



South Southwest (HHS Region 6)

PTTC

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



Analyzing the partner needs of the coalition is critical when recruiting new members. This Partner Analysis tool will help coalition members determine with whom they want to partner, why, and how to engage them? Brainstorm a response to the question in each column.

## Partner Analysis

WHO	WHYs			HOW
Who do you want involved?	Why do you want them involved? What do they bring to the effort?	Why might they want to be involved in this effort?	Why might they <i>not</i> be involved in this effort?	How might you capitalize on motivators and address barriers in order to effectively engage them?
Consider: <ul style="list-style-type: none"> <li>● Who is affected by the issue/problem?</li> <li>● Who is connected to the problem or solution?</li> <li>● Who has influence with a decision maker?</li> </ul>	Consider: <ul style="list-style-type: none"> <li>● Expertise</li> <li>● Credibility</li> <li>● Diverse view</li> <li>● Influence</li> <li>● Bring additional supporters</li> <li>● Others</li> </ul>	Consider Motivators: <ul style="list-style-type: none"> <li>● Issue is important to them (personal)</li> <li>● Have a stake in the work (professional)</li> <li>● Gives public platform/notoriety</li> <li>● Social connectedness</li> <li>● Others</li> </ul>	Consider Barriers: <ul style="list-style-type: none"> <li>● Language</li> <li>● Familiarity</li> <li>● Trust</li> <li>● Location or time</li> <li>● Competing priorities</li> <li>● Transportation</li> <li>● Childcare</li> <li>● Understanding of issue</li> <li>● Others</li> </ul>	

*Adapted from Center for Public Health Practice – Tobacco Control Training & Technical Assistance program*



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