thinking already about who else you need to work with. So you're beginning to prioritize that team approach. We want to encourage you to continue doing that. You've probably prioritized that team approach when you first identified the problem. Who's already involved? Who's likely to be interested in working on the issue? That's part of your first team. You might even have been identified some team members to be part of interpreting and reviewing the data, or even thinking about who those stakeholders are to help you interpret and cost and collect the data.

Ivy:

We want to encourage you to continue thinking about those members of the team they may have come and gone or play different roles in different phases of the partnership and the collaboration. But we want to encourage you to identify as you continue thinking about sustainability, who might you get data from over the longterm and who might share some data that they collect with you? Who might you connect with in terms of your community members or with your population of focus? The nice thing is that partners can really help with implementation of the full intervention. And again, they might be some of the same teams that you're going to work with as you collect your evaluation data. So those that you work with for the assessment data might also come back and be a key part of your team for the data collection with evaluation. We'll also encourage you to think about maybe it's a school administrator that you coordinate with for the program activities for students. Thinking about what's their role as you continue to implement.



Ivy:

With the second concept of enhancing your focus on capacity building. We want to encourage you to really continue to think about, yes, you've already focused on how to ensure partners with whom you're implementing are implementing effectively. They're implementing with fidelity, but also thinking about how those partners might even be able to step in as they understand and reinforce best practices. So how can you ensure and how can you think about continuing to build their capacity, not just for the initial implementation, but at the next level or continuing in an ongoing way. I'll also note that there are some benefits of, and the opportunities to resolve the barriers to partner engagement. So it's really easy to identify how the partner engagement is beneficial for you, but we want to encourage you to go a deeper level when you're reviewing the processes and strategies, identify what those tough spots and barriers are for engaging your partners.

Ivy:

Are there some challenges that your partners have with understanding your decision making process? Or your internal process might need some more clarity so that they know who to go to in order to have support around decisions or engagement in a different way. Is there limited access to information that might be helpful for your partners to have greater access to see, and for you to communicate with them so that they're more effective in their work. And then of course, considering how you leverage the assets, the resources and perspectives of your key stakeholders. Especially during COVID, we anticipate that you want to make sure that you've got more than one partner who's able to do or lead a specific part of the initiative. But you might want to ensure in an ongoing way that you have more than one partner that you're working with because they might affectively target specific populations of focus, or maybe you have a partner who's really effective with written communication and another partner who's really effective with presentations or verbal communication strategies.

Ivy:

So really think about how do you leverage the various assets and perspectives as well as the resources of those partners. So, as we go to our next slide, I'll just note that as you consider developing the strategic partnerships and identifying those key partners, you want to think about identifying your partners across the intervention, those that have different roles or different levels of participation. How are your partners going to help support and strengthen your prevention efforts? That's where your partners really play a key role? What is it that you need from them? Maybe it's the knowledge and skills like those with lived experience or insight into the community. Maybe it's some of the resources, whether people are particularly skilled at say a staff who are trained in trauma informed interventions, you really want to make sure that that kind of skill that you need is incorporated or included in your efforts.

Ivy:



And so, as you continue to revisit and reassess your relationships with partners, we want to encourage you to identify both what is their capacity for sustainability beyond what you might have initially noted. So as you identify your partners, continue to think about what are your gaps? What are those areas where you need some additional support in order to strengthen your intervention? And then identifying who those organizations and people are that can help really add power to your efforts. Especially again, those partners who can make it more equitable, who can identify additional strategies to reach particular populations. Who will strengthen maybe your efforts in terms of being able to go into deeper levels of networking, maybe where your reach was limited previously. As well as those partners who might be able to help you to incorporate cultural, protective factors like for the LGBTQ population or where you want your outreach to be more efficient.

Ivy:

And so as we go to our next slide, I want to give you an opportunity to share a little bit of what your go-to strategies are for engaging new partners? What methods do you return to again and again to recruit those new partners? If there's more than one method, we want to encourage you to just list those right now.

