

A Focus On Coalition Best Practices

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Welcome!

Let's learn about who is in this webinar. Post in the chat:

- Your organization
- Your location
- Number of years in prevention



Learning Objectives

- Define coalitions
- Describe why coalitions are essential to prevention
- List research-based best practices for coalitions
- Understand the importance of a diverse coalition that reflects the community populations



Future Focused

“Some communities allow the future to happen to them. Successful communities decide the future is something they can create.”

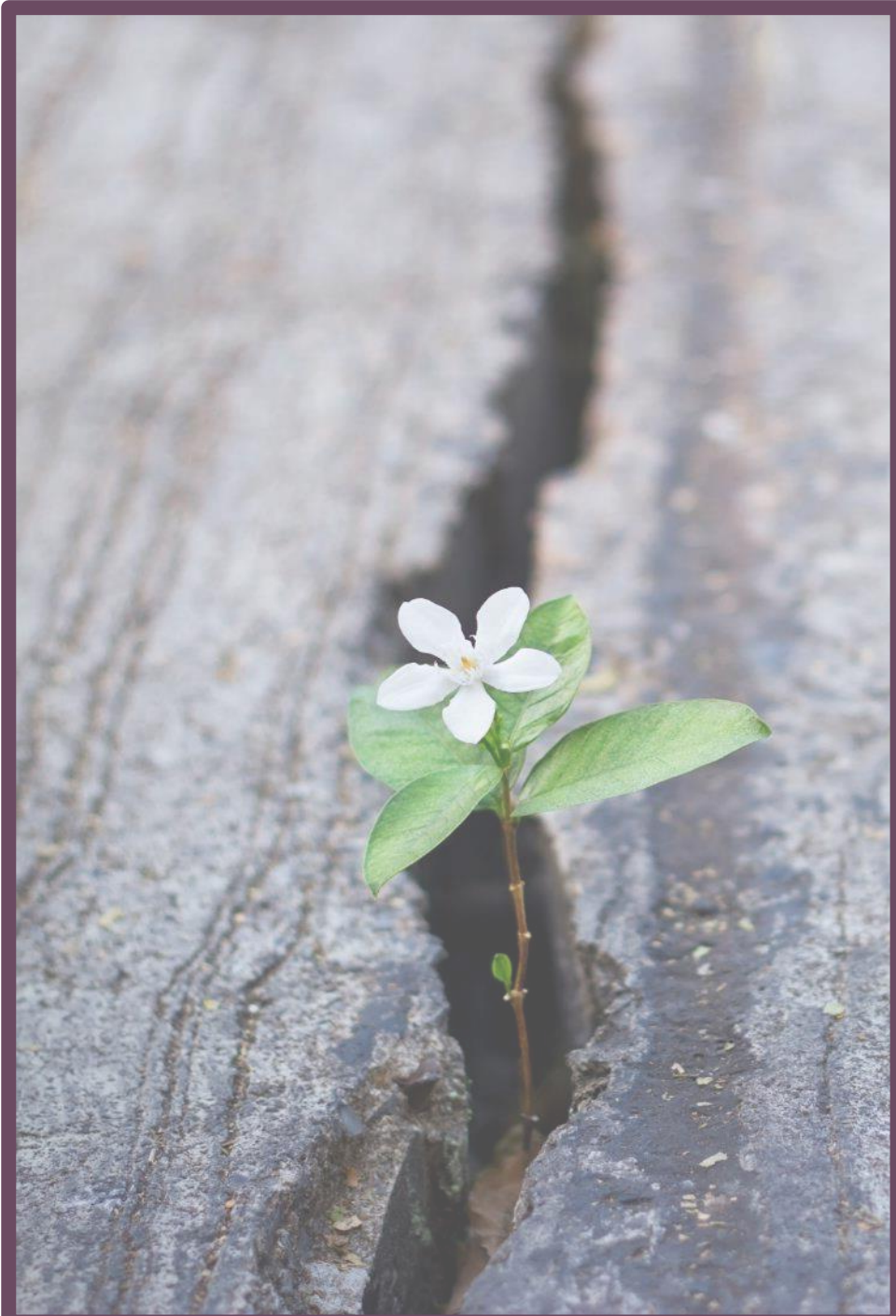
- National Civic League



Coalitions Defined

A diverse group of people, organizations, and community leaders that come together to achieve a common goal.





