

# *Effective Coalitions: Process, Data, and Positive Impacts*

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Kristen Gilmore Powell, PhD, MSW  
Cory Morton, PhD



RUTGERS UNIVERSITY  
**Center for Prevention Science**  
School of Social Work

Northeast and Caribbean Prevention Technology Transfer Center



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At the time of this publication, Miriam E. Delphin-Rittmon, Ph.D., served as Assistant Secretary for Mental Health and Substance Use in the U.S. Department of Health and Human Services and the Administrator of the Substance Abuse and Mental Health Services Administration. The opinions expressed herein are the view of the presenters from the Northeast & Caribbean PTTC and do not reflect the official position of the Department of Health and Human Services (DHHS), SAMHSA. No official support or endorsement of DHHS, SAMHSA, for the opinions described in this document is intended or should be inferred.

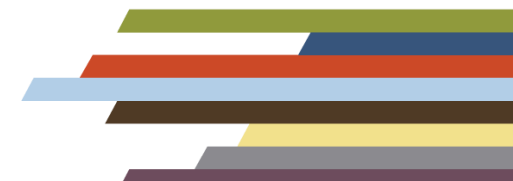
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# Agenda

- Effective Prevention Coalitions
  - Identify key coalition processes and functions
- The Power of Data in Coalition Efforts
  - Using GIS and Photovoice



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# National PTTC Community Coalitions and Collaborators Workgroup (3C's)



- **Develop** training and technical assistance tools, products, and services on effective community coalitions and collaborations
- **Disseminate** these across the PTTC network
- **Increase the capacity** of prevention coalitions and collaborators to **prevent** substance misuse



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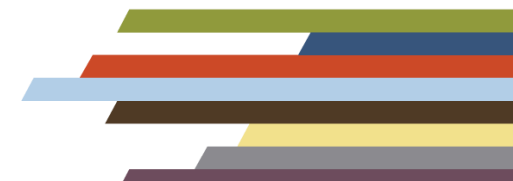
# Source Acknowledgements

- Some content from this presentation was developed within the national 3C's PTTC Workgroup, representing multiple regional PTTCs' and the National Coordinating Office
- Some content was based on a study conducted on Program Sustainability in 2002 by Knowlton Johnson, Ph.D., Carol Hays, Ph.D., Hayden Center, Ph.D., and Charlotte Carlton, MA
- Some content was based on an updated version of the 2002 study applied to the issue of Coalition Sustainability conducted in 2023 by Hayden Center, Ph.D. and Charlotte Carlton, MA. (in collaboration with the Wyoming community prevention coalitions)



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# Before we start: Who is in the room?

- Prevention Coalitions
- Prevention agencies
- Harm Reduction
- Local or Territory Government/offices
- Federal Representatives
- Military, National Guard
- Policy Makers
- Who else?



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# Effective Coalitions: Why is this an Important Topic?

- We know coalitions work!
- Coalitions often experience challenges.
- A prevention coalition:
  - ✓ Engages the community served by the coalition.
  - ✓ Focuses on effectiveness and community outcomes.
  - ✓ Builds adequate capacities among partners.
  - ✓ Plans for sustainability.



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# Common Challenges for Coalitions

- Time
- Capacity
- Being understaffed
- Maintaining focus in an ever-changing environment
- Sustaining outcomes and keeping momentum
- Member to member communication
- Identifying collective work
- Coalition fatigue
- Virtual engagement



