



BEST PRACTICES FOR DEVELOPING AND SUSTAINING COALITIONS AND ADVISORY BOARDS

JOINT ANNUAL CONFERENCE
BATON ROUGE, LA
DECEMBER 12, 2022

OBJECTIVES

Participants will be able to:

- Recognize successful multisectoral collaboration strategies for coalitions and advisory boards.
- Explain two approaches that sustain active participation and collaboration on coalitions and advisory boards.
- Assess evaluation methods that measure partnership effective



AGENDA

- Welcome & Introduction
- Group Discussion
- Multisectoral Collaborations & Community Advisory Boards
- Sustainability & Evaluation
- Tools
- Q&A | Take-Aways & Next Steps
- Thank You!



WELCOME AND INTRODUCTION



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About Us

The **Center for Wellness and Nutrition** (CWN), a program of the *Public Health Institute*, is a national leader in developing campaigns, programs, and partnerships to promote wellness and equitable practices in the most vulnerable communities in California and across the country.

GROUP DISCUSSION: THINK-PAIR-SHARE

- Read and **THINK** about the following:

What has community collaboration looked like for your programs and initiatives?

Share 1 successful strategy you (or others) do when developing and sustaining a partnership

Share 1 challenge & how you/or others overcame it

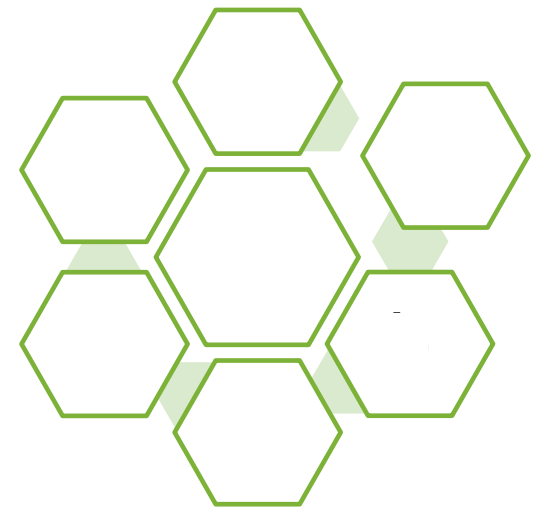
- **PAIR** up and introduce yourself to your neighbor (no more than 3 in a group)
- **SHARE** your responses

Scan Me!



MULTISECTORAL PARTNERSHIPS

- What does it mean to "work across sectors"?



MULTISECTORAL PARTNERSHIPS



Multisectoral partnerships could include representation from any or all the following:

- Community-Based Organizations
- Community Residents
- Non-Profit
- Government
- Private

But also include partners from across different sectors:

- Food Systems
- Healthcare
- Housing
- Social Services
- Transportation

DEFINING MULTISECTORAL PARTNERSHIP COLLABORATION

Multiple organizations contributing to a joint goal(s):

- System with shared impacts
 - Identify strengths of coalition
 - Understand value for members
- Formal role assignments and accountability
- A formal decision-making process
- Builds upon the collective assets and partner strengths

MULTISECTOR COLLABORATION: KNOW WHAT YOU NEED/ WANT FROM YOUR PARTNERS

Bilingual/Bicultural | Community Trust | Good Reputation | Contacts

Clout | Expertise | Funding | Promotion | Peoplepower

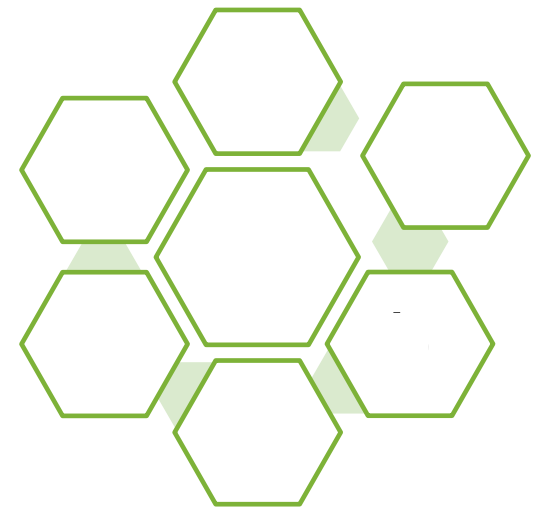
Resources | Venues/facilities

What else?



COMMUNITY ADVISORY BOARDS

- What is a community advisory board and why is it important to have one?



COMMUNITY ADVISORY BOARDS

A volunteer group of Community residents formed to provide input or advice on program direction

- Purpose of the advisory board
- Responsibilities of advisory board members
- Meeting frequency
- Intended duration of the advisory board
- Establish an MOU as guidelines for membership



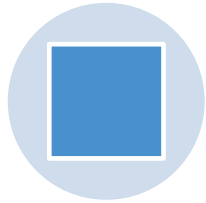
ENGAGE COMMUNITY

A Seat at the Table

- Ensure Residents are Invited, Welcome, and on the Agenda
- Challenge Exclusionary Systems and Practices
- Call out Tokenism



CONSIDERATIONS FOR COMMUNITY ADVISORY BOARD SUCCESS



Tap into Interests and Encourage Creativity



Set Clear Expectations



Make the Work Meaningful



Ensure the Meetings are Action-Oriented



Make the Meetings Convenient for Everyone



Build on Existing Relationships



Communicate between Meetings



Celebrate Successes, Even the Small Ones

TIP: For continuity, encourage partners at the table they can make decisions on behalf of their organization and avoid sending substitutes to meetings.