Why Start a Coalition?

- Create long-term, permanent social change
- Address an urgent issue
- Influence the future of the community
- Increase communication among groups
- To plan and launch community-wide initiatives

Benefits of Working as a Coalition

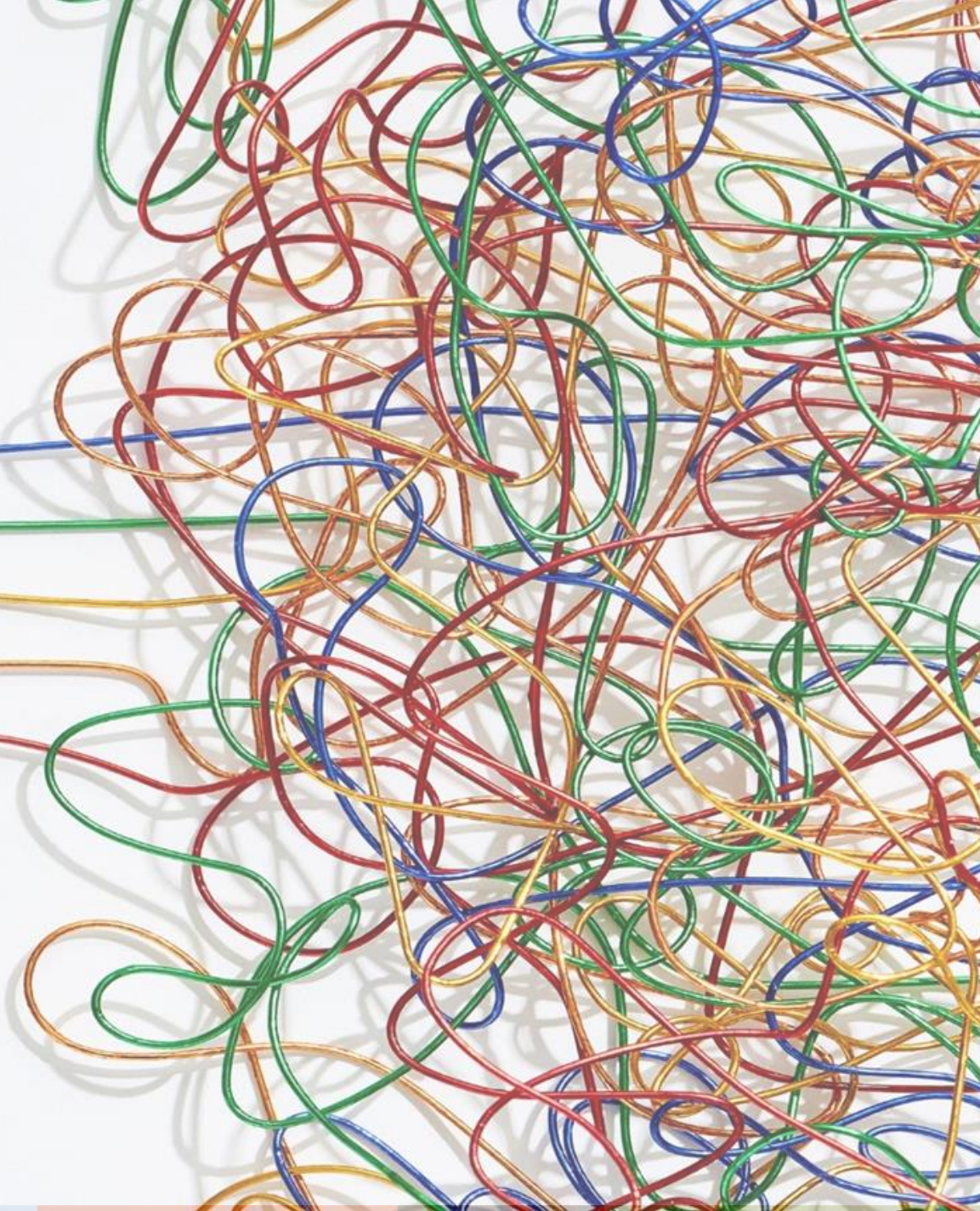
- Access new ideas, materials, and other resources
- Reduce duplication of services
- Increase the efficient use of resources
- Enhance power and influence
- Address issues beyond a single organization's domain
- Share responsibility for complex or controversial issues