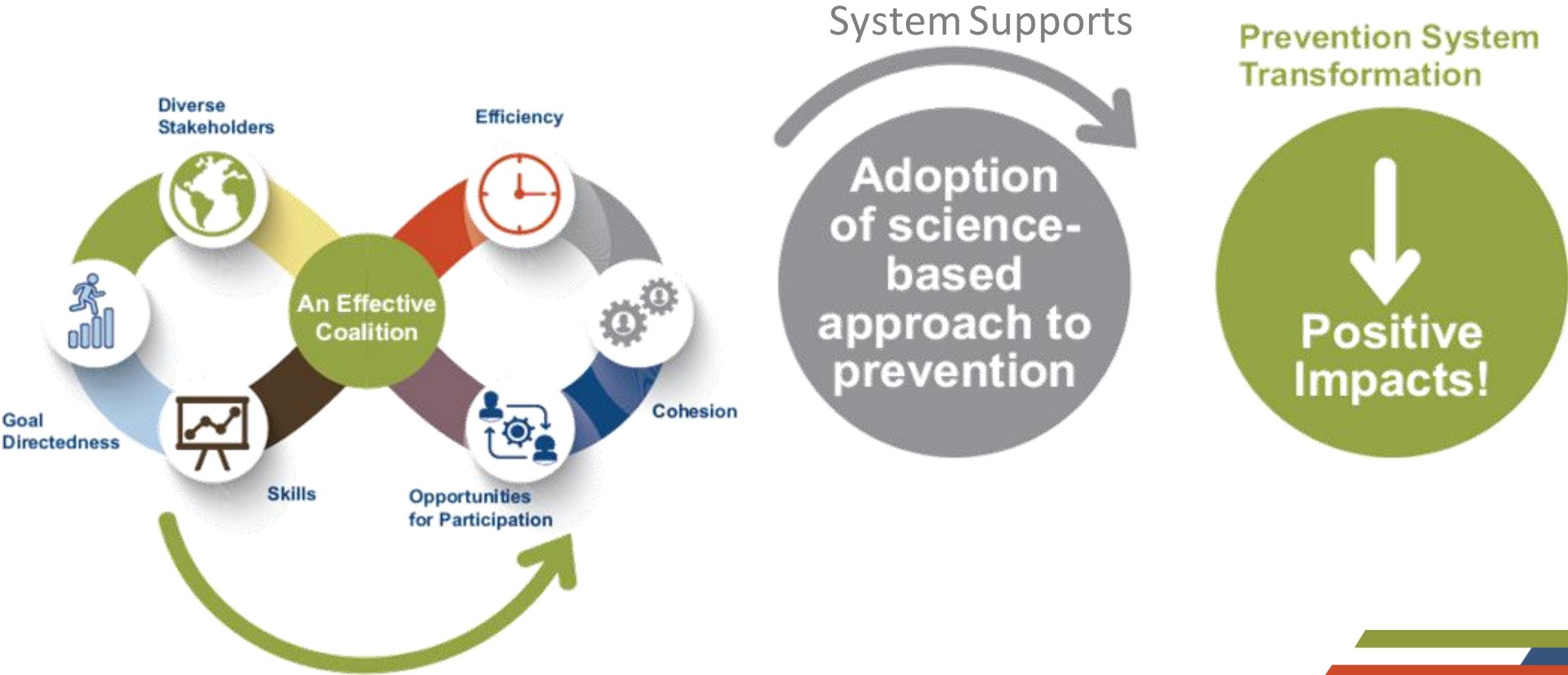
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# The Conceptual Model of Effective Coalitions



# Using the Strategic Prevention Framework (SPF) Model

- Facilitates the identification of a community's problems associated with or the result of substance use.
- Supports coalitions work through data informed, objective processes to determine:
  - Effective strategies and allocation of resources to achieve identified outcomes.



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# Diverse Partners



## What?

- Coalitions that engage a diverse set of sectors in a prevention effort represent a broader group of partners in the community

## Why?

- More impactful planning and implementation of prevention strategies
- Promotes collaboration, builds stronger bridges to the focus populations, pools resources and builds strategic influence



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# Assess Relationships Among Key Partners

Consider the key community partners critical to achieving, demonstrating, and sustaining the strategy's positive outcomes.

- Are key community partners supportive of the goals and efforts of the coalition?
- Are any key partners missing?