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Ivy:

If there's more than one method, we want to encourage you to just list those right now. And then I'd love to hear a little bit of how you selected that strategy. Was it something that you were discovering as you were working with particular partners that, "Hey, this go-to strategy for this particular partner works really well, let me continue to implement or use this strategy." You may have even heard or seen some research that indicates and offered suggestions about various strategies for engaging new partners. So I see one example that's come in is attending the meetings for other organizations and inviting them to join your coalition. So making sure that there's some information flow both ways. That's a great example. I also see that Charlene has noted wanting to find out with them. What's in it for them? Great and key aspect of building those relationships and really figuring out ways to engage those new partners.

Ivy:

So I'm going to go on to our next slide, but please continue to type in what are some of your go-to strategies, because we want to encourage you to think about a couple of ways that you might enhance some of your go-to strategies. This is a really interesting slide here, in that I love this image because it, it helps you to think about it helps me to even think about what are some of the different ways that I might encourage or might be involved with recruiting partners, and to think about it across several different dimensions. One is to really think about how I might be involved with thinking about my recruitment strategy in terms of whether I'm using a general



recruitment approach, which is located at the bottom of your screen, or whether I'm thinking about it from a more customized recruitment strategy.

Ivy:

Sometimes that might be driven by the level of shared outcomes and shared experience that we've had. Maybe this is a partner that I've collaborated with several times before. I can use a more general recruitment strategy to engage them at the next level, or to engage them in new ways. But if it's someone for whom it's maybe a new relationship, I might want to be more attentive to a customized recruitment strategy. Also thinking about what is it, as Charlene noted, what's in it for them? Anticipating both what are some of their wants, but what are some of the challenges that they might face in terms of partnering and collaborating with me? The nice thing about this slide is that it also gives me an opportunity to think about what's the level of time and effort I might need to put into the recruitment strategies that I use?

Ivy:

So maybe for those for whom I've had longstanding partnerships or we have very strong similarities in terms of populations that we're serving and the priorities and problems that we're trying to address, maybe there's a little less conversation and time and identifying what are the shared focus or shared foci. So that might be that my time intensity is lower. But for those for whom maybe I have to help them to understand a little better, where are there some shared commonalities and opportunities for us together and how our work builds on one another, I might need to invest a little bit more time and energy into that effort.

Ivy:

So again, this is an opportunity to think about where are there ways that I might want to think a little bit deeper about what does it take to engage this particular partner? Do we have previous work experience together? Do we have a different role that I'm also asking them to take on during the course of planning for sustainability? Am I asking them to move, let's say, using the PEARS model, am I asking them to move to a higher level of engagement where they're sharing costs or resources? That's going to take a little bit more time and maybe a more customized approach because I'm asking them for a higher level of commitment and engagement.

Ivy:

Also you want consider what's the level of readiness? It could be that your readiness, as well as their readiness might have to require some additional... Maybe some initial conversations and a little bit more time in terms of moving towards the level of strategic engagement you want them to take. But it also may mean just having some additional conversations to find out what additional steps we might both need to take. I'll just say, think about the first time when you try to engage with a population where English was not their initial language. There might've been some readiness that your organization had to demonstrate in terms of cultural responsiveness





or cultural and linguistic competency. So how did you demonstrate that? How did you begin to express that and convey that to your partner?

Ivy:

So as we think about this we'll just continue to encourage you to think across multiple domains in terms of when and where and how you might want to do some customized recruitment and customized outreach. So as we go to our next slide, we're going to talk a little bit more about some of the mapping that you might do in terms of your partnerships. In particular I like this analogy or this exercise, because it's an opportunity to about who are your partners? And what I like about this particular exercise here, this first part, is that it's an opportunity to brainstorm and just literally get out who are all those organizations and entities that we've worked with at some level throughout the entire process of the initiative.

