Phase I (Bridge Year) Coalition Building

"For the Retail Campaign"

November 8, 2012

Agenda

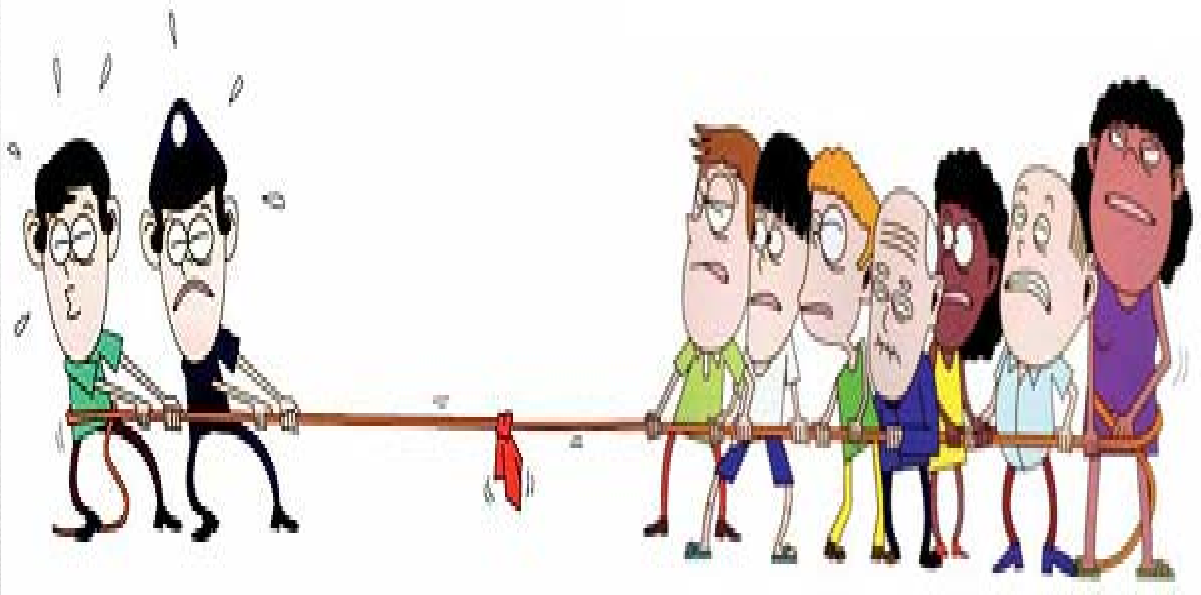
- The Case for Coalition Building
- Helpful Tools
- Using your Assets

Why Coalition Build?

- In-kind Support
  - Supplements fiscal resources
  - Person Power
- Cultivate Community Support
  - Create Allies
  - Carry Messages that you can’t
  - They serve as your political cover
  - They can communicate with City Councils/BOS
    - Advocate
- Increases Strength & Power
- A CTCP Requirement!

- Leading Theory of Change
  - Factor of Influence
  - Social Networks to affect Social Norms
- Design & Create
- Develop & Organize
- TEAM