Barriers to Building Successful Coalitions

- Insufficient links to the community
- Lack of organizational capacity for both sponsor and partner agencies
- Difficulty agreeing on the leadership and structure of the coalition
- Impatience with process, perceived delay in taking action
- Turf issues between potential partners

The Importance of Coalitions in Prevention

Coalitions can facilitate ownership and build capacity and competence among member organizations to address a myriad of community issues.



Positive Impact of Coalitions

Community coalitions have the potential to prevent substance misuse in communities, by:



- Strengthening collaboration between public and private organizations




- Improving the ability to address environmental risk and protective factors



- Collectively supporting interventions that promote environmental change to create healthier communities

How Coalitions Support the Implementation of Prevention Strategies

- Build support for interventions across member agencies and their partners
 - Provide the direct services
 - Promote and monitor programs to ensure effective and efficient delivery
 - Plan for, launch, and support the implementation of community-wide initiatives
 - Advocate for policy change as a larger, more influential group
- 

Your Experience...

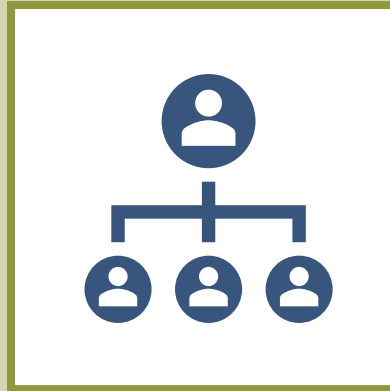
Think of a time when you were a member of a group (of any kind):

- What did you like about the group experience?
- What was difficult about the group experience?
- Are you still a member of that group?





