

# Welcome

In the chat, please share and answer

- Where are you joining from
- What does the term, “culture of participation” mean to you?



Northwest (HHS Region 10)

PTTC

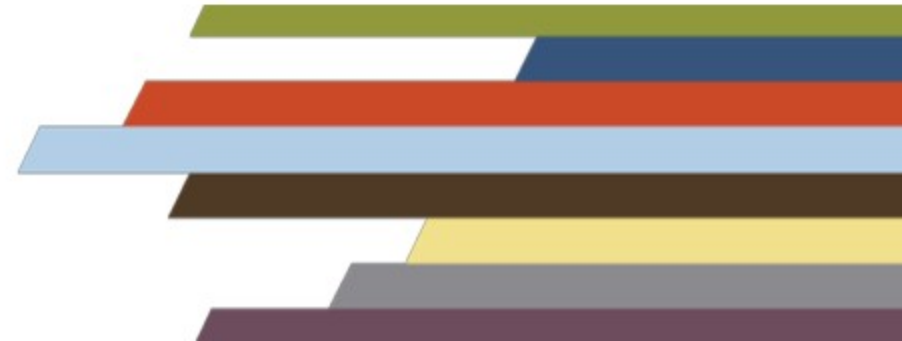
Prevention Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration



# Jumpstarting Your Coalition

## Developing a Culture of Participation

*Capetra Parker, MPH*





Northwest (HHS Region 10)

**PTTC**

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration



The Northwest PTTC is a partnership led by the Social Development Research Group (SDRG) at University of Washington (UW) School of Social Work in collaboration with the Prevention Science Graduate Program at Washington State University (WSU), and the Center for the Application of Substance Abuse Technologies (CASAT) at the University of Nevada, Reno (UNR).

Northwest partnering institutes share a vision to expand the impact of community-activated prevention by equipping the prevention workforce with the power of prevention science.



Prevention Science  
Graduate Program

WASHINGTON STATE UNIVERSITY



# Disclaimer

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# Relationships & Participation



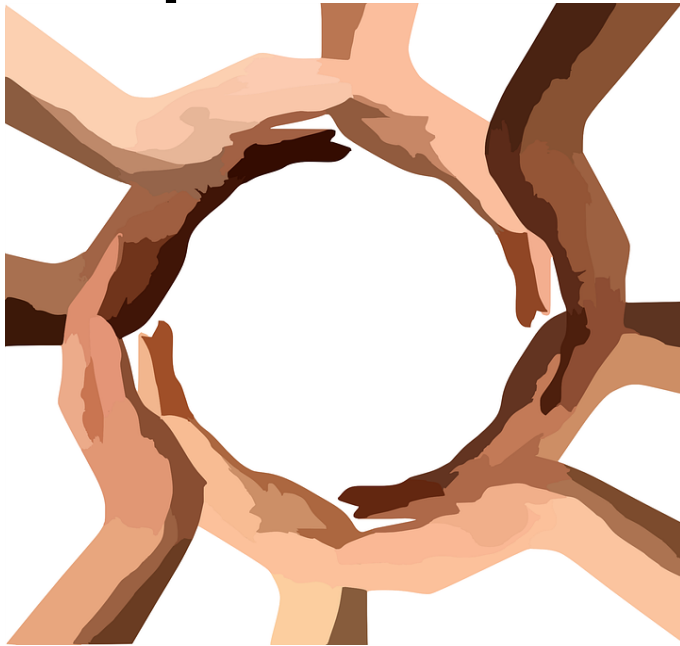
# Poll

What quality do you believe most makes a coalition work, in the long run?

- A. Goal Directedness
- B. Efficiency
- C. Opportunities for Participation
- D. Cohesion
- E. Diverse New Sectors
- F. New Skills