Ivy:

It might be someone that we initially worked with very early on, but that partnership has not continued, but you still want to list them. And we'll encourage you to think about those existing partners. List all of them in that typical brainstorm format. With the second column, you'll have an opportunity to think about who are both some of those organizations that have the resources and the supports or the systems that might help you to strengthen your interventions, that might help you to strengthen the effectiveness as well as the efficiency of your work. So it might be that you think of the youth center because it's a key place to reach young people who are not being served through your school programs. So that organization might be filling a particular gap.

Ivy:

So what I'll just note is this is an opportunity to, again, think about who are those that you might be co-implementing or co-delivering with, who might be able to support through some resources. And you'll think about those that are going to help you with identifying maybe what are those essential processes and essential resources that are necessary. And then as we move to the next slide, I'll note that this is an opportunity to take that understanding of your partnership to the next level, which is really thinking about both who are you partnering with and what is the degree, or what is the strength of that partnership? We can provide you with some more information, but for the sake of time, I'd really like to move through this by just highlighting this is an opportunity in this case to see that with your organization, schools, because they're represented by a larger circle and they're very close, they're very close partner. They're a partner that you frequently collaborate with. The same thing with police and the same thing with your funders.

Ivy:

But also we've got media, prevention organizations, as well as your health department, they're noted, but there are some distinctions here. They're a little grayed out because you're



partnering with them less frequently, and in the case of the dotted line indicated for other prevention organizations, your collaboration with them might be, or this particular organization's collaboration with those other prevention organizations, is very limited and is very superficial. Maybe it's just periodically on some larger events and some larger types of activities. So I just think we want to consider how using this type of a mapping exercise allows you to get a sense of both where are those very close partnerships and where are those more distant partnerships?

Ivy:

This is also, I think, an opportunity for you to think about both how broad is your partnerships? Are you representing and engaging all 12 of the sectors? But also are you going back to, as we've joked about, maybe the same 10 partners over and over and over again? And this is an opportunity then to think about maybe where are there partnerships that you need to prioritize and where might you think about some strategic future partnerships that allow you to increase your effectiveness and your reach? So, as we go to our next slide, the last few things I'd like to highlight for you, just in terms of thinking about some of your partnerships, is who do you ask... Excuse me, how you ask for what you need?

Ivy:

These are very simple, very easy to understand, and I think very clear and very familiar strategies, but want to encourage you to think about a couple of things here. One is to understand, maybe as you think about why does your organization do this particular work, you want to use an opportunity to share and review with this potential partner in terms of asking them to take an additional role or to be involved as part of your sustainability planning, why this work is so important? What's the opportunity to review the local context? And maybe in this case you might have, then, the need to revisit, this is why the information is so important, because maybe, as several of you've noted, you've seen staff turnover with some of your partner organizations. Or maybe this is a partner that wasn't present at the very beginning, but has come on board over time.

Ivy:

I'll also note another interesting thing here is, as you think about maybe the compelling reasons for why your partners might want to agree to help, is repping... Excuse me, recognizing that there are benefits for them. And this goes back to, as someone noted, what's in it for them? What is the benefit that they get from this? And we just want to encourage you to think about this as an opportunity to have dialogue or discussion with your partners, and recognize that this is a way to help them to understand what your goals are, what the goals of the coalition are, and how together you might move that forward.

Ivy:



And then we're going to move on to our next slide, and just note that since we've had an opportunity to just review some strategies, to assess both which partners you're working with and which partners you might want to prioritize for your future sustainability planning, want to ask you to share in the chat just briefly what are some of the strategies or processes that you found in terms of working with partners that have been working well? And then we'll encourage you to think about what's your ask for maybe one of those partners in terms of moving forward with sustainability?

Ivy:

So while we encourage you to go in and do that, I know we really want to make sure we've got plenty of time for questions and answers, so please continue to type into the chat. I'll highlight a couple of responses and we'll encourage those of you who are still in the process of typing your responses to continue sharing your feedback in the chat, even as we move forward with the slides. So, yes, Colleen, very much appreciate that, that yes, partners do love recognition and it does also serve as an opportunity for them to identify and to highlight where it is and how it is that they benefit. So Colleen, I'll encourage you to share, maybe, what's your ask of some of these partners? That as you think about who you want to prioritize in terms of sustainability roles?