Ground Game



Tug of War

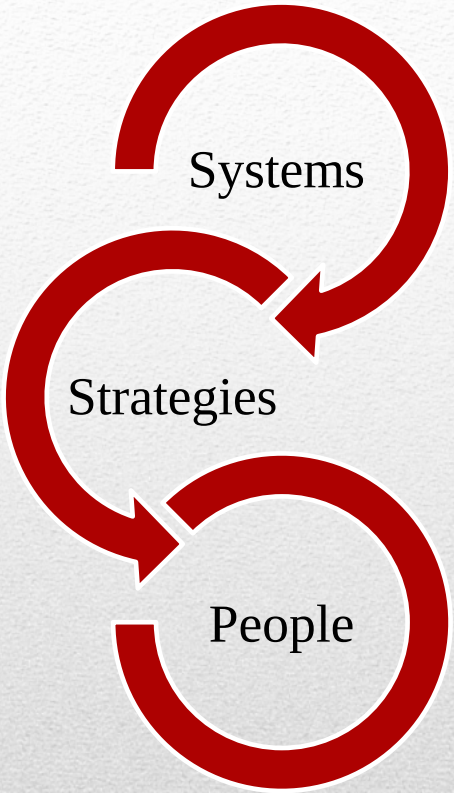
Heavy Lifters

Team Work

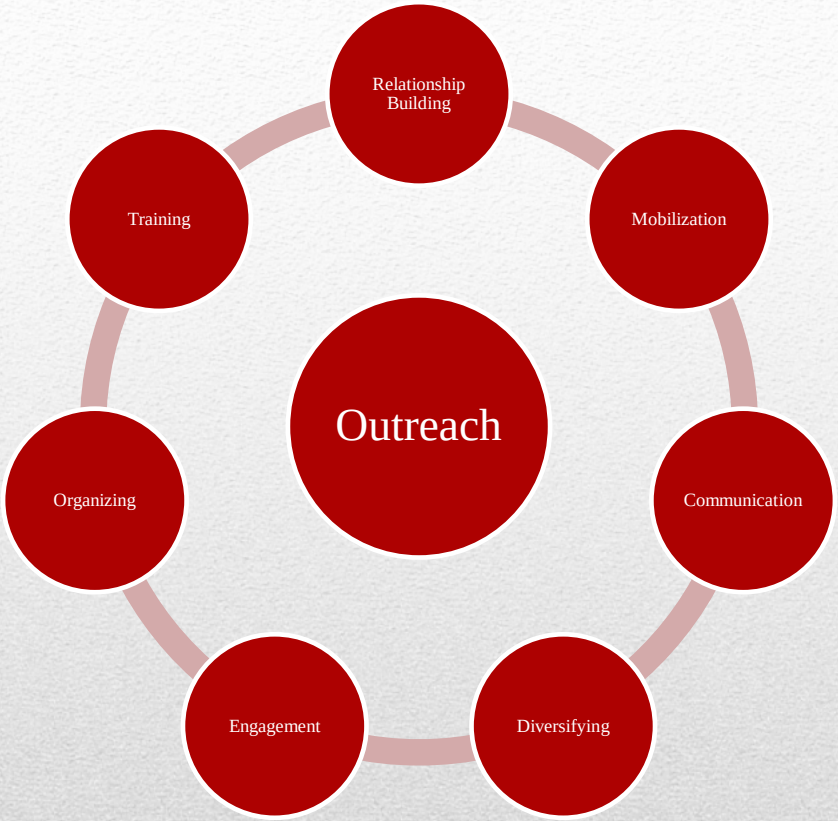
Together Everyone Achieves More

- An Alliance or partnering of groups to achieve a common purpose. Aligning resources, values, interest increases strength = power!

Definition



A Process



Not a New Phenomena

Strengthening knowledge & skills

- Creating/revitalizing your power base

Cultivating relationships

- Creating new bonds

Assess practices

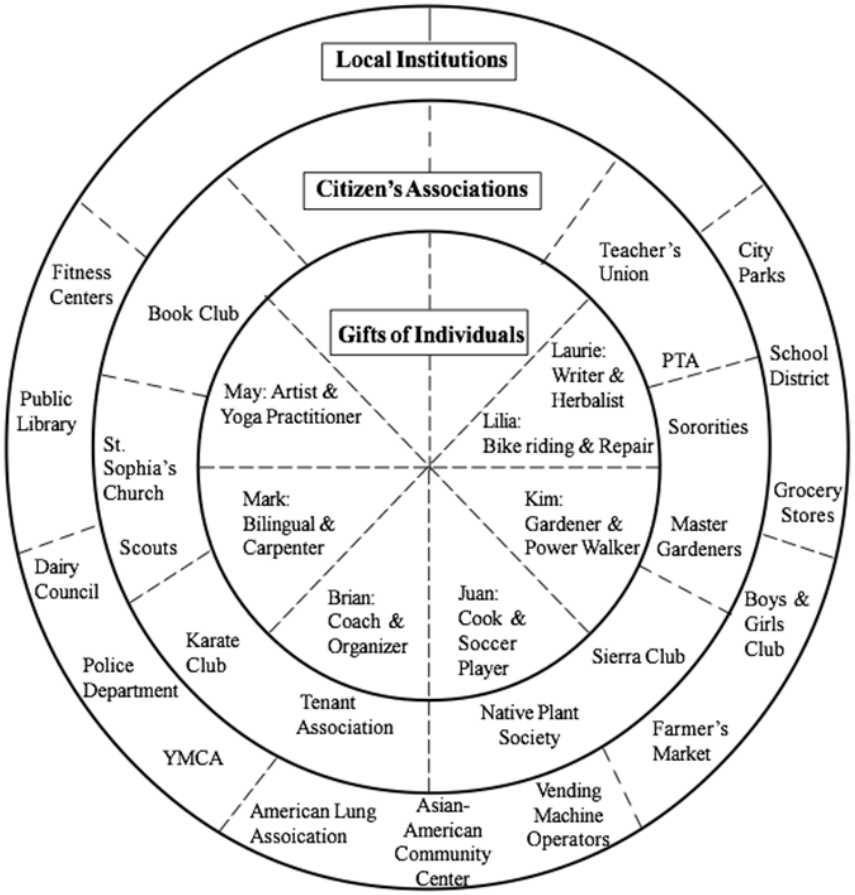
- What works, what needs to change?

