Our Time Together

- Overview of Coalition
- Overview of Strategic Prevention Framework
- Capacity Building
  - Membership
  - Structure
  - Organizing the work
Coalition

co • a • li • tion (kō´ə lish´ən) v.
“Voluntary, strategic alliance . . . to enhance [our ability] to achieve a common purpose by sharing risks, responsibilities, resources and rewards.”
-Himmelman
Coalition

• It is a **verb**.
• A process of known steps or routines that move the community forward.
• Having people “around the table” does not make you a coalition – what they do around the table does.

**Simply Put**........
A Coalition is a group of people working together to make positive changes in a community.
What is the Coalitions Role?

Coalitions encompass three roles:

1. Service
2. Coordination
3. Community Mobilization
Services

Services are provided with the aim of providing:
1. New information to individuals or groups;
2. Skills or tools to individuals or groups and
3. Products to individuals or groups that affect the desired behavior.

*Important Note- Services do not include scare tactic activities, or programs not proven effective in substance abuse prevention work.*
Coordination

Communities have a lot of things happening that can affect our desired outcomes. Coordination is aimed at:

1. Ensuring effective use of limited resources;
2. Providing a consistent message across multiple organizations and systems and
3. Providing complimentary services to the broader population.
Community Mobilization

Community Mobilization, also known as coalition development/building is designed to:

1. Provide enough feet on the ground to make a difference;
2. Ensure community voice and perspective on community issues and
Strategic Prevention Framework
Strategic Prevention Framework (SPF) Components

- Assessment
- Capacity
- Planning
- Implementation
- Evaluation
- Cultural Competency
- Sustainability
SPF Products

• Assessment
  – Community Assessment- defines the community, describes their needs (data), resources, history and details the problems.

• Planning
  – Problem Analysis- the process to determine local conditions.
  – Logic Model- a visual representation of the final problem analysis process. All strategies are driven by this model.
  – Action Plan- the plan for Who, Will Do, What, By When for each of the coalition selected strategies.

• Evaluation
  – Evaluation Plan- helps determine if the strategies implemented had an impact on the problems and conditions.

• Sustainability
  – Sustainability Plan- details how the coalition will sustain the strategies implemented/resources and other goods/materials.
Behavior Change Strategies

- Provide information
- Build skills
- Provide support
- Change incentives / consequences
- Reduce barriers / enhance access
- Change physical design of the environment
- Modify policies and broader systems
Environmental Strategies:
Definition

- Prevention efforts aimed at changing or influencing community conditions, standards, institutions, structures, systems and policies that shape behaviors.
Environmental Strategies Can:

• Reach entire populations
• Impact the overall environment
• Create lasting change in community norms and systems
• Produce “quick wins”
• Instill commitment toward long-term impact
Environmental Strategy Examples

- Hours/Days of Sale
- Outlet Density Reduction
- Clean air laws
- Free mental health services at schools
- Happy Hour Ordinance/Laws
- Festivals – Beer Gardens
- Needle exchange programs

- Third Party Transaction – shoulder tap, social host, investigate source
- Providing services on location
- Compliance Checks
- Party Patrol/Controlled Party Dispersal
- Free public transportation
Questions?
What are the Roles?

The three roles are done in concert and it is the job of the volunteers to ensure that there is:

1. Enough feet on the ground to make a difference;
2. Services are being provided and coordinated and;
3. The community has a voice in addressing community issues.
What are the Roles?

Coalition Members:

- Lead
- Make decisions
- Take action
- Implement the action plan
- Seek change within their own sphere of influence
- Recruit others
- Sign MOU - expectations agreement
What are the Roles?

Staff:
- Facilitate the process
- Remove barriers to action
- Assist with the planning process
- Assist with the implementation process
Capacity Building….what does this mean?

• Building Membership
  – Thinking about this as it relates to our Environmental Strategies
• Building Structure
• Building Leadership
Capacity Building - Membership

- Do we have the members at the table to fulfill our obligations?
  - Complete the tasks on the action plan
  - Make a difference in our community
  - Members based on strategies we will implement
  - Members from all sectors
  - Members from all geographic locations
  - Members with varying skills
  - Members of different ages
  - Members from different cultures
Circles of Involvement
Capacity Building - Membership

- Ask yourself these 3 questions:
  
  1) Have we recruited members to play an active role in the coalition or to just be a name on a list or a number at the table?
  
  2) Do we have all of the skills we need to complete our strategies?
  