# Prevention coalitions: the spirit and the science

**Community owned and  
operated**



**Principles of prevention  
science** (National Academy of Sciences)

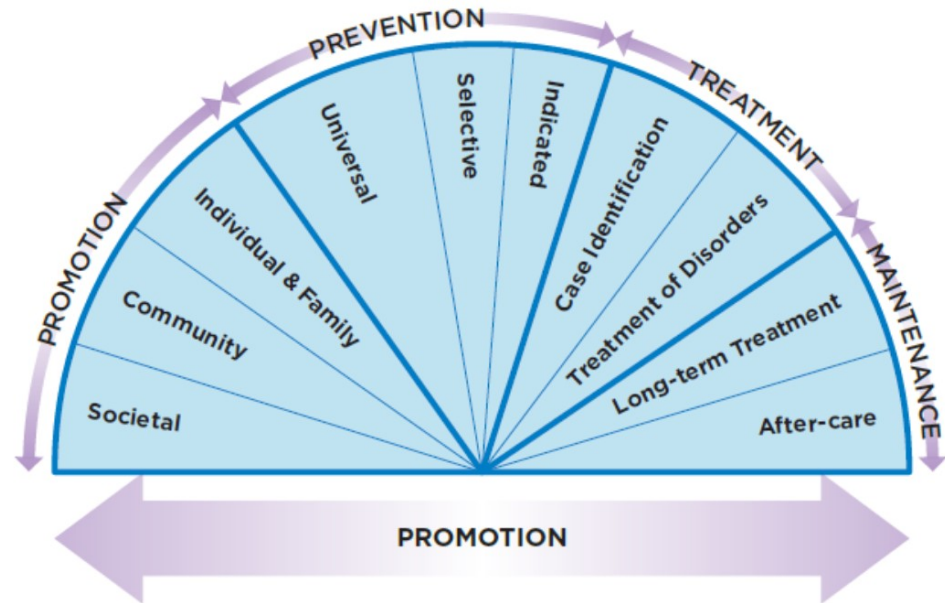
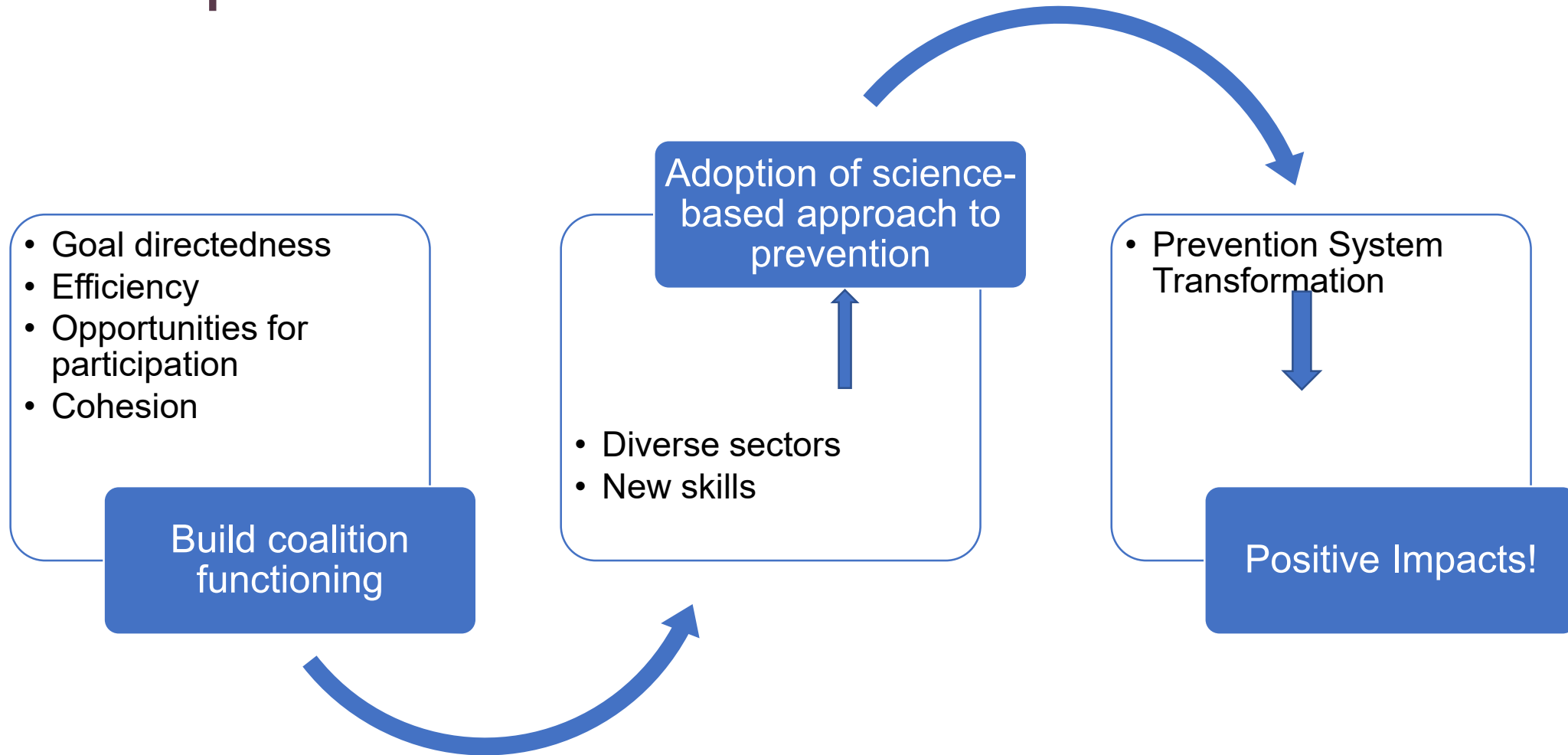


FIGURE 1-3 2019 update of the spectrum of Mental, Emotional and Behavioral Development interventions.