The Spectrum of Engagement

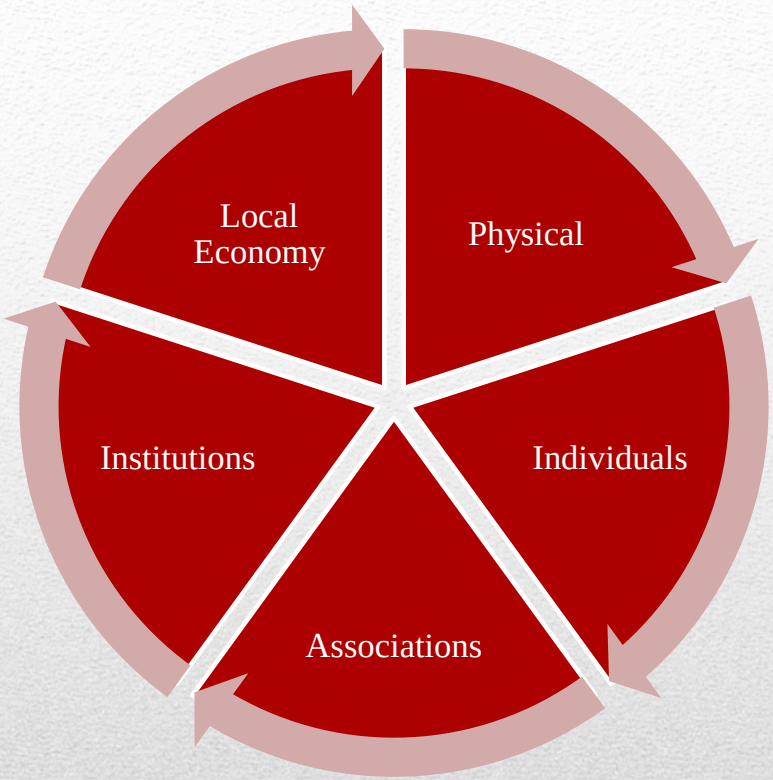
- A way to design an build political power!
- Capacity focused!

Community Asset Mapping

Community Assets Map



Developed by
Center for Collaborative Planning
www.connectccp.org



Local Community

Physical Space

Institutions

Associations

Individuals

Local Economy

Institutional Asset Inventory Worksheet
Community_____

Name of Institution	Contact Person	Phone Number	Purpose	Programs/Services Offered

Associations

- Business Orgs
- Civic Event Groups
- Cultural Groups
- Men’s Groups
- Religious Groups
- Service Clubs
- Social Groups
- Veteran Groups
- Women’s Groups