Ivy:

And I see that Jay Bennett has also noted that discovering how you can help them as they help us is another important aspect of that conversation in terms of thinking about how to ask and how to invite your partners to take that next step in terms of sustainability. Jay Bennett, I noticed that you also had remarked earlier that it's making sure that these as quote unquote "business deals" are really sincere opportunities for partners to really take the lead, maybe really take, I'll say, a leadership role in terms of supporting and meeting some of the needs, as well as addressing some of the gaps that might exist. Great. So with this, it looks like a couple of other folks are thinking. I'm going to continue to monitor and respond to some of your comments in the chat, but I'm going to turn it back over to Jess, who's going to take us into our Q&A portion.

Jess:

Thanks so much, Ivy. Thanks everyone for all of your wonderful responses. I also just want to quickly comment on some of what I've seen in the chat, especially around approaching our interactions and our outreaches to our partners in sincere and not superficial ways. It got me thinking about some of the works of the author Chris Voss, that maybe you're familiar with. He's an academic, he's a writer, he's a businessman, and he was a former FBI negotiator, and he wrote *Getting to Yes* and *Never Split the Difference*, and something that came to mind as you were all sharing the chat was just how important it is, if you get a no, if we approach a partner with an ask and they say no, that's certainly the beginning of a conversation, but then to really try to engage them as a partner to help you think about solutions.



Jess :

And I think if you're familiar with those books or know his work, what the argument is, is that when you listen with empathy and actively listen to someone else's perspective and understand it, and then engage them really sincerely as a partner to say, "But how am I supposed to sustain this if I only have X amount of money every year, I only have X amount of resources at my disposal." They're much more likely to partner with you in the beginning or to begin with, and to also help you actually think through solutions and maybe even take a role in those solutions. So I do feel like it's a really important point around sincerity and actually wanting to partner with the people that we approach and not necessarily seeing them as a means to an end.

Jess :

So those of you who are with us last week remember that we spent some time thinking about how sustainability efforts have changed as a result of the COVID-19 pandemic that we're all experiencing together. What does this collective experience mean for us in not only implementing our prevention strategies, but in working to ensure that our desired outcomes continue, despite all of the disruptions that we've experienced in our work this year is still to be seen. And you might remember last week, we raised more questions than we answered since one thing that we can all know for sure is that we really have no idea how the world and how our work will look when we're all on the other side of this pandemic.

Jess :

So on the next slide, to that end, we're going to ask you to think back to last March, almost exactly a year ago, when, for many of us, the reality had only begun to set in that we'd have to rethink and rework everything we had planned in our prevention action plans for the year, and we're going to ask you to tell us, was there anything that you knew immediately that you wanted to be sure to sustain from your work plan when the pandemic, again, what emerged to you as completely essential, so completely essential that if nothing else, that one thing you absolutely knew that you needed to be able to sustain, even as many of your other priorities were grounded? So what was your prevention plan pandemic no brainer as far as sustainability was concerned?

Jess :

And we'll ask you to share again and feel free to put any thoughts that you have relating to that one aspect of your work that you knew you needed to sustain into the chat. And you can also feel free if you'd like to share any steps that you took to sustain that, but we'll just see what the responses are coming in. So the ability to adapt to maintain Zoom services, because it created additional attendance and meetings due to the physical size of where you were working. Connections with young people, even though they weren't physically in school, and all of the myriad challenges we know that accompany that. Making sure to provide Naloxone training to



the community. You were able to adapt and do it over Zoom. It sounds amazing and so important across so many communities to make sure that that service wasn't disrupted.

