

Coalition Sustainability Analysis: A reflection of the work

April 3, 2017 1:30-4:30pm

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Health Resources in Action

Agenda

- 1:30 Welcome and Introductions
- 2:00 Steps of Sustainability Planning
 - Analyzing the Impact
- 2:50 Determining Capacity, Resources and Support Needed
 - Circles of Engagement
- 3:45 Four Approaches to Sustainability
- 4:20 Closing & Evaluation
- 4:30 Training Wrap-up

Training Objectives

Participants completing this training will be able to:

1. Describe the elements of a successful coalition
2. Describe the elements of sustainability planning
3. Examine their coalitions' projects using a sustainable lens

Welcome & Introductions



Sustainability Definitions

“The ability to maintain the human, social, and material resources needed to achieve your coalition’s long-term goals.”

-- CADCA

“Expanding the impact and longevity of your strategies.”

-- Tom Wolff

“To assure that our work will be supported and kept up long enough to meet the community’s goals.”

-- Community Tool Box

Sustainability

- Is about:
 - › Reaching positive outcomes/goals in communities
 - › Expanding the impact & longevity of your strategies
- Involves more than just funding
- Is now required by many funders

Why plan for sustainability?

- Communities change
- Funders change
- Connects your work with different resources
- Marketing
- Creates buy-in



3 “ABC” Steps

Analyze: Challenges you to think critically about the work happening in your coalition

- a. Impact: Has this effort helped prevent problems in the community?

Brainstorm: Determine capacity & support for the work

- a. Resources Needed (who will carry out?)
- b. Determine broad community support for the work

Continue the work: Assess need and investment of resources

- a. Still a Need? Is this issue/problem worth devoting resources to?

Step One: Analyze the Impact

Challenges you to think critically about the work happening in your coalition

- Impact: Has this effort helped prevent problems in the community?

Step Two: Brainstorm

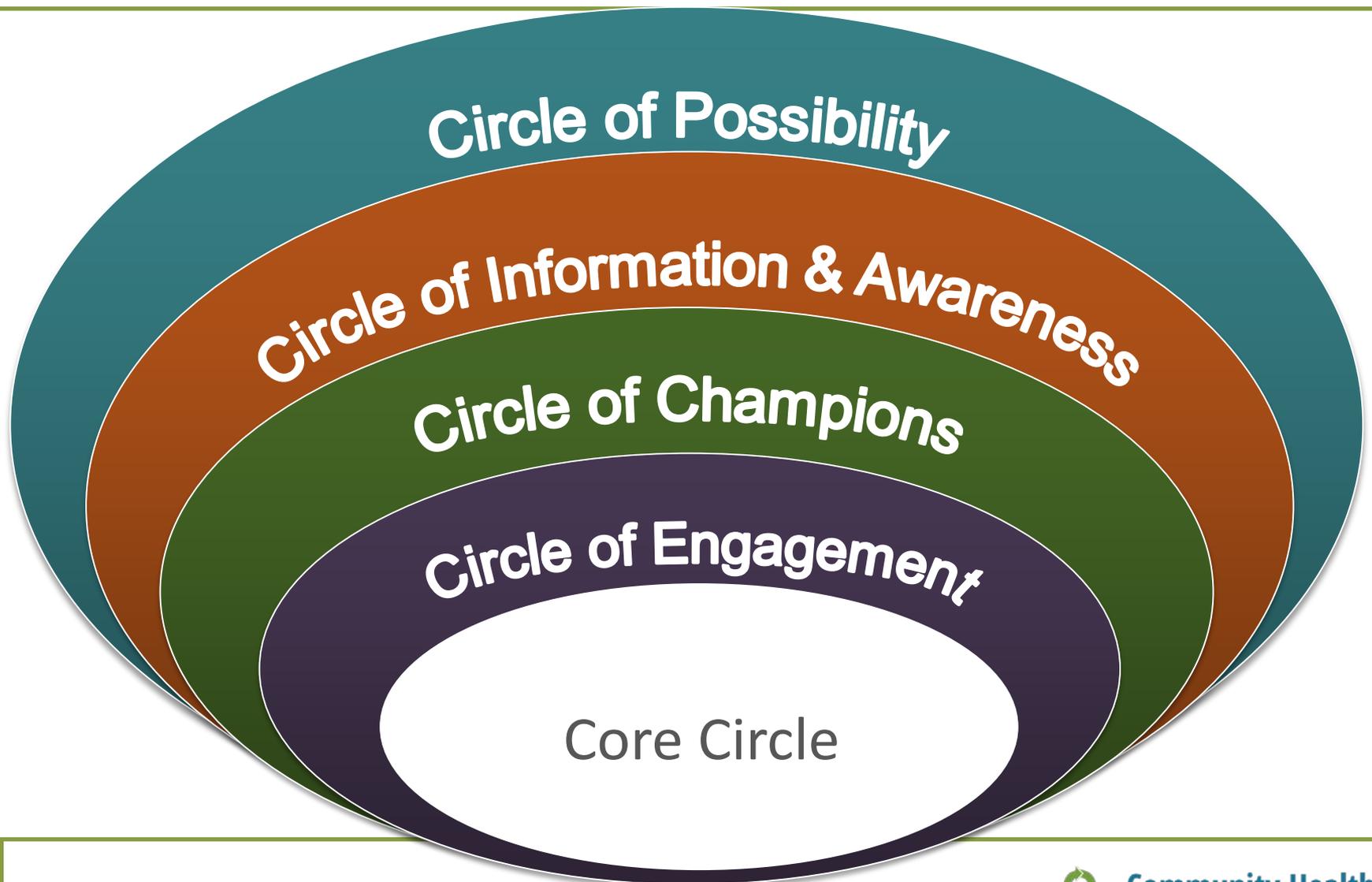
Determine capacity and resources needed (who will carry out?):

