



Northeast & Caribbean (HHS Region 2)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

The HHS Region 2 Northeast and Caribbean Prevention Technology Transfer Center
presents

“Unpacking” Collaboration - Practical Tactical Conversations for HHS Region 2 Prevention Arena Professionals

Session 1: Getting them to say ‘yes!’: Bringing prospective partners to your prevention table

Webinar: Tuesday, March 29, 2022

1:00 PM – 2:30 PM (EST)

Many of us come to substance misuse prevention already possessing the soft, or “human” skills needed to successfully build relationships with key stakeholders in our communities, and we certainly have the opportunity to develop and strengthen those skills on our professional journeys in the field. But, if it is that easy, why doesn’t every prevention coalition have full representation from the various sectors and cultural group members in our communities? This two event learning series will go beyond making the case for the importance of collaboration in prevention to unpack two of our most common challenges – how to bring reluctant partners into prevention efforts and how to provide meaningful opportunities for collaborators to do more than just participate in our work.

Session 1: Getting them to say ‘yes!’: Bringing prospective partners to your prevention table
You’ve spent time crafting your elevator speech and are ready to make your pitch to a potential partner, and what happens? They say no. So, what comes next? In this session, we’ll introduce effective negotiation tactics from the business world and beyond that prevention practitioners can incorporate into their partner recruitment efforts to maximize the likelihood of positive responses.

**Certificates of Attendance will be sent out to those who have attended the
session in full.**

[CLICK HERE TO REGISTER FOR SESSION 1](#)

Questions or having trouble registering?

Please contact cneary@ssw.rutgers.edu