# From coalition function to impacts on youth development





# Objectives: Participants will be able to ...

1. Share the big idea of community-driven prevention (as opposed to coordinator-driven prevention)
2. Identify key readiness elements for community coalition work
3. The *Million Cups of Coffee*: Understand a variety of actions to recruit and engage coalition members
4. Identify options for building a culture of participation in your coalition/techniques to maintain coalition member engagement

Who's in the spotlight?

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# Key principles for building inclusion

- Nothing about us without us
  - Shared leadership
  - Inclusivity
- Involve and empower
  - Facilitation/delegation
- Delegate and build skills
  - Social Development Strategy
- Eye on the prize
  - Trust/transparency
  - Conflict resolution
  - Flexibility

*"It's the community's coalition,  
not mine"*

# A great first step: Building a 'core group'

- Who do we invite?
- What's in it for them?
- What are the key tasks ?
  - Potential member assessment
  - Develop talking points
  - Connect with priority individuals/agencies
  - Identify scope – the bumpers on the lanes
- What skills are needed to be successful?

# What is a coalition member assessment?



## Milestone 1.3 Identify Community Readiness Issues

### Stakeholder Identification & Analysis Worksheet

Name	Possible role	Name	Possible role
Parents		Faith Community	
Resident leaders		Social Services	
Business		Community Action Organizations	

pp. 39-45 of Tools for  
Community Leaders  
<https://www.communitiesthatcare.net/wp-content/uploads/tools-for-community-leaders.pdf>

# How about conversation questions?

- *Start with THEM!*
- *What could be EXCITING for them ?*
- *Share the HOPE*
- *Who else is ENGAGED*
- *What do they THINK?*
- *INVITE them*
- *Leave HANDOUT*



## Pause for Application (2 Minutes)

- Jot down the names (or positions if you don't yet know the individuals) of 3 people you could invite to help with core group activities
- Add a possible WIIFM for at least one of them





# Readiness: What is it and how do we know when we've got it?

- Key leaders' support
- School district support for student survey
- Community perceptions/beliefs/willingness to engage in prevention activities (upstream and proactive, not just reactive)
- Infrastructure to support a healthy coalition