Schools

Colleges

Police Departments

Hospitals

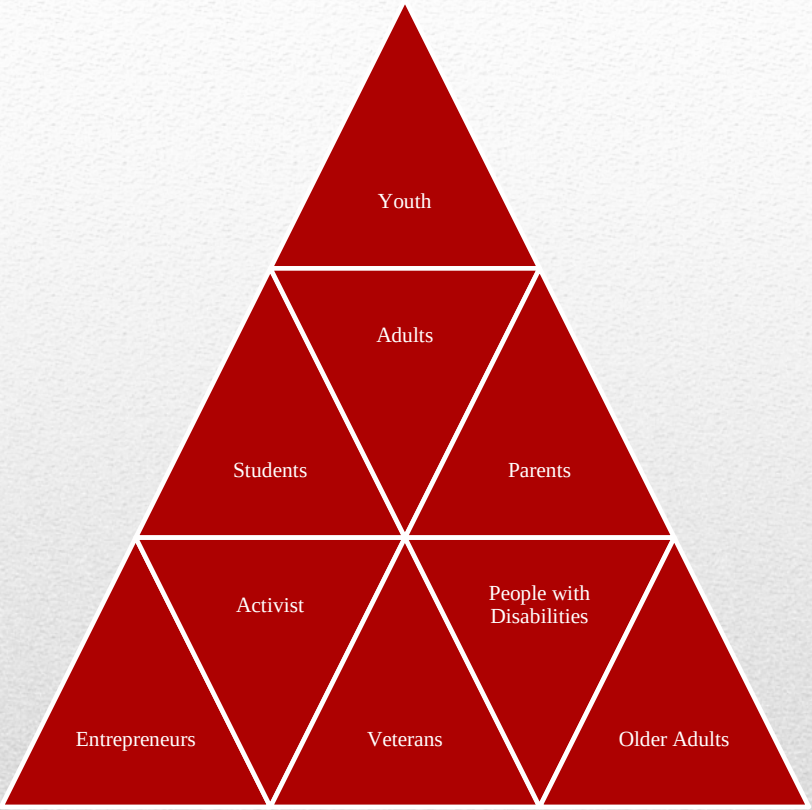
Libraries

Social Service Agencies

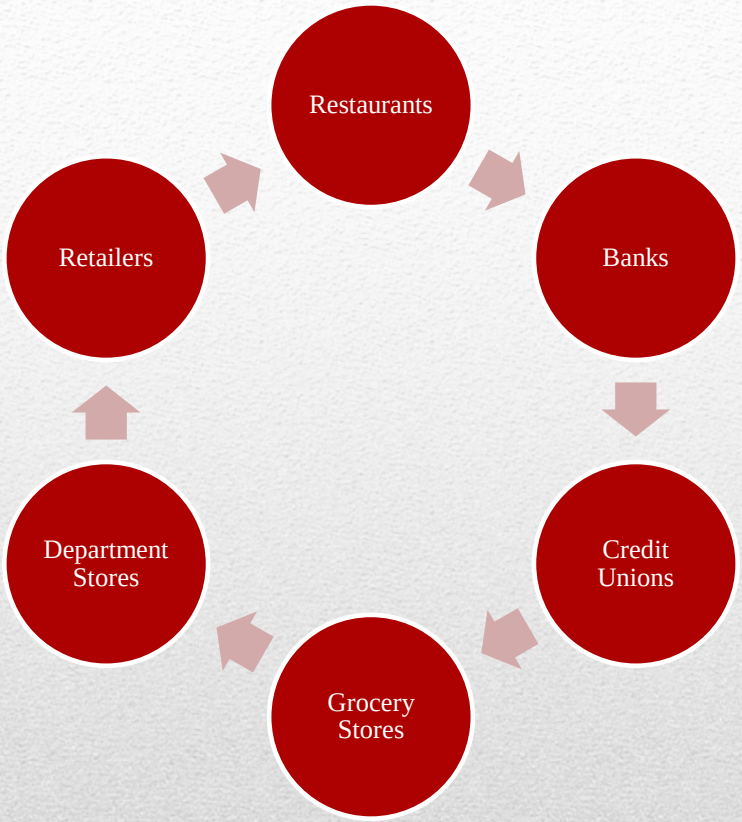
Non Profits

Fire Departments

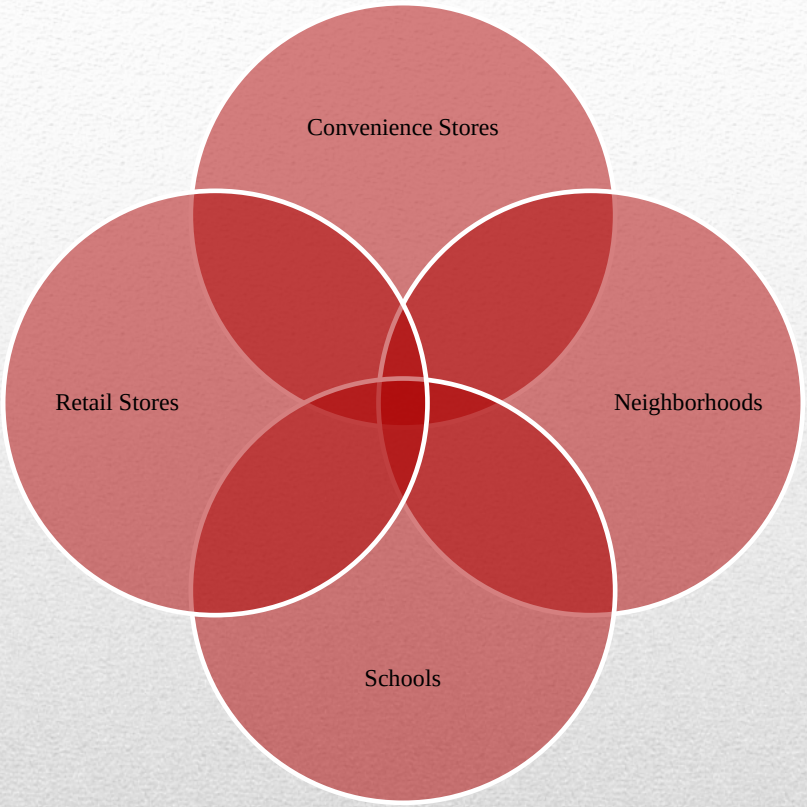
Institutions



Individuals



Local Economy



Physical Space

- **Making Assets work for you during the Retail Campaign!**
    - ***Working Your Assets!***

Loving Your Assets

- 2.6 Non-traditional Partner Engagement
- 2.7 Collaborative Partnerships

Know Your Assets

Assets

- Definition of Asset
  - Factors that promote and sustain tobacco control efforts.
    - Funding – availability of fiscal resources (not core)
    - Social Capital – people, & organizations work collaboratively to address mutual interest/goals.
    - Cultural Diversity and Cultural Competency – organizational and/or community capacity to address behaviors, attitudes, and policies to engage in effective cross-cultural work.

Asset 2.6 Non-traditional Partner Engagement

- Asset 2.6
  - Increasing non-traditional partner involvement in coalitions/tobacco control.
    - Assess
    - Community Asset Mapping – who is available
    - Unusual Suspects
    - Strategic plan

Diversity & Partner Engagement

- Asset 2.7
- The number, diversity, and quality of **collaborative partnerships**:
  - Health
  - Education
  - Social
  - Environmental
  - Business
  - Political
  - Other

- By June 30, 2014, Choctaw County Health Department Tobacco Prevention Program will develop up to six new collaborative partnerships with representation from local community groups (health, education, social, environmental, business, political, etc.) for the purpose of adopting and implementing a shared vision of reducing tobacco retailer density in zip codes _____ and _____.