Jess :

So just generally keeping in touch with your partners, with your community, and making sure that those relationships are intact when we come out on the other side of this. Go with maintaining ongoing communication, virtual and otherwise. So you're in good company that so much of what we do in prevention is being that convener in the community, being that touch point for multiple individuals and organizations to come together in this work. So maintaining that community communication is so important. Maintaining contact through Zoom, virtual means, making sure to provide your mindfulness workshop virtually, Kerry-Anne. I can imagine in more communities than just your own that being hugely important as we see mental health related issues that are part of this pandemic experience arising all over the country.

Jess :

Using Zoom, keeping coalition members connected. So staying connected to the high school, to the teachers, for your students, Sandra sharing. Having broad outreach and attending as many coalition and other meetings as possible to maintain contact. So I love that you're all sharing with each other. This real strong theme, I think, more than any of the questions that we've talked through today thus far of just holding on and maintaining communication, keeping in touch and doing some of that other work in terms of our programming, of our events, holding events and open areas I see coming in. But really the primary goal, that one aspect that you knew you wanted to sustain, however long it was going to last, certainly we didn't know in March of last year where we'd be a year from then, but to make sure that you took those steps to sustain, at least certainly keeping in touch. So that's wonderful.

Jess :

And then on the next slide, to follow this question forward, thinking about all of this and holding that goal of sustainability in your mind, could you tell us what steps you've taken... So you've all shared that you've prioritized communication. But how have you been able in the past year to prioritize developing either new relationships or sustaining those existing relationships that we know are so key to sustaining outcomes and building your own capacity, or that of your team or of your partners during the pandemic? So we know we've seen a huge and a consistent uptick in the number of people joining us for these types of virtual learning events, not only from our region, as Claire mentioned earlier in the session, but we have another of folks joining us from outside the Northeast of the Caribbean, but across the country.

Jess :



And we also don't only have... I don't mean only, but we have prevention practitioners, but also our other partners and professionals from related fields that are joining us. So we've seen, just within our PTTC network, a huge uptick and huge demand for capacity building opportunities, opportunities to connect with others in the field or related fields. So we know that that's been a real focus for many. So we want to make sure we're asking you what steps you've taken both to engage new partners or existing partners and strengthening your working relationships with them, and then also to build their capacity so that they have the internal resources and the organizational resources to help support your sustainability efforts, whether that was your conscious motivation for doing it or not.

Jess :

So I'll just peek in the chat and see what's coming in. So another consideration for partners, I think from Ivy, is that recognizing that not all partners will engage at the same level or have the same role. And that's perfectly appropriate. It represents what their current interest and capacities are in particular. So as you're conversing with partners, this could be an opportunity to help them begin to explore how they might, in more ways and in more settings, participate and support your joint interventions. I love that. And something, I think, if we have the existing relationship, this is just part of our ongoing communication, like you've all shared, has been so important in the ways in which that we're calibrating our requests to the relative level-

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Jess Goldberg:

Which that we're calibrating our requests to the relative level of ability, or availability or interest that our partners have. And when we're doing this with someone new, a new partner, there's the approach that I love the most, I would say is the one-on-one informational interview, or relational interview, which is just really having that kind of conversation that's open and artless and freewheeling to understand what the person's interests are, what their maybe level of readiness to engage with you is, but not really going in with a specific ask at that point; just getting more information, getting to know someone, and really seeing if you can help their work. Also, as we heard it is so important to be reciprocal, but you can see opportunities where you could invite them into your efforts, and maybe give some entry points for folks that want to participate.

Jess Goldberg:

But again, at the very beginning, in starting to develop those relationships with new partners, you're not at that ask point yet. You're still in your data-gathering, your information-gathering phase, where you're trying to figure out what whether or not you have the right opportunities that fit their interest, and they might have the right skills or abilities or connections or passion



or energy that you need to move your work forward. It's a wonderful observation, and thank you for that.

