



South Southwest (HHS Region 6)

PTTC

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

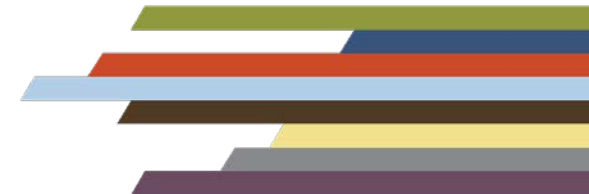


Coalitions: Building Blocks for Success – Part I

Sarah Davis, MNM

September 16 & 17, 2021

South Southwest Prevention Technology Transfer Center



Funding and Disclaimer

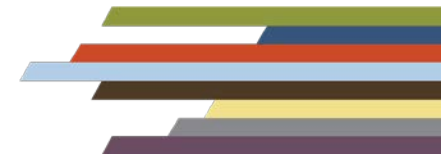
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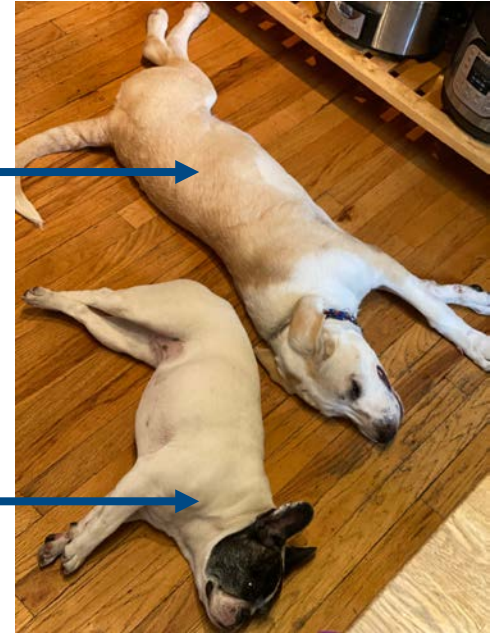


Presenter Introduction



This is Hugo - he's only 5 months!

This is Mavis - she's 5 years



All the Light You Cannot See = one of my all-time favorites



Not actually me

Also, not actually me

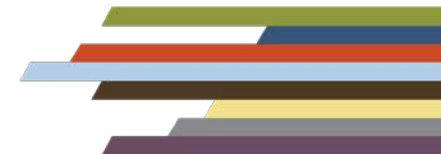


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Learning Objectives

- Identify key factors to support the recruitment and retention of community members.
- Describe how different coalition structures can help support different coalition needs and goals.
- Describe strategies that encourage engagement, inclusion, and the sharing of power.

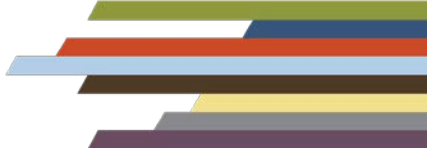


Agenda

Day 1 – Recruitment & Retention Overview

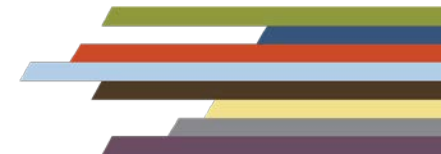
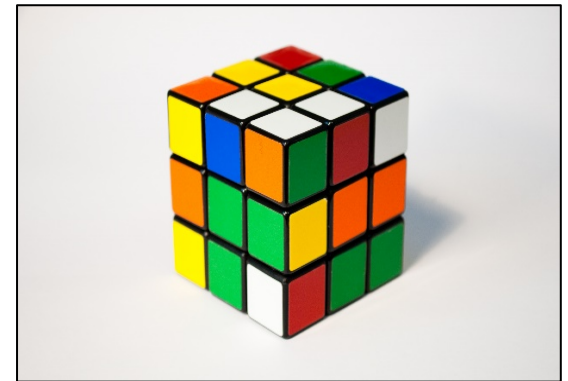
- Why we get involved
- Partner analysis
- Strategies for engagement and inclusion

Day 2 – Coalition Design and Member Engagement

- Coalition structure
 - Meeting design
 - Valuing community voice
- 

Introductions

Pick an image that represents how you're currently feeling about your community engagement or coalition building efforts.

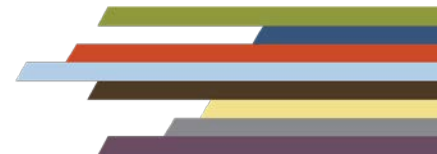


Introductions

Name, organization, coalition effort(s) you
are associated with

Share the picture you chose

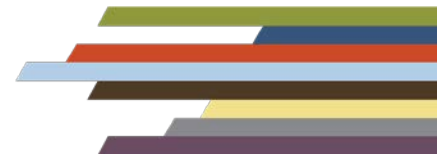
Describe why



Agreements

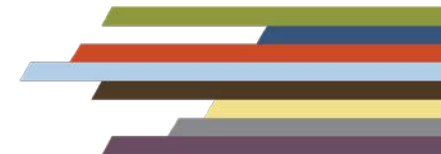
What will help you get the most from today's workshop?

- Things that you can do
- Things that other people can do
- Things that the facilitator can do



Our Agreements

-
-
-
-
-
-
-
-
-





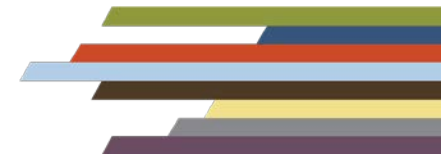
Recruitment and Retention



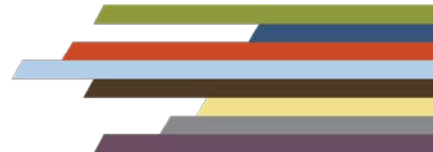
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Why Do We Engage?



