Attracting, Engaging, and Sustaining Coalition Membership to Maximize Impact
THURSDAY, MAY 9, 2013
2:00 PM – 3:00 PM CST

Hosted by: Illinois Public Health Institute
In support of: Healthy & Active Communities Network
HOUSEKEEPING

- Organizers will mute all phones during the presentation

- Q & A session at the end
  - You can ask questions through the chat option anytime during the presentation
  - At the end, we’ll take live questions. Please use the raise hand option to be un-muted.

- Technical Issues
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Healthy and Active Communities Network

Network Directory

Training and Technical Assistance

Strategic Alliances

Peer-Driven Priorities

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Guest Presenters

Jodi Prout
Blue Island Healthy Community Coalition

Julie Edwards
Joliet Partners for Healthy Families

Kara Gallagher
Live Healthy Dekalb

Lisa Cummings
Live Healthy Dekalb
Learning Objectives

1. List strategies for identifying and engaging coalition stakeholders with a potential role in policy, systems and environmental change.

2. Describe how other coalitions have fostered buy-in and a sense of accountability among members to maximize engagement.

3. Identify ways to organize coalition activities and structure to make the best use of members’ time and talents.
Format: Q&A

1. Developing effective coalition leadership structures
2. Selecting effective meeting structures and facilitation techniques, best meeting frequency, and methods for documentation and reporting back
3. Identifying which sectors to engage in policy, systems, and environmental change
4. Identifying and using non-financial assets of members
5. Identifying sustainable funding sources and allocating resources in support of policy, systems, and environmental change
Developing effective coalition leadership structures
Developing effective coalition leadership structures

How do you keep partners engaged?

• Everyone must buy into overall goal
• Active involvement in meetings; make effective use of everyone’s time
• Regular communication so everyone is kept abreast of what is happening
• Make sure all partners have a voice (consensus)
• Report success stories to all members as well as community
Developing effective coalition leadership structures

What are some of the barriers you might face?

- Getting to know what agencies offer
- Get approval from top leadership to participate
- Making sure what the coalition does will not infringe on agency mission
- Working in a collaborative manner with agencies seen as competitors
- Profit vs. non-profit and public vs. private: schedules vary and might pose barriers when securing volunteers
Developing effective coalition leadership structures
Developing Coalition Leadership Structures

- Broad & diverse stakeholder representation
  - Public Sector
  - Private Sector
  - Community Groups & Residents
- Core planning group
- Common vision
  - Prioritize your goals and lay out action steps
- Communicate your successes
- Don’t be afraid to change leadership when needed.
Selecting effective meeting structures and facilitation techniques, best meeting frequency, and methods for documentation and reporting back
Selecting Effective Meeting Structures and Facilitation Techniques

• Meeting Structures
• Facilitation Techniques
• Methods of documentation
• Reporting back (Sub-committee task force groups)
Selecting Effective Meeting Structures and Facilitation Techniques

Meeting Structure and Schedules:

• Started as monthly Community Leadership Team Meetings (in first year)
• Rotating Sites for meetings
• Down to bi-monthly meetings
• Encouragement of attendance at these meetings - Feed them 😊
Selecting Effective Meeting Structures and Facilitation Techniques

Methods of Documentation and Reporting Back:

- Email Updates to CLT (Community Gardens, Illinois State Alliance, Notes from task force groups-Active Transportation Healthy Food and Beverage Sub-committee notes)
- Drop Box resources and Google Documents
- New Live Healthy DeKalb County Website
Selecting Effective Meeting Structures and Facilitation Techniques

Facilitation:

• Present agendas or documents for meetings (assigned tasks given)
• Bi-monthly meetings are facilitated by LHDC Co-Coaches
• Input from CLT at all times
• Reporting out from Sub-committee meetings
Selecting Effective Meeting Structures and Facilitation Techniques

• Chair of coalition – same person or rotate?
• Set agenda to stay on track
• Meeting locations – rotate or keep at one location
• Regular meetings to monitor progress of coalition
• Meeting minutes for documentation
Identifying sectors to engage in policy, systems, and environmental change
Sectors to engage in PSE change

Blue Island Community Health Coalition

• Started by City as an effort to expand stakeholder participation in environmental assessment and cleanup projects funded by USEPA.

• Identified & measured broad range of public health & quality of life issues (environment, safety, public & mental health, education, etc.)