Values



Structure



Membership

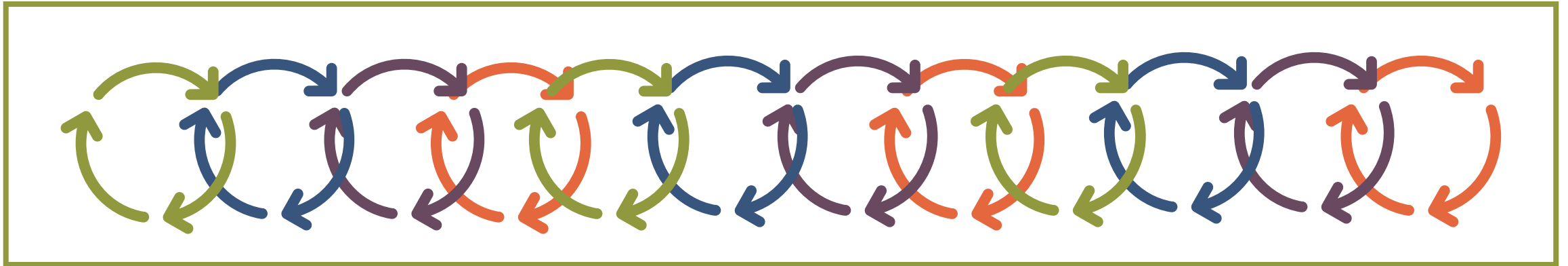


Leadership

Coalition Best Practices

Positioning your coalition and community for success

Coalition Sustainability

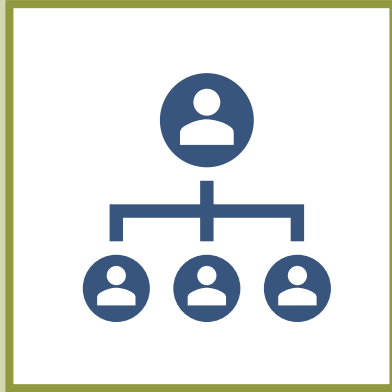


Values

Structure

Membership

Leadership

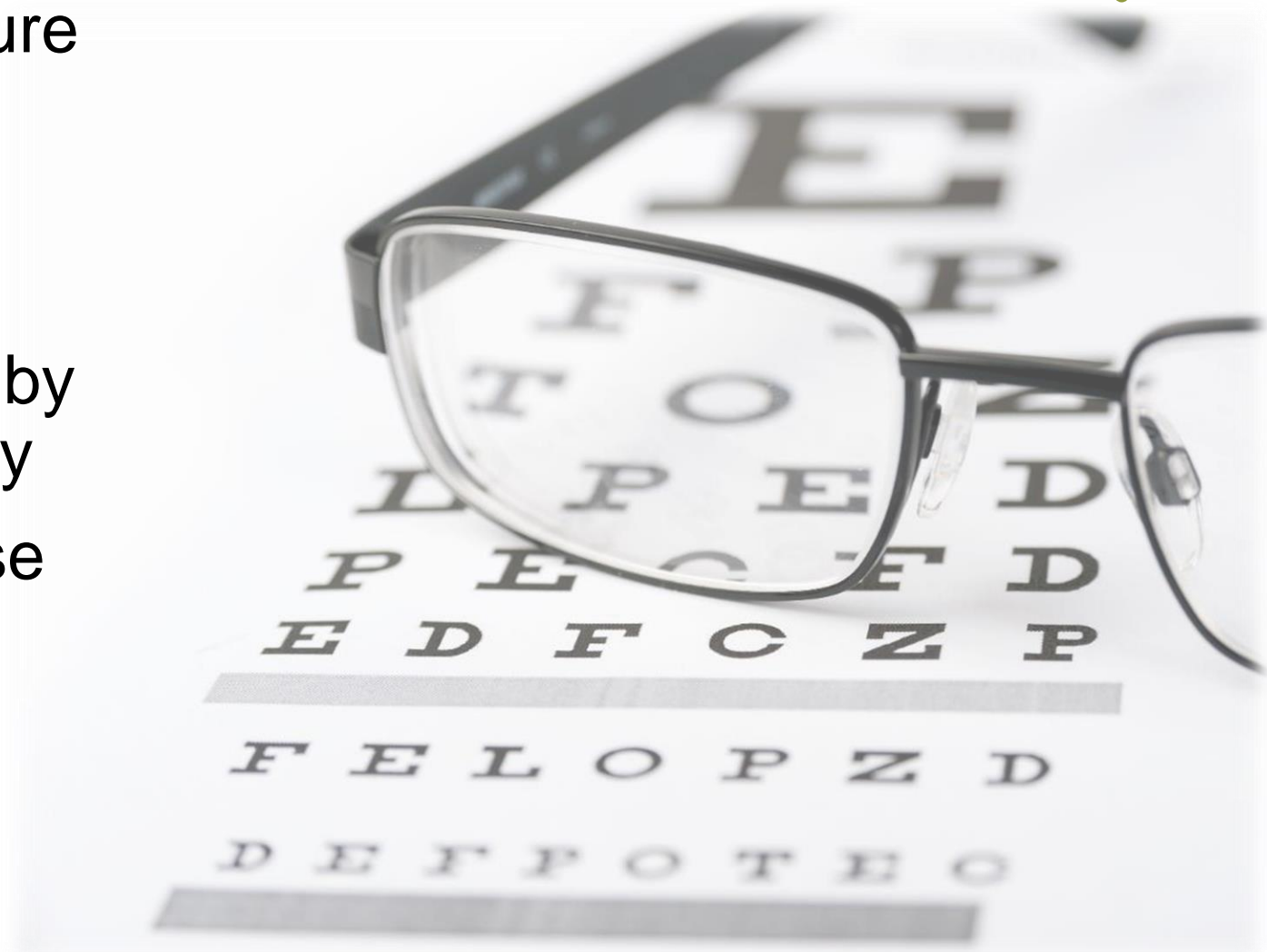


Values:
Vision, Mission, and Shared Values

Values: Vision Statement



- Expresses the desired future conditions
- Motivates and inspires community to action
- Is understood and shared by members of the community
- Can be shared by a diverse community
- Is easy to communicate