CUSTOMIZE TO YOUR CAPACITY, NEED, AND CONTEXT

Partner participation opportunities based on the following factors:

- Agency Size
- Staffing
- Funding
- Partner Relationships

	LEVEL 1	LEVEL 2	LEVEL 3
Distributing promotional materials	✓	✓	✓
Displaying posters, brochures in county offices	✓	✓	✓
Posting promotions on county social media sites		✓	✓
Distributing resources to partners and community groups		✓	✓
Sending direct mailings, such as postcards, to clients' addresses on file		✓	✓
Conducting educational activities at farmers markets			✓

MULTI-SECTORAL PARTNERSHIPS AND COMMUNITY ADVISORY BOARDS: CHECKING IN

- What are your lingering questions, concerns, challenges or additional nuggets to share?

SUSTAINABILITY

WHAT IS SUSTAINABILITY?



A community's ongoing capacity and resolve to work together to establish, advance, and maintain effective strategies that continuously improve health and quality of life for all.

SUSTAINABILITY PLANNING: PROCESS

- The process should include:
 - Program partners
 - Community residents, and
 - Other stakeholders

- Focus on assets



PRACTICAL STEPS

- Develop Operating Principles
- Establish Group Agreements
- Agree on Group Decision-Making Process



SUSTAINABILITY PLANNING: DEVELOP CRITERIA FOR DETERMINING WHICH EFFORTS TO CONTINUE

Organization and Partnership Support

- What results have we achieved that justify continuing this effort?
- What resources are needed to continue this effort?
- Has evaluation found this activity to be successful?

Broader Community Support and Need

- Does the community support the effort?
- Do key decision-makers support the effort?
- What will the community reaction be to having something “taken away”?



SUSTAINABILITY STRATEGIES FOR LASTING CHANGE

- Secure Additional Funding
- Embed into Local Infrastructure
- Implement Policy Systems and Environmental Changes
- Build Community Leadership and Capacity
- Offer Free Digital Resources



EVALUATION

- Important to assess program and CAB/Coalition effectiveness



CALIFORNIA SNAC

Well done!

TOOLS

- Assess partner capacity
- Develop
 - Decision-making process
 - Operating Principles
 - Group Agreements
- Padlet


The Importance of Finding Common Cause

Partnerships are forged upon the need to address a specific issue or challenge. The more clearly this is defined, the more powerful the call to partnership. While obesity prevention or poverty reduction is certainly a rallying call, it is a broad and amorphous one. Successful partnerships will more logically crystallize around a **specific contributing factor, activity, policy, or environmental condition**. These become the common cause for organizations to pool their resources and collaborate toward success. Breaking big issues down into smaller, more targeted elements also surfaces more diverse and non-traditional partners, since the specific issue may blanket a broader constituency.

On the worksheet below, identify a sector that you are (or want to) work with, a common cause that may appeal to the sector that you identified and a joint activity that both entities could work on together.

Sector	Common Cause	Partnership Activity

*Adapted from California SNAC Toolkit




PARTNERSHIP INVENTORY

Successful partnerships rely on having the right people and resources at the table. At your table consider existing skills and strengths that could benefit your obesity prevention efforts. Also identify potential partners who are not at the table but could contribute needed resources. Consider reaching out to these potential partners when you return home.

Asset	List existing assets to obesity prevention work from partners at your table	Identify potential partners from your state who can provide this missing resource
Media Contacts		
Policymaker and Elected Officials Contacts		
Advocacy Organizations		
Faith-based Organizations		
Business Leader/CEO Contacts		

*Adapted from California SNAC Toolkit



Tips for Developing a Community Advisory Board

A community advisory board (CAB) can be an essential resource for your equity-focused quality improvement efforts. The participants, who are recruited from the same community as your patient population, can provide valuable insight into the underlying dynamics of certain disparities. These complex issues include cultural beliefs and values that can inform critical aspects of intervention design, as well as patients' perspectives of healthcare delivery in your organization. Your CAB can help maximize the chances that your equity-focused quality improvement interventions will succeed.

While the benefits to your quality improvement efforts can be exceptional, it is important to understand the level of effort necessary for initiating and maintaining a CAB. An optimally-functioning CAB is time-consuming and intensive. By creating a CAB, your organization is agreeing to participate in an ongoing collaborative relationship with members of your local community. If your organization cannot realistically support a CAB, it may be better to hold focus groups to learn about and specific patient perspectives.

The tips and resources below can assist your healthcare organization with developing and maintaining an effective CAB.


Organizing a CAB

- Begin to identify process goals and outcome goals for the CAB. In other words, the group will have goals to reach and will need methods to reach those goals.
- Begin to plan for logistical issues. These questions do not need to be answered before the group meets, but it is helpful to discuss these issues with senior leadership while planning for your CAB.
 - Considerations for group meetings:
 - o How often will they be scheduled?
 - o Where will they be held?
 - o How long will they last?
 - o How formally will the meetings be structured? Will you use Robert's Rules of Order?
 - o Will you provide food, childcare, or cover transportation costs?
- Identify a specific individual to oversee the process of organizing the CAB. This role is critically important because this person will be responsible for bringing together community members and organization staff to discuss difficult issues and work together to develop appropriate responses.
 - If someone from within your organization takes on this role, ensure that she has protected time specifically for their CAB responsibilities.
 - Consider hiring an individual from the community for this role.
 - Evaluate personality traits and interpersonal skills to assess suitability for this position. Cultural competence is particularly important.
 - Once the CAB is set up, the members can determine leadership structure for the group.

Members should not be censored or penalized. Clarify that even though every idea will be heard, not every idea will be implemented.

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REFLECTION



THANK YOU!

For questions and follow-up:

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