

Readiness Worksheet – what’s there and where there are gaps

(created for this training)

Readiness item	Notes: How much of this item is already there/ what is left to do?	Who can I talk with about this?	How to celebrate when it’s done?
Key leaders’ support			
School district support for student survey			
Community perceptions support upstream prevention work			
Infrastructure pieces			
Coordinator			
Backbone agency that understands how prevention coalitions work			
Backbone agency that supports how prevention coalitions work			
Working relationships with community partners			
Funding to support the process			
Funding to support programming (when we get there)			

Core group worksheet

(created for this training)

Possible core group members

Name & Affiliation	Possible WIIFM	Who Can Help Recruit?	Next Step(s)

Action steps to set up a core group	Who help? What tools needed?	By when?
Complete list of possible members		
Identify people to help recruit those members		
Make a clear list of core group tasks and estimated timeline – to be able to clearly state to potential members what the ‘ask’ is		
Get clear on the WIIFM for each potential member		
Ask them!		
Schedule first core group meeting		

Sample conversation questions

(adapted for this training from the CPWI Community Coalition Guide)

Note: these topics do not necessarily need to be addressed in chronological order. These are possible conversation starters and don't all need to be covered in the same meeting. There are a 'million cups of coffee' to be had – don't expect them to get engaged from one meeting or conversation no matter how well it goes. Go for another cup of coffee.

Start with THEM!

- Thank them for their time.
- **Explain why your core group/leadership team thought it was important to meet with this person – *their* WIIFM.** (e.g., *Bob shared how your agency has just launched an effort to improve youth mental health in our community. This is crucial to our entire community's well-being – and actually it's something that our coalition is also prioritizing*).

Share what could be exciting about the coalition, for them. For example:

- Our coalition exists to **help good people do good for the children and youth in our community.**
- We know that children don't grow up in isolation, so we're starting by engaging the people and organizations that influence their health and development. What about that resonates with you?

Share the **hope** of investing in upstream prevention. For example:

- *we're working on putting out the fire, rather than trying to deal with the smoke ...*
- *we're working on turning down the flame on possible substance use issues so the pot doesn't boil over ...*
- Share **who else is already engaged**, especially others that this person knows and trusts.

Ask **what they think** about all this. <Practice active listening>.

- How have you been involved in current or previous initiatives to improve child well-being? (May already have this information — if so, no need to ask.)
- What other initiatives to improve child well-being are currently going on in the community?
- How do you see those initiatives fitting with what you've heard about our effort?
- Can you think of other individuals or organizations we should talk to about joining the coalition or other ways of partnering with us?
- What do you think is most compelling or promising about this coalition effort?

Invite them to be a part of the coalition.

- Explain about the different ways a community member can be involved: coalition member, workgroup member, leadership group, ally, other ... (helps to have a handout with roles and expectations, including expected time commitments)
- If needed: Add a **personal story** of someone who has benefited from your coalition or partner's efforts. Pull on those heartstrings. The personal story can also relate to your involvement with the organization.

Have a handout ready that provides the following details in an easy-to-digest format

- Your coalition **vision** and **mission** – what else do they need to know about your coalition? (for example, who's already involved ...)
- Coalition member roles and expectations
- Key **data** (both positive and negative) that relate to the substance misuse/youth well-being issues in your community
- Your coalition's **strategies and /or programs** (1 or 2 at most) that will most relate to your audience
- What are the **key goals and outcomes** that the coalition seeks to achieve (that is, why should the audience care?)
- Clearly give your coalition's **contact information**. Provide a name, phone number, email, website.

Member Engagement

(From the Communities That Care Training of Facilitators)

Introduction

Working with people who are volunteering their time to be on a coalition requires effective member engagement. People will get involved because they are interested, they care, or maybe their supervisor assigned them to participate. However, they will REMAIN actively involved when they feel their time is being spent wisely, and they have a meaningful role to play.

Developing Productive Relationships

A key task for the Facilitator is to SPEND THE TIME necessary to establish and maintain effective relationships with each board member and key leader. This means using a combination of communication styles and having regular communication with each member.

1. In-person meetings (initial meet & greet, regular follow up chats)
2. Phone calls/texts (for quick reminders or check-ins on specific topics)
3. Email communication (keep subject lines clear & messages short, with clear action items)
4. Newsletters (to share information all board members need)
5. Other?

Answer this question:

What is the best way to ESTABLISH a positive relationship with each potential board member?

Maintaining Productive Relationships

When a member seems less engaged ... assess what's going on, and re-establish his/her involvement. Keep in mind the characteristics of effective boards. Does this person:

Have opportunities that feed them?

1. Clear expectations, roles & tasks
2. Clear benefit for the individual to be a board member
3. Effective meetings – clear objectives, action-oriented to get stuff done, clear action items

Have skills/training to fully take advantage of the opportunities?

1. Effective workshops – workgroup members get the info they need, make decisions together, and develop follow up steps together
2. Training issues – is the person clear on what the coalition is, what their role on the board is, what's expected, have the specific skills needed to do that?

Receive regular recognition and appreciations – for being involved and for completing tasks?

Feel bonded/connected to the group or to others in the group?

1. Environment of trust
2. Mechanisms for handling disagreements

Answer this question:

How do you KEEP PEOPLE ENGAGED after the initial excitement of forming the coalition?

Member Engagement Scenarios

Scenario 1
You understand that the school superintendent is a key to successful coalition efforts, and you want to invite her participation as a key leader. You have succeeded in scheduling a meeting to introduce the coalition and request her involvement. She is known to be leery of data-driven community efforts because the community always wants so much from the schools. What will you do for a successful introductory meeting? Who will you bring with you, what will you coach them to say? What materials will you bring? What attitude will you bring?

Scenario 2
One of your most enthusiastic members has stopped attending regularly. This is a person who could be relied on to volunteer for most of the Board tasks, and to deliver. However recently he's stopped being so involved in meetings and is not completing the tasks he says he'll do. What steps can you take? How will you reach out to this person? What approach will you take?

Scenario 3
Recently, your core workgroup was reactivated and they all agreed on a plan of action. They agreed to meet again in a month, and responded to your Doodle poll for a time to meet. However, no one showed up for the meeting. What steps can you take? How will you reach out to these people? What approach will you take?

Resources

NWPTTC offerings

- Community activated prevention presentation:
https://pttcnetwork.org/products_and_resources/webinar-community-activated-prevention-the-power-of-community-coalitions/
- Liberating Structures session: July 24th

Liberating Structures

- <https://www.liberatingstructures.com/>

Facilitators' Guide to Participatory Decision Making

- <https://communityatwork.com/our-publications/>