Values: Mission Statement

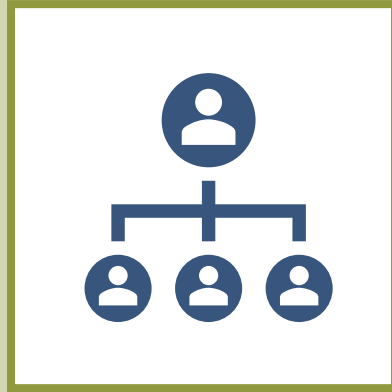
- Describes the organization's **vision** and **value**
- Answers the following questions:
 - What do you want to accomplish?
 - How do you plan to accomplish your goals?
 - Who will benefit from the achievement of these goals?

Values: Defined Core Values



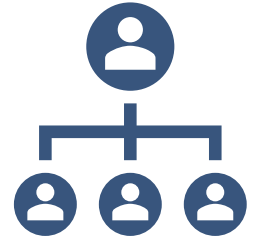
Core values...

- Documented, communicated, and revisited regularly
- Universally shared by members
- Guide coalition decision-making and actions
- Reflect the values a coalition wants to see in their community
- Provide direction for goals and objectives

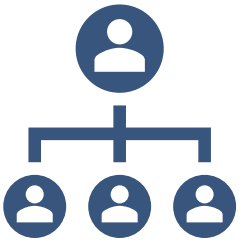


Structure:
Governance, Roles, and Processes

Structure: Coalition Governance



- Clear roles and responsibilities
- Defined, agreed upon decision-making process
- Agreed upon and formalized governing structure



Structure: Roles in Coalitions



Leader



Regular member



Intermittent/
remote member



Subcommittee member



One-on-one participant

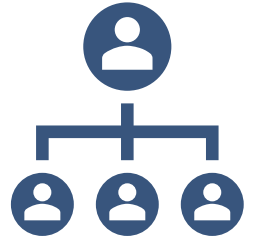


Advisor

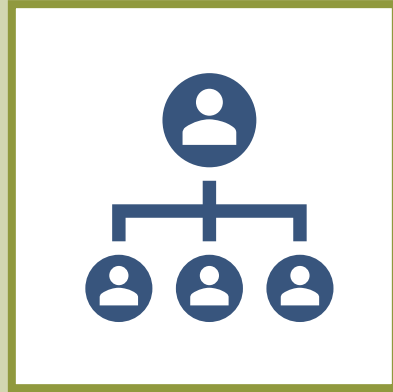


Needed expert

Structure: Coalition Processes

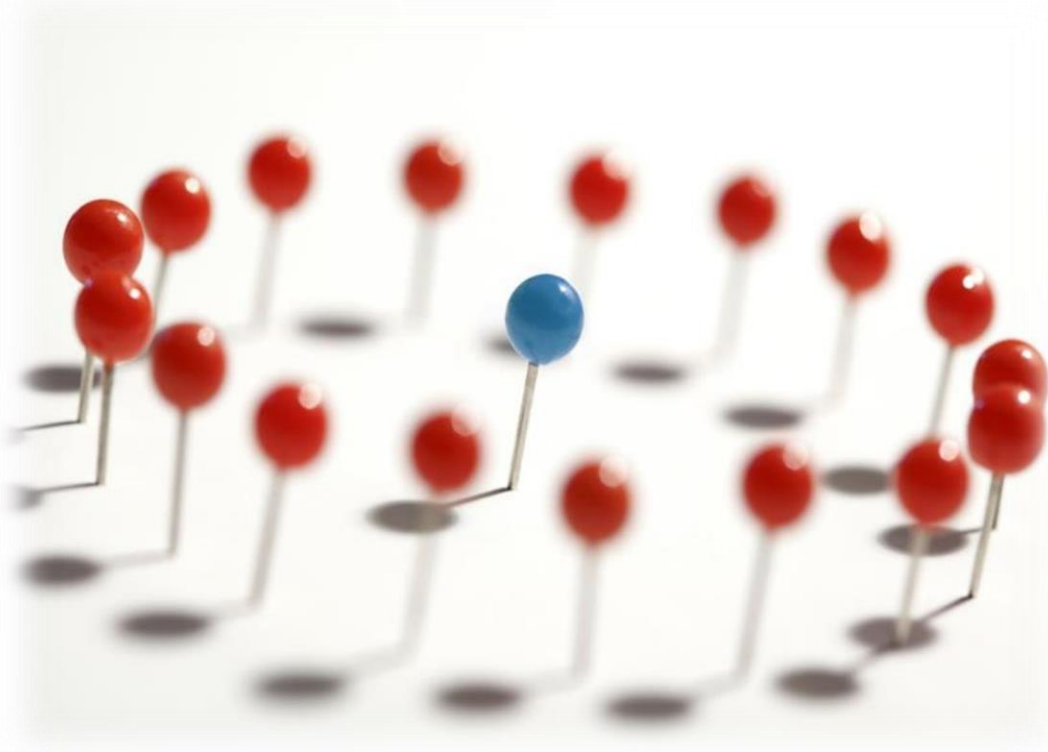
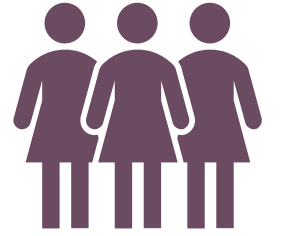