Jess Goldberg:

So coming in from PV camera and the webinars during the pandemic helped create new, and helped us think outside of your city and state for new partners, it sounds like. And maybe share, I don't know, I don't want to put words in your mouth, but you can let me know if this is true. Maybe sharing opportunities for capacity building was a way of outreaching to people that weren't as engaged in your work, and sharing what you could offer as far as helping them develop their skills in this area during the pandemic, when for so many of us, maybe there had been at least initially more time for capacity building, as we were reworking our action plans and determining how we were going to move forward. It's a great observation.

Jess Goldberg:

So I took the time to challenge all current members to recruit one person per year with fund recognition at the annual meeting. I'd love to hear a little bit more about what the fund recognition that you were able to do was, because I'm a big fan of fund recognition, just as a point of fact. And I think being able to have a little fun, and bring some levity into what are really difficult, challenging times certainly, but also our work can be so difficult and challenging, in terms of the types of support that we're providing to communities experiencing substance use related issues. It's always nice when we're able to bring a little levity into the group.

Jess Goldberg:

So consistent communication, appreciation boxes, being open to members' feedback, and adapting to it; so that openness is huge. And then appreciation boxes, I think I can imagine what they are, but if you'd be willing to share a little bit more of what goes in those boxes, I'm sure others on the line would be interested in that as well. I'm actually looking at a plaque that I was given by a community that I worked with years ago at their annual recognition awards night after I was stepping into a different role, and going to be leaving my position, and not working with them any longer. And I can tell you how meaningful it was for me to be recognized in that way. And so a plaque is a wonderful way to be recognized, but other creative ways of recognition are also really important as well.

Jess Goldberg:

So creating new partnerships, reorientation, regularly telling your story, even to the membership to cover turnover, I think that's such a great thought, so that people have that sort of oral history of the group, and are able to carry that forward as people step in and out of roles, and as people come to your coalition, and maybe move on for different reasons. And then being open to feedback and then adapting has been a real priority for us as well. I think that's a great observation for sure. So any other thoughts relating to how you've prioritized



your partnership development or your capacity building are more than welcome here. So feel free to put those in the chat in case there's any that you would add.

Jess Goldberg:

I see coming in, so developing partnerships through common challenges, which came with COVID and are likely to have continued impact. So increased substance use, generally the changes of regulation related to alcohol delivery and how that's impacting use things of that nature. And these are, not to be silver linings oriented, but these might be opportunities to bring more people into the fold, more people into the conversation, because I do feel like, and we talked about this last week, that there is sort of a greater recognition of some of the behavioral health related impacts of COVID in the broader community that might be good entry points for us to have conversations with new partners, or to deepen our relationships with existing partners.

Jess Goldberg:

And then from Ivy, that communication is a great strategy, and there's several responses around addressing more frequent communication, more specific communication, and using more methods to be in communication. If you have thoughts about other ways that you're communicating that you feel like others on the line might benefit from hearing, feel free to put them in the chat. This is really an opportunity for you to hear from each other, and hopefully learn from each other's work. We know that this format is not always perfect for that, just because we aren't able to always unmute and speak to each other directly, but hopefully you're making good use of the chat if you have thoughts about how you're making communication more transparent, feel free to share them there.

Jess Goldberg:

And I think, so in the interest of time, I want to move us to our next slide, which is really just a place to take stock, and see if there's any questions from you for each other, or that we could be useful in responding to. We want to, before we wrap, we just definitely want to pause, give you that opportunity to ask questions, or make comments about the session and any information covered in it.

Jess Goldberg:

It's a great opportunity to crowdsource some feedback, some ideas around sustainability challenges that you might be facing. Certainly we want to give you that time, and we do have a few minutes if there are any questions that folks may have on the line. As you're thinking, I will just say that we've really appreciated your willingness to engage with us here and share of yourself so much. And while we're waiting, we just want to also invite you if you don't have questions, to reflect on everything you've heard today. And if you were able to join us last week, that you heard last week that relates to sustainability and maybe share in the chat if you've either learned or relearned something related at the sustainability that you'll be able to





take away from today's session, and that you think might serve you in your sustainability efforts moving forward. We'd love to see if there was anything that you saw from any of your colleagues coming up in the chat, or anything that we were able to share through the presentation that might be useful to you in sustainability moving forward.