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# Tips for Recruiting Coalition Members

- Find common/shared interests and goals.
- Identify needed members and ask for assistance from current members.
- Attend other organizations' events and meetings and promote two-way relationships.
- Encourage current coalition members to participate in Community events and promote the coalition.
- Invite missing partners to coalition events.
- Host regular coalition meetings with actionable projects.
- Provide informative communications.
- Advertise, when appropriate.



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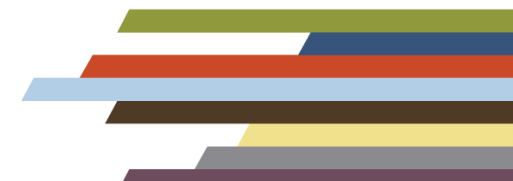
# How do we encourage ownership?

- Identify influential community members (individuals and groups) whose ownership of the prevention system is critical to its sustainability.
- Communicate regularly with community members through a variety of means (meetings, newsletters, presentations, newspaper articles, etc.) that celebrate key success stories and connect positive outcomes of the prevention system to identified needs of the community.
- Involve key decision-makers in the implementation process.



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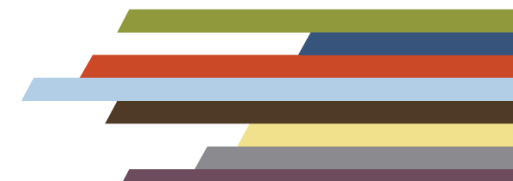
# Cultivating System Leaders and Champions

- The coalition must cultivate **champions** for prevention strategies, such as **policy change** and **enforcement**, which can influence population level changes in substance use behaviors and consequences.
- Build awareness of the importance of prevention in meeting short-term outcomes and its contribution to an overall comprehensive strategy.

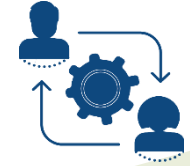


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# Opportunities for Participation



## What?

- Encouraging members and providing opportunities to take on a variety of formal roles or positions within a coalition
- Roles would utilize members' expertise and interests

## Why?

- Retention! Engage your members in meaningful ways!
- Provides members an important vehicle to utilize their expertise and make an impact on the coalition functioning



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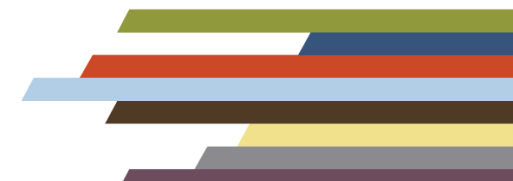
# Opportunities for Participation: Tips for Empowering Coalition Members to “do the work” Collectively

- Delegate.
- Utilize a Project Tracker w/assigned people and due dates.
- Tie tasks to members’ everyday work.
- Consolidate work so it doesn't add too much to any member’s plate.
- Don't duplicate meetings/groups.
- Encourage ownership and support their efforts.
- Be truly interested in members’ opinions, knowledge, skills, and interests.
- Leadership can set limits and let members know them.



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# New Skills



## What?

- Having a variety of opportunities for trainings and technical assistance can help build upon and refresh staff and coalition members' skills

## Why?

- Increase the effectiveness of the coalition in achieving outcomes
- Promotes member retention and self-efficacy
- Greater coalition accountability
- Solid implementation of prevention strategies



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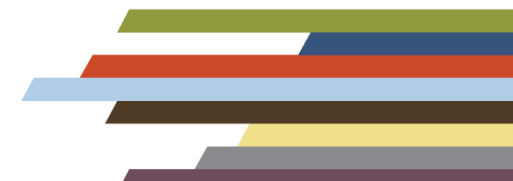
# Tips for Educating and Keeping Members Informed

- Schedule routine meetings, with virtual option if appropriate.
- Introduce prevention science at every other meeting and/or 15 minutes of "education" at every meeting.
- Communicate regularly and through varied communication channels
- Provide regular and varied communication.
- Maintain positive rapport with community entities.
- Offer trainings.