• Formalized in 2011 through CPPW Model Communities Grant focused on obesity reduction through PSE changes.
Sectors to engage in PSE change

Government

– Local Government
  • Elected Officials
  • Planning & Building Department Staff
  • Public Works
  • Police & Fire Departments
  • Senior Office
– County Health Department
– Environmental Agencies
– Federal Agencies
– Transportation
Sectors to engage in PSE change

- Park District/Recreation
- Healthcare/Public Health
- School District
- Public Library
- Local Business
- Faith Based Organizations
- Community Organizations & Community Leaders
- Local Artists
Sectors to engage in PSE change

• Considering Time and Resources
• Systems and practices already in Place
• Sustainability factor
• Continued engagement
• Opportunities for future funding
Identifying and using non-financial assets of members
Identifying and using non-financial assets of members

Coalition members included in our cohort

1. School Districts
2. Park Districts
3. Community Foundation
4. University
5. Health System
6. Health Department
Identifying and using non-financial assets of members

School Districts:

- After school access to program planning-CATCH Kids Club
- Family Events-Nutrition, Physical Activity and CATCH opportunities
- School Based Food Pantry (space)
- School Wellness Team-Platform for policy and environmental changes
Identifying and using non-financial assets of members

Park Districts:

- Biking and Walking Trails access-strong connection to DSATS (DeKalb-Area Transportation Study)
- Space for events Community Wide Support
- Promotion of Live Healthy DeKalb County Events
Identifying and using non-financial assets of members

Community Foundation:

- Knowledge and resources of funding opportunities
- Connections to community organizations
- Newly renovated space for a Food Security Summit
Identifying and using non-financial assets of members

University:

• NIU students (PE, Health, Nursing, Dietetics) trained in CATCH to do classroom lessons-
  Sustainability

• NIU students for school wellness events and wellness fairs

• Tapping into their university 2020 plan and connecting Live Healthy Dekalb County to their strategic goals
Identifying and using non-financial assets of members

Community YMCA:

- “Hub” for Healthy Living-hosting events
- Utilizing staff for Live Healthy events
- Technical support from National Y-CHLI, GIS mapping tools
Identifying and using non-financial assets of members

Health Department:

• Partnership with Live Healthy Dekalb County for data collection for the IPLAN. (Help to steer direction of the coalition)
• New CATCH trainers through the Health Department to expand CATCH through the county
• WE CHOOSE Grant support person for SHI and renewal of the Wellness Committees in the county schools
Identifying and using non-financial assets of members

Capitalize on each partners’ strengths *(not just financial)*

- Marketing, logo development (Joliet Park District)
- Full-time PE teachers (District 86)
- Nutrition instruction (University of Illinois Extension)
- Access to pool, other training/grant opportunities (YMCA)
- Facilitation of coalition, grant writing (PSJMC)
- Student volunteers/service learning (USF)
- Faith-based; expansion of program; vulnerable population (Harvey Brooks)
Identifying sustainable funding sources and allocating resources in support of policy, systems, and environmental change
Identifying sustainable funding sources and allocating resources for PSE change

- Wonderful realization:
  - What we’re doing doesn’t cost a lot of money
  - We need to collaborate to impact the health of the people we serve

- Grants received:
  - ExxonMobil - $7,500 (for 2nd year)
  - Fishing program through NRPA - $2,500
  - IL Dept. of Public Health - $4,500
  - Provena Health - $10,000 (for 2nd year)
  - Sodexo - $10,000 (for 3rd year)
  - Will County Community Foundation - $25,000
Identifying sustainable funding sources and allocating resources for PSE change

- American Cancer Society: http://www.cancer.org/Research/ResearchProgramsFunding/FundingOpportunities/index
- Chicago Community Trust: http://www.cct.org/grants/grant-list
- Local businesses
- Local foundations
Identifying sustainable funding sources and allocating resources for PSE change

• Creative partnerships
  – Leverage partner resources
  – Find others in your community trying to accomplish same goals
  – Communication & outreach can lead to unexpected opportunities

• Local government annual budgets
  – Public Works
  – Building Department
  – Planning Department

• Regional Planning Agencies
Identifying sustainable funding sources and allocating resources for PSE change

• Grants
  – USEPA Brownfields Assessment Grants
  – Food System Planning & Community Gardening
  – HUD-DOT-EPA Partnership for Sustainable Communities
  – Transportation Funding

• Local incentives & tax credits
  – Community block grants
  – TIF
  – Enterprise Zone
  – Property Tax Incentives (eg, Class 8)
  – 20% Historic Tax Credit

• Be creative!
Questions?

Maximize or minimize side bar

Raise hand option

Submit questions here
Next webinar for the Healthy and Active Communities Network is:

**Obesity Action Roadmap: Increasing Impact Through Aligning Statewide Efforts**

July 18, 2013, 2-3pm

Visit [www.iphinetwork.org](http://www.iphinetwork.org) to register!
Thank you!
Healthy and Active Communities Network

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