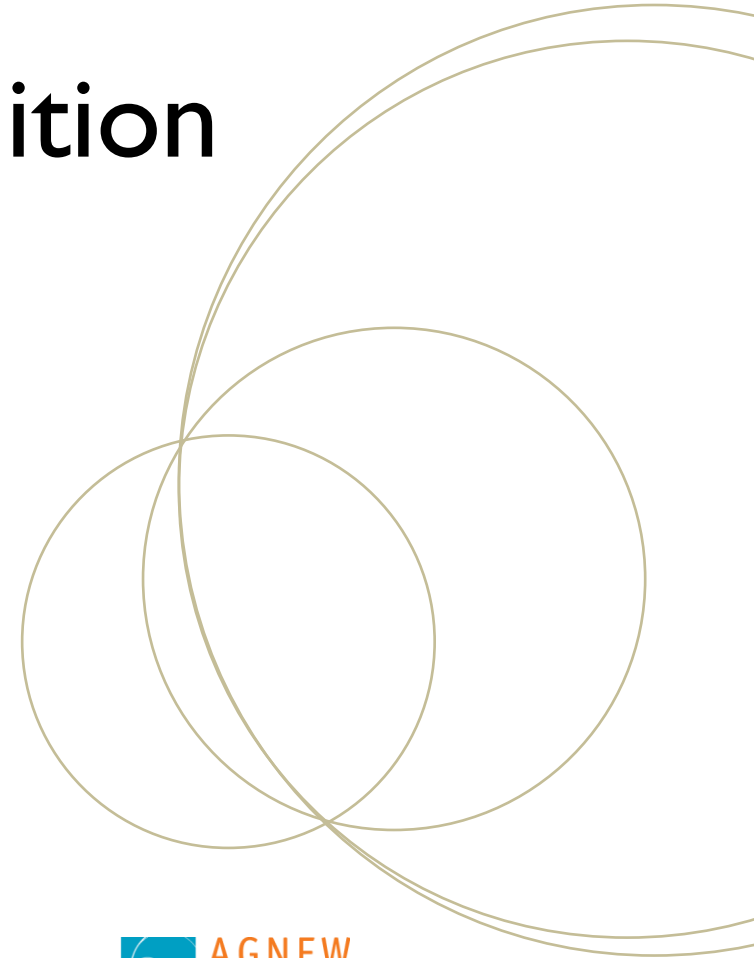


Preparing Your Coalition for Sustainability

November 19, 2013



Welcome! Who's Joining Us?

Please introduce yourself. Tell us...

- What community you're from?
- What type of State prevention grant do you have?
- What's your role?

Facilitator:



Sylvan Robb,
Information
Insights

Community prevention support
team for SPF SIG grantee

Please don't interrupt the training!

- ✓ Please put phones on mute
- ✓ Please do NOT put us on hold!
- ✓ Use 'chat' function to offer comments.



At the last training we covered...

One working definition of sustainability:

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

3 “Keys”

- Organizations, working through a coalition, cultivate *broad community support*
- Key stakeholders *see themselves as stewards* of the community's well-being
- Everyone involved views success as depending on *collective* effectiveness