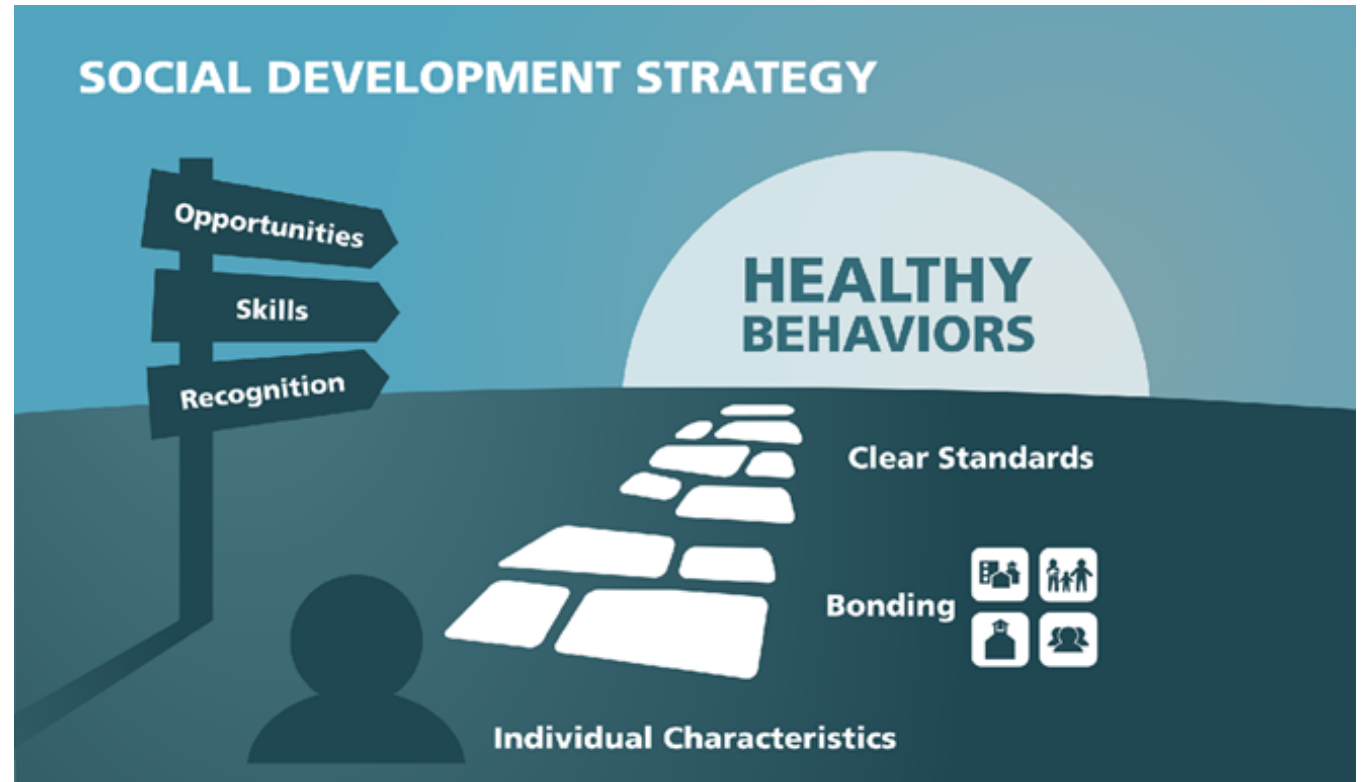
# Infrastructure

- Coordinator
- Backbone agency that understands and supports how prevention coalitions work
- Collaborative mindset
- Working relationships with community partners
- Funding to support the process and the programming



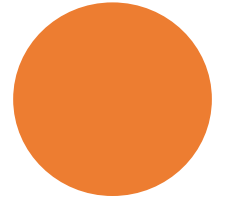
# The evolving role of coordinator

- **Relationship** building
- **Building ownership** and empowering leadership in coalition members
- Become the **fire keeper** for the Vision and holder of the space for the coalition to do their thing! (avoiding mission drift)