Asset 2.7
Sample Objective

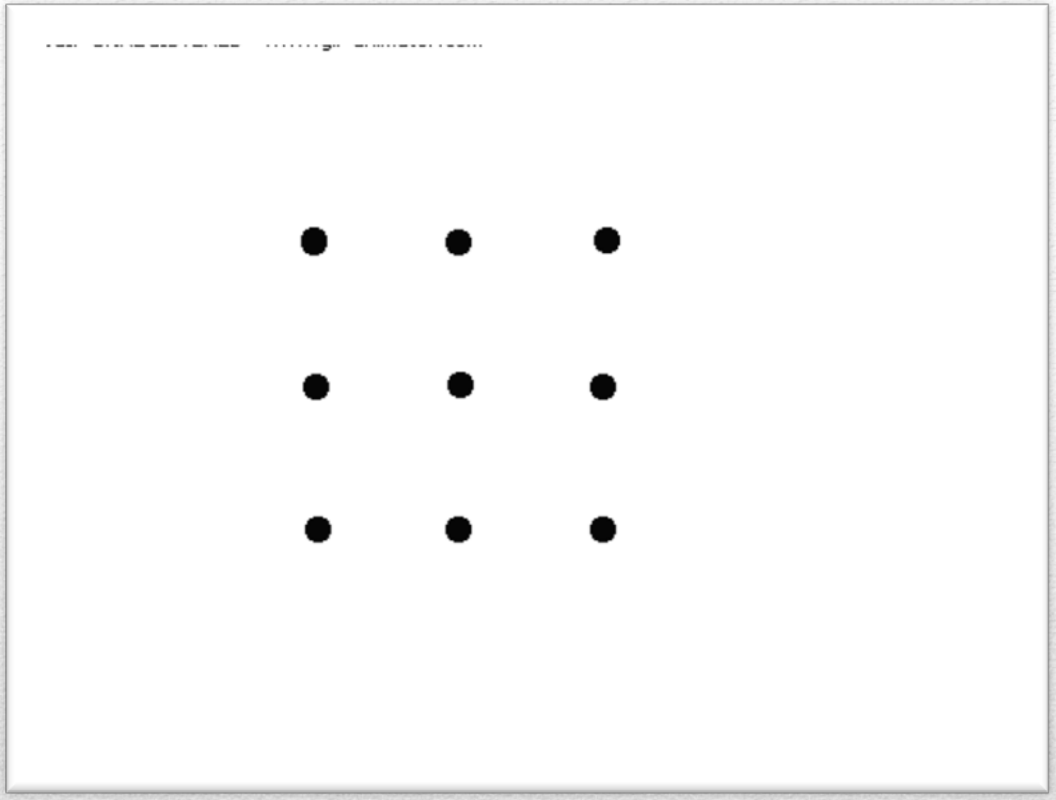
- By June 30, 2014 Hines County will recruit and maintain at least 12 new non-traditional partners such as___, ___, and ___; provide training on coalition development, coalition functions, and the health of the local community to expand and diversify the inclusivity of coalition participation.