Ways to get there

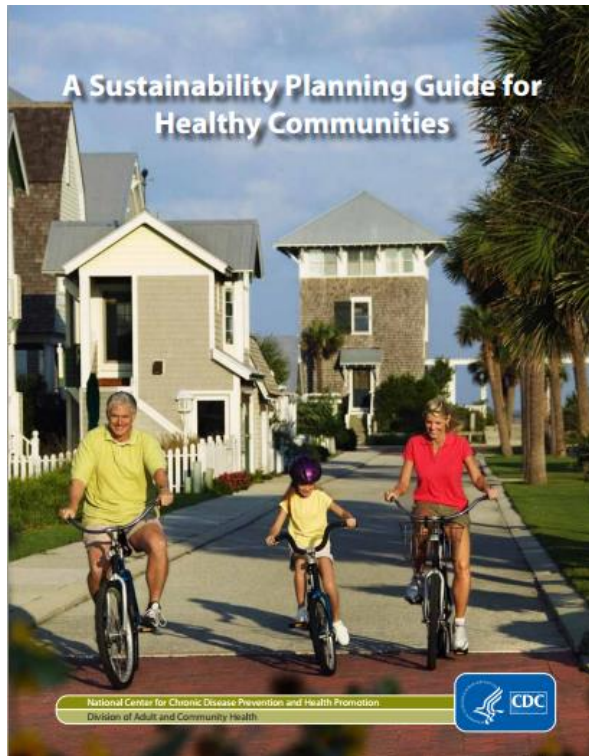
- Build trusting relationships, willingness to work together *strategically*
- Use well-informed and *objective* (aka science and data driven) process
- Cultivate community *champions*
- Encourage regular, *active involvement*

Overview of today's session

- Introduce you to the CDC Sustainability Guide
- Talk about characteristics your Coalition needs to be ready for sustainability planning
- Determine where you are in the process of creating a sustainability plan
- Leave with a concrete next step for sustainability planning



CDC's Healthy Communities Program-- Sustainability Planning Guide



- Detailed ten step instructions for creating a sustainability plan
- [View Guide](#)

It's important to have a sustainability plan!

Core elements of the sustainability planning process are:

1. To have a functional coalition
 - sufficient leadership, funding, and communications
 - procedures in place to monitor policy results (changes to enforcement and compliance ordinances)
 - buy-in and support from key decision-makers
2. A long-term plan for ensuring coalition viability
3. Develop diverse funding sources, leadership and marketing strategies
4. Make sure all stakeholders are ready for the transition and the changes that will come with it

Before you start sustainability planning...

Do you have a healthy, functional coalition?

- Is everyone around the table who is needed (different sectors)?
- Does your community have any unique sectors?
- What are the different players' roles?

Do you have strong leadership?

- Does your leadership have the necessary skills?

The Steps: I

- Create a shared understanding of sustainability
- Is anyone at this step? Please tell us more about what your community has done.



The Steps: 2

- Create a plan to work through the process
- Is anyone at this step? Please tell us more about what your community has done.



The Steps: 3

- Position coalition efforts to increase the odds of sustainability
- Is anyone at this step? Please tell us more about what your community has done.



The Steps: 4

- Look at the current picture and pending items
- Is anyone at this step? Please tell us more about what your community has done.



The Steps: 5

- Develop criteria to help determine which efforts to continue
- Is anyone at this step? Please tell us more about what your community has done.



The Steps: 6

- Decide what to continue and prioritize
- Is anyone at this step? Please tell us more about what your community has done.



The Steps: 7

- Create options for maintaining your priority efforts
- Is anyone at this step? Please tell us more about what your community has done.



The Steps: 8

- Develop a sustainability plan
- Is anyone at this step? Please tell us more about what your community has done.



The Steps: 9

- Implement the sustainability plan
- Is anyone at this step? Please tell us more about what your community has done.



The Steps: 10

- Evaluate outcomes and revise as needed
- Is anyone at this step? Please tell us more about what your community has done.



What step is your community on?

What's the next concrete step your community needs to take to move toward having a sustainability plan? Maybe...

- Putting a discussion of what people think sustainability is on the agenda for the next meeting?
- Discussing which criteria to use to decide what to sustain and maybe what to let go?



Keys to sustainability

1. Begin thinking about it as soon as possible!
2. It won't just happen; make a plan with action steps.
3. Sustainability is a complex goal, it requires a multifaceted approach involving many sectors of the community.
4. Leadership and community champions are key.
5. Sustainability requires collaboration.



Questions?

You can get the guide at:

www.cdc.gov/healthycommunitiesprogram/pdf/sustainability_guide.pdf

