Building and Growing Effective Coalitions

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Overview

➔ **Who are we?**
  California Immunization Coalition
  Immunize Nevada

➔ **Agenda**
  Partners
  Working Collaboratively
  Staying Engaged
  Resources and Funding

➔ **And, we both like to run!**
Unity is strength...when there is teamwork and collaboration, wonderful things can be achieved.

- Mattie J.T. Stepanek
Identifying Partners

Make a giant list. Brainstorm. Think outside of the box.

Get out there and meet people.

BUT, be realistic. Prioritize based on time and resources.

Low hanging fruit vs pie in the sky

**Brainstorm Sectors**

- Public Health
- Business
- Education
- Health Systems
- Faith-based
- Trade Associations
- Interest Groups

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Social-ecological model:

Policy & Industry

Government

Health Care/Public Health

Community

Families & Peer Networks

Individual

(example from Louisiana Breastfeeding Coalition)
When Recruiting Partners
- Questions to Ask

Who do you already have a relationship with?

Who brings what to the table?

Are there any negatives to having a particular group join you?

Will any groups be easy to recruit? (ask these groups first!)

Is the list representative of your community?
What do they want to contribute? (volunteers, financial, in-kind)

What is their level of commitment?

Who are emerging leaders? Informal leaders may also exist among volunteers, various sectors of the community, and leaders among youth, elders, and diverse populations.
Working Collaboratively

Maximizes resources and minimizes duplication

Mobilizes diverse talents, assets, and approaches

Leverages politics, economics, geography, leaders, and various sectors to address common interests

Increases the “critical mass” behind community immunization and health efforts

Creates strong sense of solidarity, togetherness, and commitment

Improves knowledge, skills, trust, and communication among partners
Staying Engaged
(as a coalition)

Go to the people. (tabling, events, health fairs)

Spread the word of your coalition’s work. (what is your communications plan?)

Collect and share partner stories and successes.

Gather feedback and use it. (survey, survey!)

Use technology (social media, webinars)
Provide meaningful tasks (committees, etc.)

Regular check-ins about coalition activities, goals, strategic plans.

Conduct trainings regularly.

Recognize, acknowledge, thank. Make it fun - celebrate and recognize the wins!
Staying Engaged
(as a member)

Be an ambassador - recruit, engage, educate, and involve your colleagues.

Join a committee, volunteer for tasks, disseminate messages, and help implement activities.

Attend meetings, trainings, and events.

Connect, subscribe, and participate online (newsletter, social media, blog).

Contribute to strategic planning process - respond to surveys!
Maximizing resources

Use data to drive decisions for best evidence of what works. This helps tell the story when asking for funding.

Share connections, resources, etc. - builds trust and creates teamwork

Sustainability = funding + partner/member buy-in
Connect with Community Influencers

Anybody with the authority to distribute funding, in-kind resources, volunteer time - as well as community leaders and local policy makers

Invite to coalition meeting

Award local “champions”

Examples: local boards of health; school board members; private business owners; non-profits (i.e., United Way); community leaders (i.e., influential parents); health system foundations; community/local foundations; media; medical societies
Diversify

Partner contributions/sponsorships
Government grants
Private foundations
Corporations or small businesses
Individual donors
Income-generating events
Fee for service revenue

Find out if your state has a grants office, or if your local university offers assistance (non-profit center, cooperative extension, etc.)
Find the Right Approach
Next Steps

- Week Goal
- Month Goal
- Year Goal (2018)
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