Jess Goldberg:

So a couple of things going on here, questions are welcome. And then if you have anything to reflect on, in terms of what you've learned, or we learned, relating to sustainability, feel free to share it in the chat.

Jess Goldberg:

I see coming in, a few ideas, thanks so much. So Jay Bennett, a recruitment continuum is a neat concept, absolutely. I'm a big fan myself of sort of visual representations of things that you're probably doing anyway in your work, but just being able to see it represented there, and think about that continuum of recruitment and recruitment strategies, I think it's as a useful tool that hopefully you can bring back to your team, or just to your thinking yourself around sustainability.

Jess Goldberg:

Continuing to develop communication, and bring focus back to the central point. Right? I think that's a great point that as we scale things back in times like this, as we think about sustainability, in terms of what can we absolutely need to be able to maintain positive outcomes, what we want to narrow in on just what are those key points, right, in our communication, in our outreaches to partners,, and our sharing of information with our stakeholders and with our community members sometimes just to kind of cut right to the heart of what the matter is, and get to that central point.

Jess Goldberg:

So both webinars have served to affirm that we're on the right path to sustainability, while providing many new ideas and options. It's wonderful to hear the PAIRS acronym as a useful focal point. I remember when I first came across that, and Abby and I have done some digging, because we couldn't find it anywhere, and it was almost like word of mouth in the prevention community where we've worked in. We did find at least the earliest point of origination of that model was with a grant writer who used to do training around this area. We worked outside of the Boston area. And so credit where credit is due, that we learned from Cynthia Barter, who was a grant writer. We haven't had contact with her recently, but I've never seen it elsewhere, and I do think it serves as a great visual model.

Jess Goldberg:

So one idea from Claire about the challenge of needing to invest resources to develop partnerships, and that that may not work out the way that you hoped or planned for, is to



assess where to devote the effort. And maybe choose strategically where you're going to devote that energy and that effort, based on some criteria for the likelihood of success. I hope I'm interpreting that right Claire, but I know I'm about to hand this over to you, so if I've completely botched what you mean, you can always correct me.

Jess Goldberg:

And then from Norwood, so acquired sustainability ideas for a new coalition, which is, I hope a great thing to be taking away, certainly. And there's no wrong time to start thinking about sustainability, but as early as possible is always the right time. So that's great. Thank you so much for sharing some of your reflections. If you do have questions after the fact, you'll be able to find us, and we'll be happy to continue the conversation. But it's so nice to see your reflections on the sessions thus far, and share a little bit of what you've learned and relearned by being here. So wonderful. And thank you so much. And now I, like I said, I will hand this over to you, Claire, to wrap us up.

Clare Neary:

Thank you so much, Jess. Hello everyone, again. Thank you for being here. Thank you for giving us your time and your attention. We certainly hope that this has been helpful and informative. And if you do have questions after the fact, please feel free to reach out to us. You can reach Ivy or Jess at this information, which again will be part of the slide deck that we'll be sending out. And most of you, you can reach out to us at NEC PTTC at the School of Social Work at Rutgers, and you can also reach out to me. And I'm just going to ask all of you to please take a moment to do our post-session survey. The prevention technology transfer centers are all funded through SAMHSA, and the link is in the chat. Thank you, Clara. So we put the assessment link in the chat.

Clare Neary:

And if you could please take some time to do that, it's very, very brief. And part of all of us, we're all grant-funded in some way or another, and part of the work is to collect information about whether or not people are using the information, how it's going. So all feedback is good feedback. All feedback is good feedback. So if you could please take a moment or two and answer our GPRA, we'd really appreciate it. And that's it. We'll be in your mailbox in the next week or so, and letting you know. One last thing. I don't know many people we still have, if you were on last week, we did send out certificates of attendance for last week. So if you were on last week, and you didn't get it, would you please reach out to us? And thank you.