

PARTNERING WITH COMMUNITY SECTORS

THE FAITH SECTOR

WHAT YOU NEED TO KNOW ABOUT THE FAITH COMMUNITY

- ✓ It is diverse, multi-talented and has been committed to social justice for a long time
- ✓ These groups may already be involved in health-related charity work
- ✓ Know the difference between:
 - *Faith-based initiatives* involve the congregation in each step of planning and development with meaningful input
 - *Faith-placed initiatives* take place at the faith-based institution with no real partnership between the coalition and faith community
- ✓ Understand the traditions, values, culture and mission of your faith partners
- ✓ The faith community expects to help plan and develop the action plan; don't push leaders into taking on more than they're ready for

TIPS FOR WORKING WITH THE FAITH SECTOR

Respect institutional norms and values

- ✓ Contact faith institutions' regional and/or national offices to pitch your coalition and gain entry to specific denominations
- ✓ Research existing policies, regulations, resolutions and statements and integrate them into your materials
- ✓ Design strategies that equip and strengthen faith community for sustained work; maintain your relationship with them over time

Communicate effectively

- ✓ Base your message on scriptures
- ✓ Stay in constant dialogue with specific communities; ask would help them participate in coalition
- ✓ Work with media staff at national, state and regional faith offices to link with locals

Identify and enlist natural partners and allies

- ✓ Start with churches that are already involved in health care
- ✓ Identify those responsible for social justice/health ministries, such as parish nurses
- ✓ Keep appropriate clergy and spouses involved
- ✓ Show connections between your work and their health-related charity work
- ✓ Show how getting involved in advocacy can strengthen their goals
- ✓ Show problems firsthand:
 - Visit hospitals and public health agencies to raise awareness of health issues
 - Collect stories from congregation and highlight in church bulletin
- ✓ Plan meetings with food and work around people's schedules

Families USA Minority Health Initiative. (2006). Working with the Faith Community: Reflections from a National Faith Leader.

THE YOUTH SECTOR

WHAT YOU NEED TO KNOW ABOUT THE YOUTH SECTOR

- ✓ Youth and families are surrounded with education, opportunities and relationships that support development
- ✓ Youth are resources to be developed, not problems to be solved
- ✓ Youth expect to participate in all stages of project: planning, implementing and evaluating
- ✓ Youth must receive support and training to prepare them to be competent and caring adults
- ✓ Everyone is more energized when focused on aspirations and opportunities
- ✓ Build on capacities, gifts and strengths that already exist among youth

TIPS FOR WORKING WITH YOUTH

- ✓ Treat youth as partners! All members, regardless of age, share decision-making power; equal voice=equal vote
- ✓ Welcome, encourage and affirm contributions from ALL; Don't make assumptions about what people of any age are like
- ✓ Encourage everyone to recognize mutual benefits of partnership; Adults must "buy into" youth's participation
- ✓ Establish high expectations for all: Don't lower expectations for youth or expect more from them than from adults
- ✓ Provide training and build capacities of both youth and adults
- ✓ Schedule meetings/events when youth can attend and in accessible locations
- ✓ Develop good relationship with youth *before* expecting much; adults' impatience may be misinterpreted as disinterest
- ✓ Consider that youth need to say, "No" at times due to education, relationships, communities and other activities

Advocates for Youth, 2009

PUBLIC OFFICIALS AND LEGISLATIVE SECTOR

WHAT YOU NEED TO KNOW ABOUT THE GOVERNMENTAL AND LEGISLATIVE SECTORS

- ✓ Public officials are interested in your views and rely on contact w/citizens for information
- ✓ Most state legislatures work in 1 or 2 year cycles; don't wait until you want something to contact decision-makers
- ✓ Even if your legislator is not on right committee, he/she can be valuable contact