- Established leadership structure including terms, responsibilities, and specific roles
- Consistency in meeting frequency, location, and agenda
- Clear, established plan for communicating information within the coalition
- Agreed upon approach and plan for recruiting members
- Established approach to conflict management



Membership:
Representative, Diverse, and Involved

Membership: Start Small and Strong

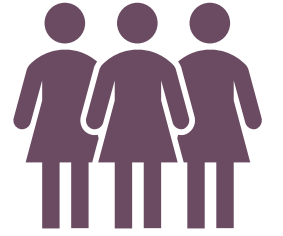


- Pull together a small, solid core group
- Start with people you know
- Contact people in agencies and institutions most affected by the issue
- Talk to influential people, or people with lots of contacts



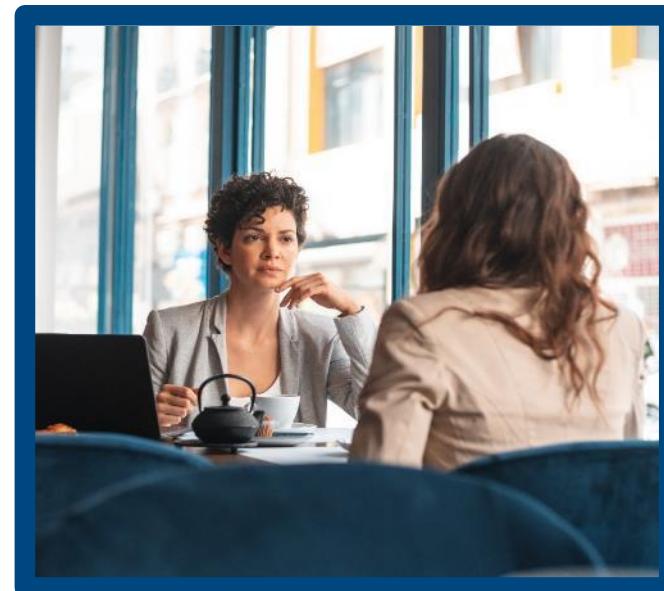
Membership: Why a Core Group?

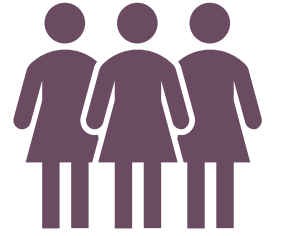
- Increases number of contacts
- Increases reach to potential membership
- Spreads start-up tasks across multiple individuals/agencies
- Shows solid and diverse support



Membership: Growing Your Coalition

- Brainstorm a list of possible members
- Consider gaps that exist in the core group and who could best fill them
- Meet with potential members to gauge fit and interest