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# Efficiency



## What?

- The work ethic and task focus of the coalition
- The coalition's ability to utilize its resources to deliver services in a well-organized and effective manner

## Why?

- Coalitions need to use limited resources in the most impactful way
- Helps to respond to changing needs or timelines



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# Cohesion



## What?

- Feelings of unity, group spirit, trust,
- Strong interpersonal relationships, effective collaboration strategies, and increased commitment
- Can be seen at both the member-level and the organizational-level.

## Why?

- Member satisfaction, commitment, and retention; implementation effectiveness, long-term project viability
- Positive work environment, trust, effective conflict resolution



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# Cohesion

## How

- Facilitate in a way that is inclusive
- Reminders about the 'why'/big
- Take time for fun
- Remind folks of all the great things we're already doing
- Relationship building/1-on-1's with your members
- Annual retreat to take stock



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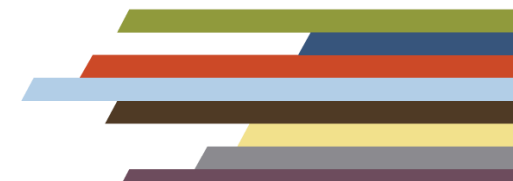
# Cohesion: Tips for Keeping Members Engaged

- Highlight members in the newsletter.
- Engage members according to their passion.
- Convene subcommittees regularly, big group less often.
- Include lived experience and youth involvement among the coalition membership.
- Go to their turf for coalition nights and their events.
- Maintain focus on forward momentum.
- Provide food when appropriate.
- Give every member an opportunity to contribute collaboratively.
- Keep talking about the mission.



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# Goal-Directedness



## What?

- Coalitions are formed to achieve a common goal or shared vision
- Realistic and action-oriented goals to direct coalition efforts

## Why?

- Helps to keep a coalition from getting side-tracked and helps to stay focused on central goals
- Helps coalitions deliver high-quality program implementation to meet the intended need



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# Prevention Coalitions: Data Driven Processes

- Needs Assessment
- Assessment of Community Resources and Gaps
- Determine focus populations for increased health equity
- Direction for prevention strategies that are best fit for the community's needs



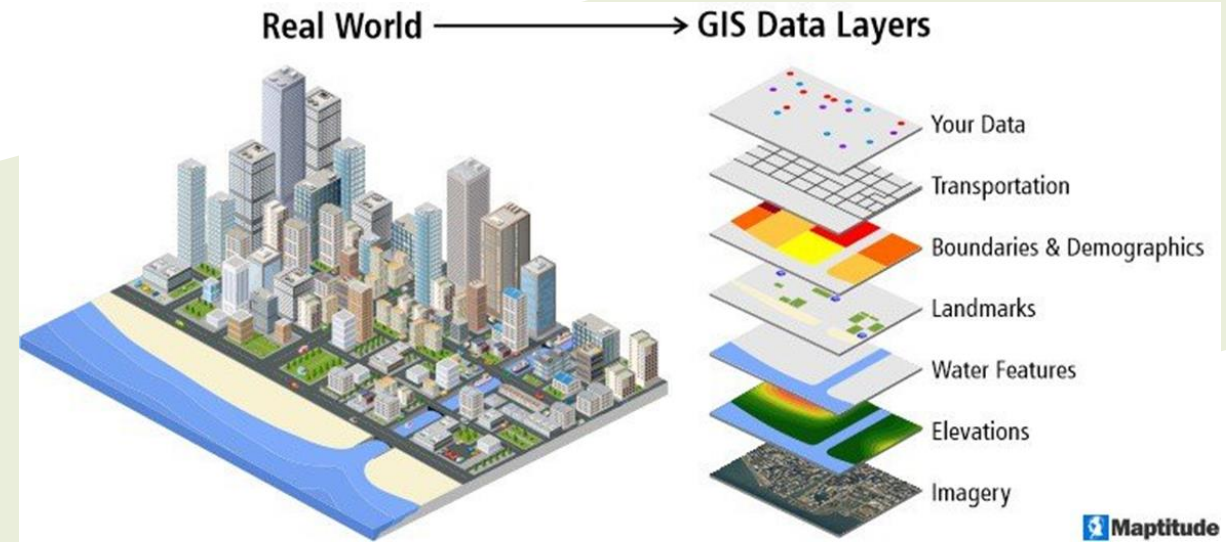
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# Geographic Information Systems and Strategic Prevention