TIPS FOR WORKING WITH THE GOVERNMENTAL AND LEGISLATIVE SECTORS

- ✓ Look for opportunities to introduce yourself and your issue to legislators and staff
- ✓ Attend local advisory council, neighborhood association and school board meetings to connect w/other active members of community
- ✓ Learn about local government agencies and legislature, especially relevant committees that have jurisdiction/responsibility for your issue
- ✓ Identify friends or staff connections who are constituents of committee members and are willing to write letters, call, or accompany you on visits
- ✓ Find your champion(s). Research background of legislators – they may have special interest in substance abuse (bio/web site may provide clues)
- ✓ Consider other connections - religious affiliations, school/ alumni associations, professional/trade associations, or club memberships
- ✓ Get involved - Volunteer in legislator's campaign to build relationship; make a personal financial donation
- ✓ Invite legislator/staff to speak at coalition meeting, attend function or get award
- ✓ Offer to provide information about health issue for legislator or constituents; being problem solver/technical expert enhances access to legislator's office
- ✓ Create short, clear & convincing statement (talking points) in everyday language to describe your policy proposal
- ✓ List strengths of your position – anticipate criticisms and prepare for opposition
- ✓ Quantify issue to show number of people impacted, cost to society and cost effectiveness of your programs
- ✓ Put local spin on your message; legislators want to know how strategy impacts constituents. Use stories to highlight issue/show why your program is valued

THE BUSINESS SECTOR

WHAT YOU NEED TO KNOW ABOUT THE BUSINESS SECTOR

- ✓ Businesses' mission may not be health-related, but they care about rising health care costs and health of workers as it relates to absenteeism, and productivity.
- ✓ Businesses need practical information that tells them where you are taking them, particularly implications, actions steps, and prompts.
- ✓ Be aware of self-interests; businesses may not be comfortable sharing proprietary information; using MOUs or contracts may lessen some of these difficulties.
- ✓ Corporate Social Responsibility is defined as the continuing commitment to behave ethically and contribute to economic development, while improving the quality of life of the workforce, their families, the local community and society at large.
Porter ME, Kramer MR. (2006). Strategy and Society: The Link between Competitive Advantage and Corporate Social Responsibility. *Harvard Business Review*, 84(12):78-92.

TIPS FOR WORKING WITH THE BUSINESS SECTOR

- ✓ Learn the business sector culture, including differences in public versus private sector language, acronyms and norms
- ✓ Communicate how businesses will benefit from the partnership, the “what’s in it for me” (WIIFM) factor.
- ✓ Make the business case - routinely evaluate and report partnership benefit and value compared to the cost or Return on Investment (ROI)
- ✓ Be aware that partners' fiscal cycles and grant funding cycles may differ.
- ✓ Be clear on your goals and what you bring to the table to accomplish those goals.
- ✓ Timeliness is essential; arrive early and promptly respond to phone calls/e-mails
- ✓ Develop tight timelines with quick deliverables
- ✓ Communicate succinctly, w/o jargon or technical terms; 1-page summary w/bullets
- ✓ State the problem, potential solutions/past successes, and how you will implement the plan and measure outcomes - give practical and actionable advice.

Community Health Partnerships: Tools and Information for Development and Support (2006). Washington, DC: National Business Coalition on Health and the Community Coalitions Health Institute.

http://www.nbch.org/NBCH/files/ccLibraryFiles/Filename/00000000353/Community_Health_Partnerships_tools.pdf

THE EDUCATION SECTOR

WHAT YOU NEED TO KNOW ABOUT THE EDUCATION SECTOR

- ✓ **Recognize that education's chief mission/goal is not health/related**
- ✓ **Focus on educational impact and frame arguments for strategies on educational outcomes (e.g., improved academic achievement and decreased absenteeism are directly linked to improving health)**
- ✓ **Implementing quality school programs are state responsibility, but tempered by a respect for local control**
- ✓ **"No Child Left Behind" leaves little room for new programs or strategies**

TIPS FOR WORKING WITH THE EDUCATION SECTOR

- ✓ **Respect the hierarchy – to work with teachers and staff, you need permission from the superintendent, central office staff and/or principal**
- ✓ **To change standards and policy, you may have to work with school boards, state boards of education, the chief state school officer and the governor**
- ✓ **Work with educational and professional associations to reach more people and increase exposure for credibility (e.g., PTA)**
- ✓ **Engage students in public forums, hearing agendas and research**
- ✓ **Link communication about desired PSE changes to the state and national education standards**
- ✓ **Make sure communications are succinct and address the educational mission**
- ✓ **Provide practical advice identifying research-based successes and best practices**
- ✓ **Provide specific recommendations and policy options**
- ✓ **Develop curricula and lesson plans with links to required standards to make their use more likely by busy teachers**

CDC Partnership Tool Kit (2010). Atlanta, GA: CCHIS, CDC Division of Partnerships and Strategic Alliances, National Center for Health Marketing, p. 128-9.