

Constructing Change



BUILDING A STRONG COALITION



Constructing a Strong Coalition 101



- **Who?**
 - Membership
- **Why?**
 - Member Benefits
- **What?**
 - Coalition Purpose
- **When & Where?**
 - Meeting Details
- **HOW?**
 - Activities and Assessment



Who?



- **Cross section of your local community**
 - Reflecting attitudes, work habits, and beliefs of the area in which you would like to affect change.
- **Include decision makers into the process**
 - Allows the coalition easier access to avenues that could affect change



“Traditional” Coalition Members



- Health Departments (State and Local)
- Hospitals
- Public Health Professionals
- Substance Abuse Professionals
- SRS
- Head Start
- Early Intervention Professionals
- Others

“Emerging” Coalition Members



- **Faith communities**
- **Businesses**
- **City, County, State Government Representatives**
- **PTA/Unions/Schools**
- **Emergency Response Professionals**
- **Physicians, Dentists, and their professional organizations**
- **Parents**
- **Political or Cause Activists**
- **Other**

Membership Guidelines



Membership guidelines clearly communicate what is expected from coalition members

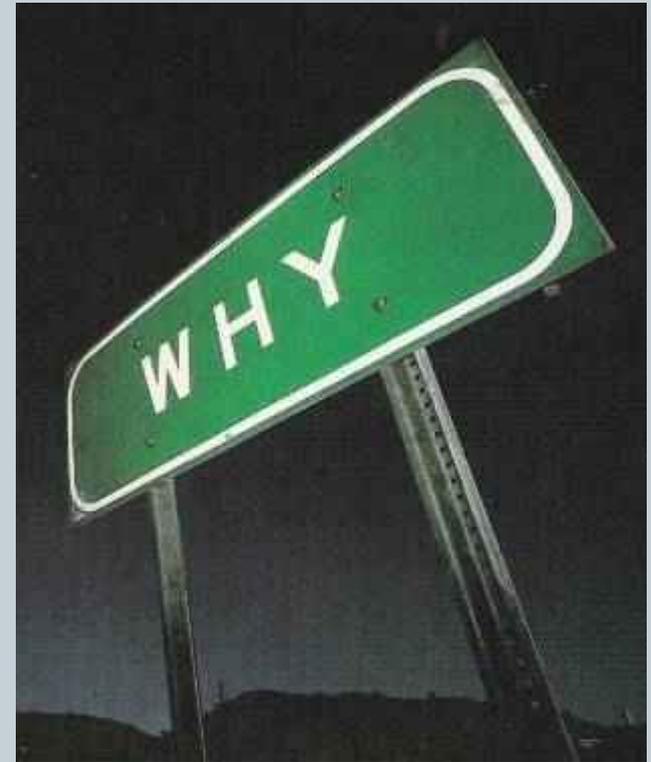
- Time commitments
- Resource commitments
- Roles and responsibilities
- Commitment to and support of coalition vision and mission

Why am I here?



Membership guidelines outline the benefits members can expect from participation

- Cooperation and shared efforts toward the desired results
- Forms of member recognition
- Level of input into coalition activities and decisions



Why is this important?



Membership guidelines strengthen coalition infrastructure

- Enhance role clarity
- Create consistency in member participation levels (helps avoid domination and disengagement)
- Provide a basis for member accountability and recourse
- Aid recruitment of potential members based on clearly identified resources, roles and recognition (what they can bring and how they can benefit)
- The process of creating membership guidelines can also serve as a team-building experience for the coalition.

What? Defining purpose



- **Develop a mission and vision statement for the coalition**
- **Define what the coalition wishes to accomplish**
- **Detail the time in which you plan on spending on each selected focus area**

When and Where?



- **Agenda**
 - Provides an outline of expectations for the meeting
 - E-mail meeting reminders
- **Same day, same time**
 - Set a standard day, time and location for meetings
 - Provide additional meeting times/locations or options (phone) for members who cannot attend traditional time and date



SAMPLE Coalition Agenda



- **Introductions**
- **Additions to the agenda**
- **Approval of minutes from previous meeting**
- **An educational moment**
- **Old business (how it relates to mission)**
- **New business (how it relates to mission)**
- **Announcements from coalition members**
- **Statewide updates**
- **Coalition accomplishments**
- **Announcement of next coalition meeting**
- **Adjourn**

How to Maintain Coalition Membership



- Education should be incorporated into each meeting
- Information exchange process
- Prizes for new member recruitment
- Tasks and meaningful work
- Review past accomplishments
- Relate all activities to Mission
- Visit other coalitions
- State Updates
- Other

Communication is Vital



It is important to keep members “in the know” on coalition-related topics

- Monthly coalition meetings
- Monthly Board/Steering Committee meetings
- Weekly “Tidbits”
- Calls to Action
- Minutes & meeting reminders
- Coalition website
- Phone calls
- Other



How to Put Plans to Work



- Assign tasks to small groups of members
- Meet regularly with advocates /supporters of the coalition
- Initiate Calls to Actions
- Create earned media opportunities
- Send coalition members and decision makers copies of earned media
- Update decision makers regularly on coalition progress
- Include advocates/supporters in “Tidbit” distribution list



What NOT to Do



- Too much work, not enough time
- Too much work, not enough FUN
- Excessive control
- Competing interests
- Inadequate coalition education/knowledge
- Inadequate coalition recognition
- Exclusionary decision making processes
- No new members



Checking Progress



Coalition Self Assessment

- What is the best thing our Coalition did this year?
- What is the biggest mistake our Coalition made this year?
- What are two things that we do really well in our Coalition?
- What are two things that we should improve on in our Coalition?
- If we could change one thing in our Coalition, what would it be?
- If we could do one new thing in our Coalition what would it be?

Checking Progress



Individual Member Self Assessment

- Do you feel Coalition values your contributions?
- What one thing could I do this year to increase my value to the Coalition?



Contact Information



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