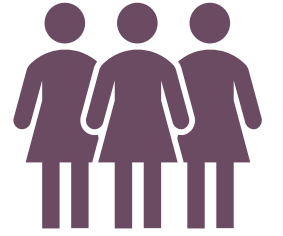




Membership: Benefits of Diversity

- Broadens knowledge
- Brings balance to decision making and planning
- Increases impact and range of coalition efforts
- Reflects the focus audience of the coalition



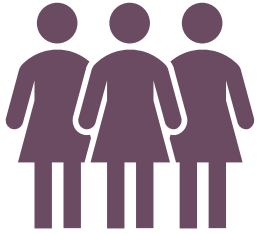


Membership: Representative

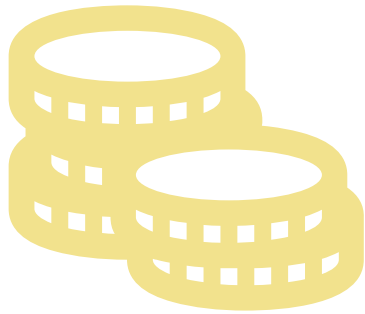
- Multiple sectors of the community
- Diverse cultural and ethnic groups
- People with influence in the community
- People most affected by the issue
- Business community
- Service organizations



Membership: Diversity of Skills



Financial



Organizing



Planning



Motivating



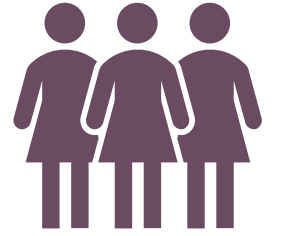
Analyzing



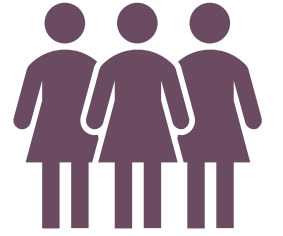
Acting



Membership: The Shoe Test

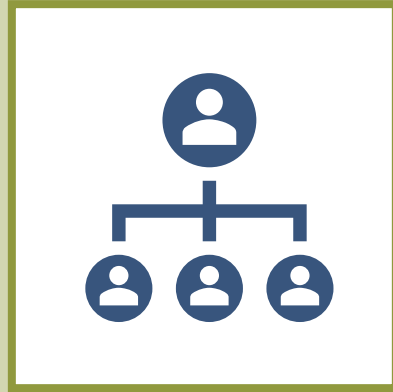


Membership: Keys to Successful Recruitment



- Deliver personal face-to-face invitations
- Have each member invite new potential members
- Provide a clear description of what the coalition wants to accomplish
- Describe why their participation is important to the coalition's success
- Be clear about the commitment involved in being a coalition member