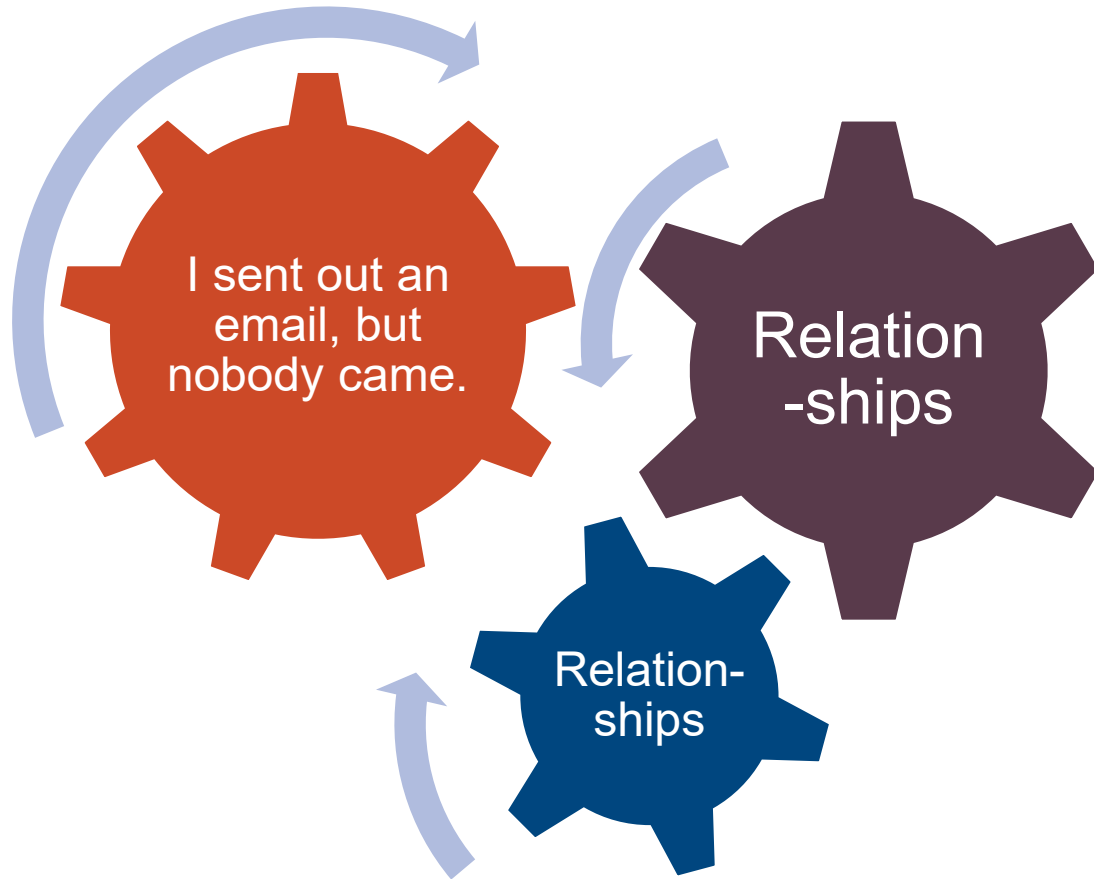


# Pause for Application (2 Minutes)

- **Identifying Readiness Issues for your community**
- Find the 'readiness worksheet'
- Take ~2 minutes to review and make notes about what readiness pieces you already have, and what gaps exist
- How to celebrate the wins?
- Jot down who in the community you can talk to about how to address the gaps



# The *Million Cups of Coffee*



- Modes of communication
- A recruitment team
- Showing up for community events
- Setting up the first meeting
- Who is a good person to do this?
- What material to bring?

# Poll: Modes of communication

- Which mode of communication have you found to be most helpful in building relationships?
- Phone
- Text
- Email
- In person
- In pairs or small groups
- On a walk
- In the grocery store
- Over coffee
- At other community events
- In their office
- Holding small community info sessions
- Etc. ...

# The recruitment team



Sample conversation questions



What's the alignment between what they're doing and what the coalition does?



The hope and the WIIFM



Tips for handling difficult questions



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## Pause for Application (2 Minutes)

- Identify 2-3 events in the community
- Clearly state why our attendance (you or a core group or coalition member) will enhance coalition participation in the long run





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## Keeping coalition members engaged

- Opportunities
- Skills/ Training
- Recognition & Appreciation
- Bonded/Connected






## A Case Study

### *Keeping coalition members engaged*

- Our *Inclusive Community Coalition (ICC)* has been growing steadily for 18 months.
- We have a core group of 5 members that have been working hard to connect with community members and recruiting new members.
- One member in particular Dr. H has been very enthusiastic, regularly attending meetings, quick to volunteer, and follows through on commitments.



## A Case Study

### *Keeping coalition members engaged*

- Over the last two months, Dr. H's enthusiasm has begun to wane.
- He no longer is interested in volunteering, has been missing multiple meetings without communicating, and has not been following through on commitments.
- We and other *ICC* core group members are concerned. What should we do?

# Keeping coalition members engaged

What questions will you ask?

*Who has a strong relationship ?*

*What might be external circumstances?*

*How have we shown appreciation ?*

*How have we built new skills?*



# Keeping coalition members engaged

- What steps will you take?
  - Connect
  - Opportunities
  - Open Door



# Keeping coalition members engaged

“Begin with the end in mind”

- Liberating structures
- Objective focused agendas
- Meeting agreements



# Relationships & Participation



# Resources

## **NWPTTC offerings**

- Community activated prevention presentation:  
[https://pttcnetwork.org/products\\_and\\_resources/webinar-community-activated-prevention-the-power-of-community-coalitions/](https://pttcnetwork.org/products_and_resources/webinar-community-activated-prevention-the-power-of-community-coalitions/)
- Liberating Structures session: July 24<sup>th</sup>

## **Liberating Structures**

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

## **Facilitators' Guide to Participatory Decision Making**

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



# Thank you!

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## Connect with us!

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# INTERNATIONAL CERTIFICATION & RECIPROCITY CONSORTIUM

<https://internationalcredentialing.org/member-boards/>

This webinar is under these domains:

Prevention Education and Service Delivery  
Communication  
Community Organization



# Upcoming Events

*See the Northwest PTTC website for more information:*

2024 Northwest Prevention Leadership Academy  
Using Liberating Structures: Back by popular demand  
online and in-person  
September 11, -12, 2024  
Tacoma, WA

Prevention Spotlight:  
A Deeper Dive with Prevention Certification  
June 24, 2024, 3:00 -4:00 PT



Thank you!