- Geographic Information Systems (GIS) are a helpful tool to support community coalitions as they plan, visualize, and track their work.
- The key feature of GIS is the ability to layer data in a way that reveal spatial patterns.



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# Geographic Information Systems and Strategic Prevention

- The products of a GIS (map, geospatial web applications, animations, etc.) support community coalitions in their:
  - Strategic identification of community need
  - Evaluation of community impact
  - Community-friendly dissemination efforts
  - Celebration of success



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# Visualizing Community Data with GIS

- The following examples provide applied demonstrations of GIS approaches in the context of coalition work.
- The demonstrations were designed to show the range of possibilities when using GIS in different data environments
  - Nicotine initiation prevention among school age children
    - Data rich environment: Census demographics, tobacco licensing, school locations, photographs
    - Patterned after a NJ PFS coalition's use of GIS to support municipal policy change
  - Youth-focused qualitative GIS approach on the cannabis industry and environmental impact
    - Low-data environment: photographs and street map

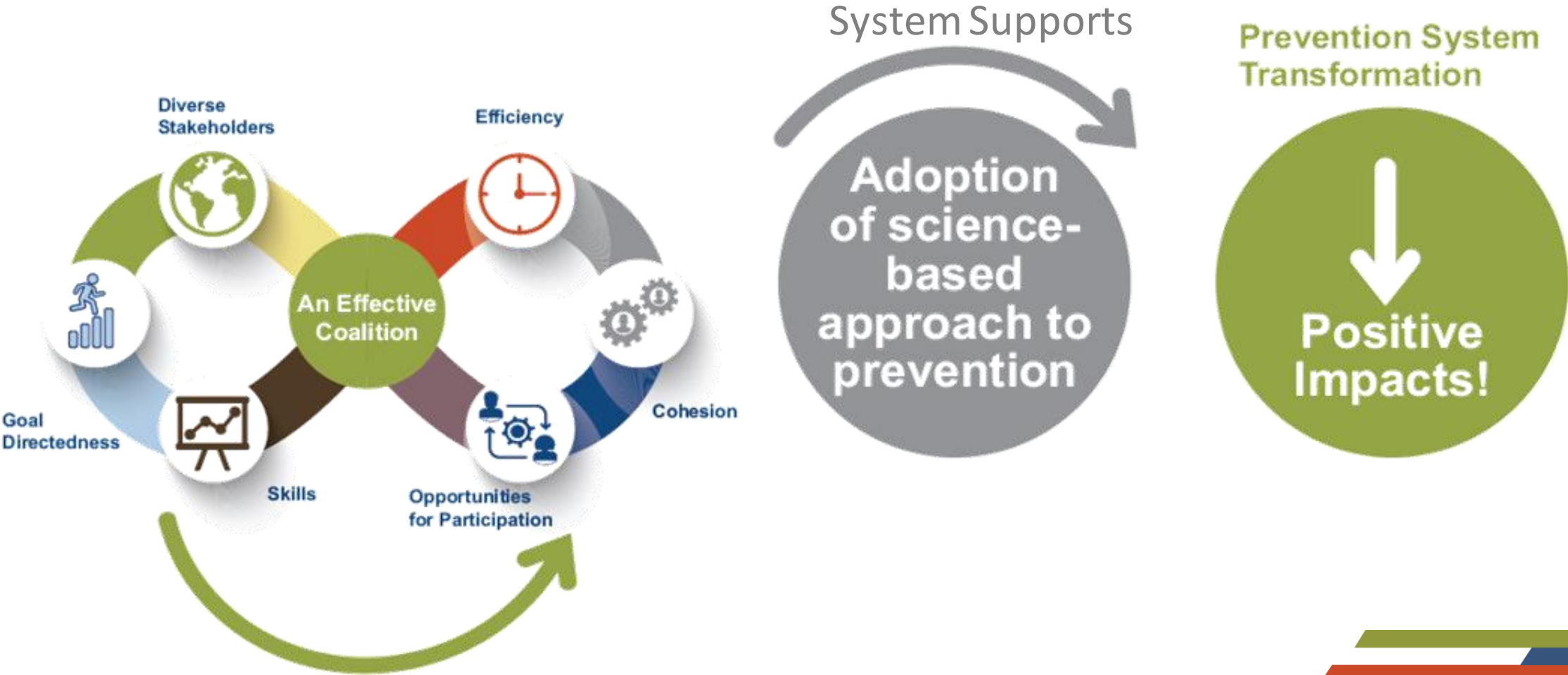


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# The Conceptual Model of Effective Coalitions



# Effective Coalitions Resources

- PTTC Network 3 C's Workgroup Webpage