Asset 2.6
Sample Objective

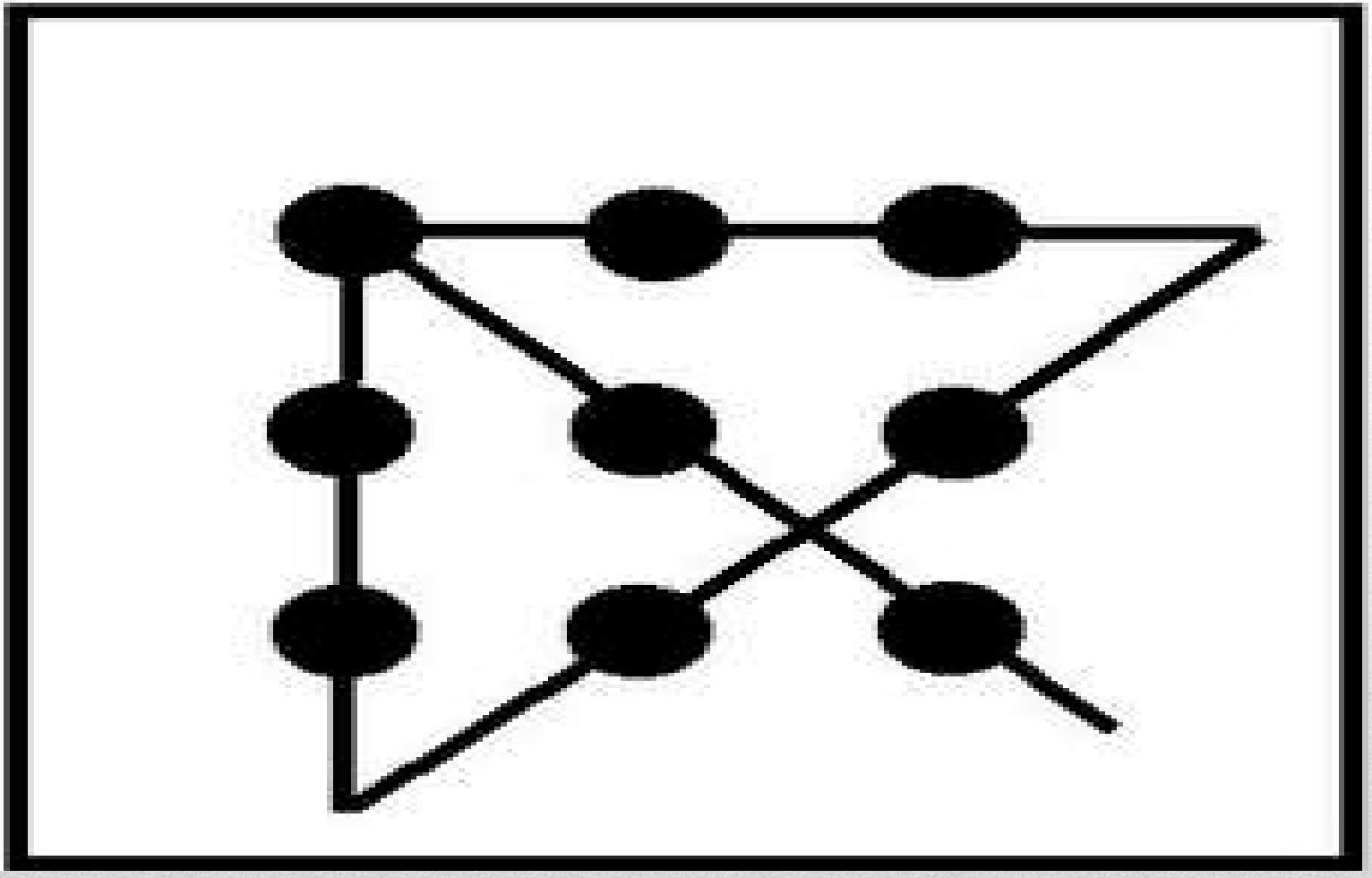
Effortless Reach

Requires Effort

THINK OUTSIDE THE BOX



Exercise



Exceeding the Limits

Type

Black Infant Health

Unusual Suspects

Nature Enthusiast

Poker Anyone?

ARMED FORCES BANK
Open 7 Days A Week inside the FXCHANGE
CENTRAL TEXAS COLLEGE
@ Fort Riley
Proud U.S.Army
WIFE
WASTED FUEL
DESTRUCTION

MAROON 5

They too are Assets!

More Bikers

Inputs	Outputs		Outcomes – Impact		
	Activities	*Participation*	*Short*	*Medium*	*Long*
Collaborative Partnerships (2.7) • Diversity & Quality • Health • Education • Social • Environmental • Business • political	Review & assess	Current data base • Who's missing	Discovery & awareness	Outreach made to new groups • New relationships cultivated • Increased community involvement • Higher	New collaborative partnerships • Diverse partners • Value added
	Create a Recruitment Plan	Who to recruit • List groups to target • Set timelines • Determine outreach strategy • Follow up	Identified culturally sensitive and relevant approaches		
	Develop Communication Language/Plan	Develop contact method • Identify who makes contact • Identify informed cultural guides • Identify less obvious groups/leaders	Awareness of best practices for recruitment methods • Phone • Email • Letter • In-person • Cultural guide		
	Resources: • Community Asset Mapping • Creating Powerful Communications				

Logic Model

Resources

- Retail Conference Presentations (CD):
  - Shaping our Neighborhoods: Opportunities to Organize and Create Policy Change
  - Breakout sessions:
  - Strategies to Engage Series
- Partners CBN Resources
  - Community Asset Mapping Webinars
  - Coalition Building Presentations
  - Asset Inventory Worksheets
  - Cultural Competency Review Toolkit and Workbook
  - CBN T/A Trainers

Power in Unity

We are Partners

YOU'VE GOT
QUESTIONS
?