Leadership:
Facilitating, Fostering, and Managing

Leadership: Facilitating Coalition Cohesion



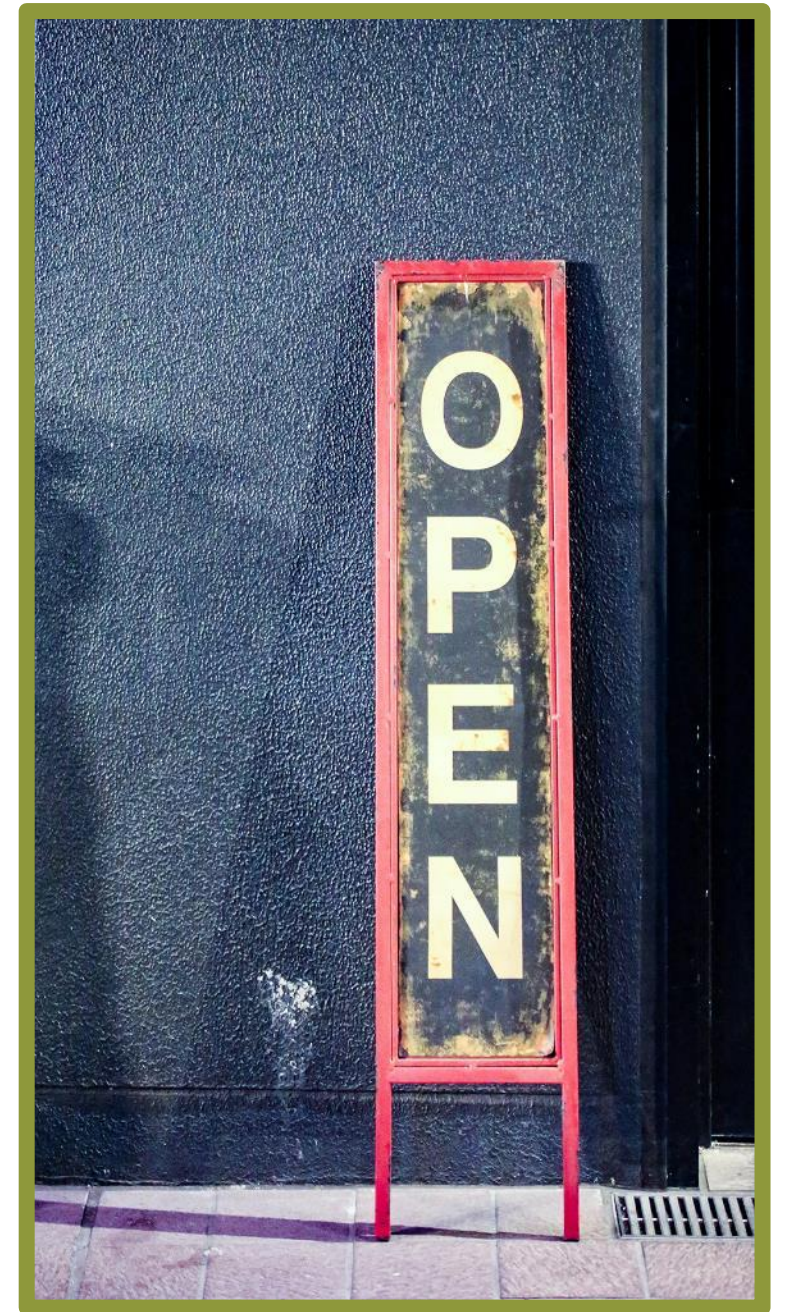
Leaders must:

- Promote open communication and transparency
- Resolve conflict and maintain goodwill among all members
- Celebrate process and outcome accomplishments
- Develop a sense of unity and trust
- Assess member satisfaction with meetings, engagement, process, and sense of purpose

Leadership: Fostering a Culture of Openness



- Communicate important information
- Ensure decisions and operations are transparent
- Invite quiet/new members to share comments
- Allow enough time to ensure members can process and participate in decision making
- Be inclusive of all members
- Share leadership role through rotating roles or dividing leadership tasks



Leadership: Opportunities to Participate



Leaders can enhance coalition cohesion by providing opportunities to participate:

- Ask members to assist with specific tasks
- Actively seek input from *all* members
- Take steps to make sure everyone is involved in discussions
- Ensure members are comfortable and confident in topics and tasks through ongoing training and capacity building for all members

Leadership: Using Process Focused Facilitation



- Ensures common understanding
- Keeps focus on meeting goals
- Maintains productive, safe environment
- Solicits equal participation in discussion
- Draws out conflict (hidden or unpopular issues)
- Leads to next steps (follow-through)



Leadership: Managing Potential Areas of Conflict



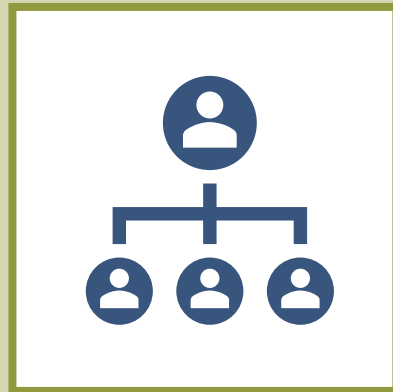
- Priorities over policies
- Differences over strategies, leadership, recognition, etc.
- Integration of new partners
- Personalities
- Developing roles/relationships
- Funding



Reflecting on Best Practices



Values



Structure



Membership



Leadership



Community coalitions are essential to successful, sustainable prevention

Questions?



Thank You!