- We are filling a niche that is not being filled by another group within the community.
- We have been able to leverage additional resources (money, services, donations, etc.) through this effort.
- It is likely that we will be able to secure additional funding or resources to support this activity.
- We are the best group to continue doing this work.
- We have the capacity to continue this work.
- There are individuals in this group willing to carry out the work.

Determine broad community support for the work:

- The community supports the effort.
- Key decision-makers support the effort.
- Individuals within the community are able to identify specific accomplishments/activities that we have conducted.

Circles of Involvement: Recruitment + Engagement



Circles of Involvement: Recruitment + Engagement

Core Circle

The people who do most of the day-by-day work and also plan, facilitate, and orchestrate the authentic participation of people in all the circles. They think through how to take the next steps in plan implementation.

Circle of Engagement

People committed to the plan who can be called on to help with specific tasks at particular times. This circle includes people who may become increasingly engaged in its implementation and leadership and so gradually move into the Core Circle.

Circle of Champions

People who typically hold positions of leadership in the organization. They are the authorizers and advocates who can clear roadblocks/barriers. They are also the cheerleaders who can appear when it is strategically helpful, to affirm the work that has been done, recognize the people who have made it happen, and insure top-level support. They open doors and make strategic connections.

Circle of Information and Awareness

People who usually aren't very close to the plan or its implementation but need to be kept in the loop as things unfold. They are important due to their positions/roles and can lend support to the effort. They may be other managers or people who weren't involved in the development of the plan but are impacted in some way by it. They need to be honored by occasional visits and reports that allow them to see the value in what is happening and to have their questions about it answered honestly.

Circle of Possibility

People one wouldn't immediately think of as being at all related to the plan or its implementation but who just might find areas of commonality. They may be interested in partnering with you, provide helpful resources, or boost the plan in some way.

Tom Wolff Sustainability Strategies

❖ Four Approaches to Sustainability

1. Institutionalization and Adoption of Programs
2. Policy Change
3. Community Ownership, Changing Community Norms
4. Finding resources



Take Home Points

- Many elements to sustainability!
- Dynamic process
 - › Can start with “ABC” steps
- Involve as many people/groups as possible, as early as possible
- Sustainability involves more than funding!
- Other points?

Great Resources

- The Community Toolbox

http://ctb.ku.edu/en/tablecontents/section_1330.aspx

- CADCA primer:

<http://www.cadca.org/resources/detail/sustainability-primer>

- Tom Wolff:

http://www.tomwolff.com/resources/cb_sustainability.pdf



Thank you!

Announcing the MA Coalition Finder!

www.hriainstitute.org/coalitions

Search for MA coalitions by topic and region

Update! Coalitions update their own profiles

Connect with a network of coalitions across MA

Free! Funded by MA Dept. of Public Health



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