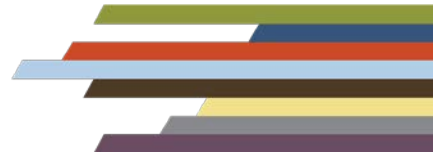
Why Do We Engage?

- Why did you get involved?
- What did you like about being involved?
- Why did you stay involved?

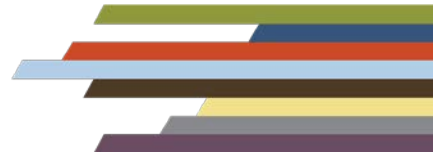
FACILITATORS

- Why did you choose not to get involved?
- Why was it not enjoyable or rewarding?
- Why did you stop participating or leave the effort?

BARRIERS



Tune your dial to WIIFM

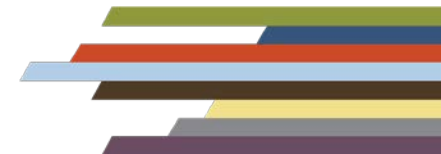


What's In It For Me (W.I.I.F.M)

Good use of my time and talents.

I benefit from participating.

My voice matters.



Strategies:

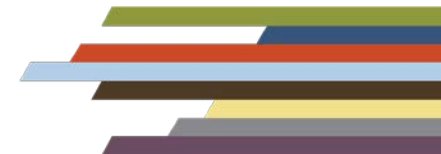
I Benefit from Participating



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Partner Analysis

WHO do you want involved?

- Those affected by the problem
- Those connected to the solution
- Those with power or influence over decision-makers

WHY

- Do you want them involved?
- Do they want to be involved?
- Aren't they currently involved?

HOW will you involve them?

Rocky Mountain Public Health Training Center

You're committed to fostering healthy communities. We're committed to supporting you.

Working Break

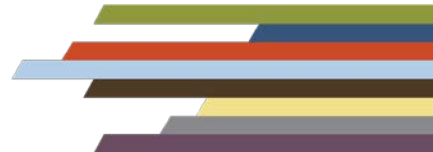
****AVOID EMAIL****

Complete Partner Analysis Worksheet

Come back at: 10:25

Discussion (not Advice) Guide

- Why is this individual or group important?
- How does their involvement affect the effort?
- What might their involvement look like?
- How might your understanding of their potential barriers to involvement affect your approach?
- What action steps will you take?



Engagement Strategies

- Attend community meetings and cultural events as a participant
- Develop an awareness of racial and economic realities in your area
- Seek to understand any history between your organization and others
- Avoid jargon, translate materials, provide interpreters
- Hold meetings at locations and times convenient to desired participants
- Consider incentives such as childcare, transit passes, food, time to socialize, mileage reimbursement, compensation, etc.

"I am tired of being censored.

I am tired of being attacked.

I'm tired of not feeling safe.

I'm tired of not knowing who to trust.

I'm tired of defending my humanity.

I'm tired of debating the truth of my lived experiences.

I'm tired of not being able to speak my mind without fear of retribution.

I'm tired of injustice and discrimination.

I'm tired of having to be twice as good and two steps ahead just to f*cking live.

I'm tired of having my words wiped clean from existence without reason or justification.

I'm tired of the emotional labour of being in this melanated body in these white-centred spaces.

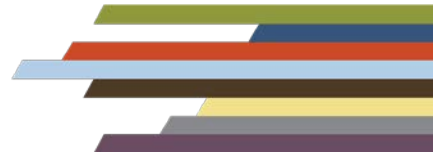
I'm tired of having to be the strong one, the resilient one, the one who acts better than she's being treated.

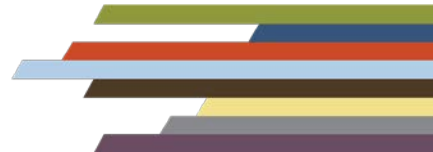
I'm tired of screaming that I'm being hurt and being punished for it, while my abusers are protected and enabled.

I'm tired of being tired.

So damn tired."

[Layla Saad](#), writer and black feminist





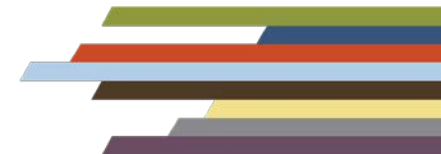
Engagement

Ask Questions:

- Be clear and concise
- Ask it in another way
- Shhhhhh...

Mix it Up!

- Reflection time
- Small groups
- Round robins
- Online tools

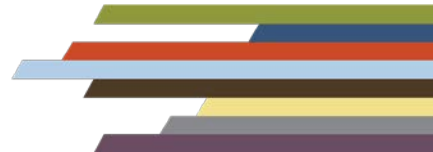


Food for Thought

Identity

Essentialism or
Universality

The “Right” Way



Closing Reflection

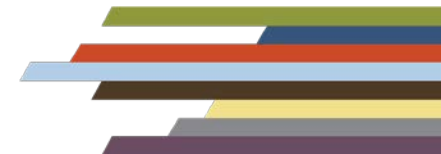


K – Keep

I – Improve

S – Start doing

S – Stop doing



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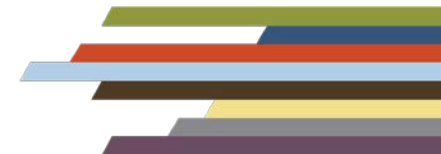
[Check out the PTTC Pandemic Response Resources page](#)



Ask us! Access TA from the PTTC



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Thank You

For questions:

LaShonda Williamson-Jennings

Co-Director

South Southwest PTTC Region 6

lwiliamson@ou.edu



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