  3) Who still needs to be added? (Worksheets)
Capacity Building- Membership Sectors

• Small Group Activity
  • In pairs discuss the different sectors listed on the worksheet.
  • Which sectors are missing from your coalition?
  • How would you go about filling this gaps?
Members Sector Worksheet

<table>
<thead>
<tr>
<th>Sector</th>
<th>Current Member</th>
<th>Organization</th>
<th>Potential Member</th>
<th>Organization</th>
<th>Who Will Contact</th>
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</thead>
<tbody>
<tr>
<td>Business</td>
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<td>Civic/Volunteer</td>
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<td>Court/Probation</td>
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<td>Cultural Groups</td>
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<td>Early Childhood</td>
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<td>Elementary/Secondary</td>
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<td>Education</td>
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<td>Higher Education</td>
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<td>Human/Social Services</td>
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<td>Law Enforcement</td>
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<td>Organizations</td>
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<tr>
<td>Other Organizations</td>
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</table>
Capacity Building - Membership Skills

• Small Group Activity
  • In pairs discuss the different skills listed on the worksheet.
  • What are the most important skills needed in your coalition?
  • Which skills are you missing?
  • How would you go about filling this gaps?
**Member Skills Worksheet**

*Identify Members who possess the skills necessary to operate an effective organization. Choose if you have this covered and by whom - OR - if you need to fill the skill and who might be able to assist - OR - maybe your organization doesn’t need that skill.*

<table>
<thead>
<tr>
<th>Skills or Resources</th>
<th>Have</th>
<th>Need</th>
<th>N/A</th>
<th>Individual or Organization</th>
<th>Are they a member?</th>
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<tr>
<td>Accounting</td>
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<td>Social Media</td>
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<td>Strategic Planning</td>
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<td>Technology</td>
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Questions?
Coalition Infrastructure Toolbox

- Organizational Chart*
- By Laws
- Decision Making Process*
- Job Descriptions/Roles*
- Timelines*
- Communication Plan
- Meeting Management*
- Coalition Involvement Agreement
Organizational Structure

- Roles - for coalition members and executive leadership
- Relationships - among coalition members, executive leadership and staff
- Decisions - the process for which these occur
- Workgroups - Responsibilities and duration
- Reporting Channel
- Legal and Fiscal authority
### Decision Making Responsibilities

#### CONTENT
- Vision/Mission
- Strategic Planning
- Prioritizing Strategies
- Logic Models
- Timeline
- Implementation of Interventions
- Member Recruitment

#### ORGANIZATIONAL
- Staffing
- Budget
- Office Location
- Board Elections
- Member Recruitment
- Leadership Recruitment & Development
- Coalition Structure

#### OPERATIONAL
- Meetings
- Correspondence
- Coordination with workgroups
- Grant reporting
- Supplies
- Website/Social Media
- Marketing
Coalition Roles and Responsibilities

Executive Team or Coalition Leadership will clarify roles within the coalition

Examples of Roles include:
1. Executive Team - Coalition Leaders
2. Sector Representatives
3. Coalition Members
4. Youth Members
5. Coalition Staff
6. Others?
Executive Team

The Executive Team can include:
- Positional Leaders
- Paid Staff - Executive Director
- Committee Chairs
- Youth
- Community Members
- Sector Leads
- Community Champion
- Others?

The Executive Team may be responsible for:
- All organizational decision making
- Details of Grants
- Budgets
- Staffing
- Strategic Planning
- By-Laws
- Election of Officers
Coalition Members

Coalition Members can include:
- Executive Members
- Sector Representatives
- Youth
- Parents
- Concerned Citizens
- Retired Community Members
- Community members with a vested interest - good or bad

Coalition Members may be responsible for:
- Can articulate the coalition vision and mission
- Understands the community change effort
- Is aware of coalition strategies and action plans
- Have roles within the coalition
- Aware of coalition successes and accomplishments
Youth Members can include:
- Target Youth
- Disparate Youth Population
- Young Adults
- Teen Leaders

Considerations for Youth Members:
- Make opportunities real and meaningful
- Clearly define their role
- Know time and transportation requirements of youth
- Allow them to provide input, LISTEN to their input and be prepared to act on it
- Provide recognition
Coalition Staff

**Coalition Staff SHOULD:**
- Involve members in everything they do
- Match members skills to tasks
- Receive little or no credit for their HARD work

**Coalition Staff SHOULD NOT:**
- Do it themselves “Because it needs to get done”
- View members ad “advisors” and not “doers”
- Become the coalition “expert”
Resources for Coalition Roles and Responsibilities

- Job Descriptions
- Coalition Involvement Agreements
- Coalition Member Form
- Defining Youth Roles Form
- Fiscal Agent Memorandum of Understanding
Timelines

- Keep the coalition on task and moving forward
- Show at a glance all interventions, report deadlines, fiscal deadlines and coalition events

Things to include on a timeline:

- Grant planning schedule- Report Due Dates, Renewal Due Dates
- Implementation Schedule- based on action plan
- SPF Items- Coalition Assessment, Survey Collection, Planning Retreat
- Important Coalition Meetings- Annual Meeting, Election of Officers, Board Retreat
- Coalition Events & Community Events
Meeting Structure

Meetings should be ACTION ORIENTED

- Based on your action plan
- Meeting has ACTION not UPDATES
- Agenda - details actions to be taken
- Minutes - highlight actions to be completed
- Planning centers around interventions and actions to be accomplished
Questions?
Contact Info/Close

Contact Info

• Epiphany Community Services
  – Kelli Keck- Vice President
    • kelli@epiphanycommunityservices.com
    • 919-612-2042

Close

• THANK YOU!