- Self-paced, virtual course to learn basic GIS



<https://pttcnetwork.org/the-six-elements-of-effective-coalitions/>



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# Effective Coalitions Resources

- Sustainability Toolkit being translated into Spanish with cultural adaptations
- September Virtual Training on Coalition Member Retention



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Strategies for Prevention  
Sustainability



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# Reflections

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- Which element stands out most in terms of your coalition success?
- Which do you want to work on next?
  - Diverse Partners
  - Opportunities to Participate
  - New Skills (Data Skills!)
  - Goal Directedness
  - Efficiency
  - Cohesion



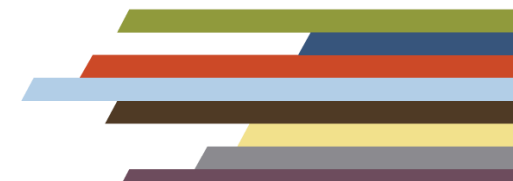
# Questions?



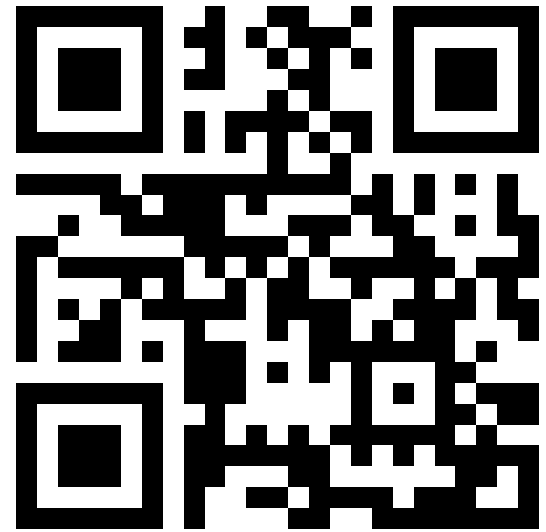
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# Evaluation



Please take the time to  
complete a brief evaluation:

Your feedback is appreciated!

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# Thank you!

If you have questions or comments, don't hesitate to contact:

**Josue Hidalgo, MSW**

[jd194@ssw.rutgers.edu](mailto:jd194@ssw.rutgers.edu)

**Kristen Gilmore Powell, PhD,  
LSW**

[krigil@ssw.rutgers.edu](mailto:krigil@ssw.rutgers.edu)

**Cory Morton, PhD**

[cmorton@ssw.rutgers.edu](mailto:cmorton@ssw.rutgers.edu)

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