



**PREVENTION
CONNECTION**
THE VIOLENCE AGAINST WOMEN
PREVENTION PARTNERSHIP

A Project of

CALCASA

TRANSCRIPT

WEB CONFERENCE

Eight Steps to Coalition Building: Fostering Strategic Partnerships to Prevent Violence Against Women

Wednesday, January 23rd, 2008

2:00-3:30 PM Eastern (11:00 AM – 12:30 PM Pacific)

Presenters

Larry Cohen and Elizabeth Waiters, Prevention Institute

Host

David Lee, Prevention Connection

[NEW SPEAKER] HELLO EVERYONE. THANK YOU FOR JOINING. WELCOME TO THE 8 STEPS TO COALITION BUILDING. FOSTERING CHIEF PARTNERSHIPS PREVENTING VIOLENCE AGAINST WOMEN CONFERENCE CALL. AT THIS TIME, ALL PARTICIPANTS ARE LISTEN ONLY MODE. LATER, WE WILL CONDUCT AN ANSWER AND QUESTION SEGMENT AND INSTRUCTIONS GIVEN AT THAT TIME. WE WOULD LIKE TO TURN THE CALL OVER TO DAVID LEE. GO AHEAD, SIR.

[NEW SPEAKER] I APOLOGIZE EVERYONE FOR OUR TECHNICAL PROBLEMS. WE ARE WORKING ON IT NOW. WE HAVE A NEW SERVER THAT HAS BEEN DEVELOPED. AND, IT APPEARS THAT THERE ARE SO MANY PARTICIPANTS TODAY THAT WE HAVE CREATED SOME CHALLENGE WITH THAT. SO WE WILL CONTINUE AS A CONFERENCE CALL. ALL OF YOU WILL HAVE YOUR SLIDES AVAILABLE BY GOING TO WWW.PREVENTCONNECT.ORG. CLICK ON TODAY'S SESSION. THE TILE OF THE SESSION WHICH IS ON THE HOME PAGE AND YOU CAN, ON YOUR COMPUTER, GET A COPY OF ALL OF THE SLIDES, EITHER ONE SLIDE PER PAGE, IN COLOR OR WE DO HAVE A HANDOUT OF THREE SLIDES PER PAGE. WE WILL BE FOLLOWING ALONG THERE. WE WILL BE SEEING THE SLIDE NUMBERS TO YOU AS WE PROCEED. I APOLOGIZE FOR THIS. WE, IF WE ARE ABLE TO GET CONNECTED, WE WILL GIVE YOU INSTRUCTIONS IN MIDDLE OF THE CONFERENCE. SO WELCOME TO TODAY'S WEB CONFERENCE. EIGHT STEPS TO COALITION BUILDING: FOSTERING STRATEGIC PARTNERSHIPS TO PREVENT VIOLENCE AGAINST WOMEN. I WANT TO, ON SLIDE 2, WE HAVE INFORMATION ABOUT PREVENTION CONNECTION AND HOW YOU CAN REACH US. AND THAT, MYSELF, DAVID LEE AND CHAD ARE YOUR PRIMARY CONTACTS. FEEL FREE TO CONTACT US AT OUR OFFICE AT 888-922-5227. RIGHT NOW, CHAD IS FIELDING MANY PHONE CALLS OF PEOPLE WHO HAVE COMPUTER PROBLEMS. ON OUR WEB SITE, YOU CAN GET COPIES OF

OUR PODCASTS, ON LINE PRESENTATIONS AND OUR WIKI, A WIKI IS A USER GENERATED WEB SITE TO COLLECT THE IDEAS OF OUR PREVENTION CONNECTION USERS ON HOW TO DO PRIMARY PREVENTION OF VIOLENCE AGAINST WOMEN. YOU CAN SIGN UP FOR WEB CONFERENCES AND OUR WEB DIALOGUES. WE HAVE BEGUN READING CLUBS WHERE WE TAKE ARTICLES AND HAVE SMALL NUMBER OF PREVENTION CONNECTION PARTICIPANTS, DISCUSS THOSE ARTICLES AND THE APPLICATION PREVENTION 2 OF VIOLENCE AGAINST WOMEN. WE ALSO HAVE MATERIALS AND ARCHIVES INCLUDING RECORDINGS OF OUR SESSIONS AVAILABLE ON THE WEB SITE. WHAT I WOULD LIKE -- WHAT NORMALLY WE WOULD DO IS TRY TO FIND OUT HOW MANY OF YOU ARE NEW TO PREVENTION CONNECTION. THIS IS THE FIRST TIME THAT WE HAVEN'T HAD OUR WEB CONFERENCE WORK. AND MANY OF YOU, I KNOW, FIRST TIME THERE. SO, PLEASE, BEAR WITH US. BUT WE ARE REALLY GLAD TO BE ABLE TO HAVE YOU HERE FOR THIS WEB CONFERENCE. AND I WILL NOT BE TALKING HOW TO USE THIS TECHNOLOGY. SINCE WE CAN'T BE DOING IT. PREVENTION CONNECTION TALKS ABOUT VIOLENCE AGAINST WOMEN THAT INCLUDES ALL FORMS OF DOMESTIC VIOLENCE AND SEXUAL VIOLENCE WE LOOK AT VIOLENCE ACROSS THE LIFESPAN. WE SEEK TO PREVENT VIOLENCE BEFORE THE VIOLENCE STARTS AND CONNECT OTHER FORMS OF VIOLENCE. PREVENTION CONNECTION WORKS WITH SEVERAL OTHER NATIONALLY FUNDED NATIONAL RESOURCE CENTERS. BY THE CENTERS FOR DISEASE CONTROL INCLUDING THE NATIONAL SEXUAL RESOURCE CENTER, NATIONAL YOUTH VIOLENCE, PREVENTION RESOURCE CENTER. PREVENTION CONNECTION IS SPONSORED BY THE UNITED STATES CENTERS OF DISEASE CONTROL AND PREVENTION. THE VIEWS AND INFORMATION PROVIDED IN THE LISTSERVS AND WEB CONFERENCES DO NOT NECESSARILY REPRESENT THE OFFICIAL VIEWS OF THE UNITED STATES GOVERNMENT, THE CDC OR CALCASA. I AM PLEASED TO BE ABLE TO NOW TURN OVER OUR PRESENTATION FOR TODAY TO LARRY COHEN AND LIZ WAITERS OF PREVENTION INSTITUTE, VALUABLE PARTNERS AND LEADERS IN TALKING ABOUT PREVENTION OF VIOLENCE AGAINST WOMEN. LARRY AND LIZ.

[NEW SPEAKER] THANK YOU, DAVID. HI. I'M FROM PREVENTION INSTITUTE. PROGRAM DIRECTOR HERE. AND WELCOME EVERYONE TO TODAY'S WEB FORUM WHICH IS 8 STEPS TO COALITION BUILDING. FOSTERING STRATEGIC PARTNERSHIPS TO PREVENT VIOLENCE AGAINST WOMEN. I'M JOINED HERE BY MY MENTOR AND EXECUTIVE DIRECTOR, LARRY COHEN.

[NEW SPEAKER] HI THERE, EVERYONE. I'M KIND OF EXCITED TO DO THIS BY PHONE AND THE GOOD OLE DAYS OF, TWO YEARS AGO OR SOMETHING LIKE THAT, COALITION BUILDING IS ACTUALLY A GOOD THING TO KIND OF REALLY TALK ABOUT. WE NOT ONLY LOST OUR INTERNET CONNECTION BUT WE LOST CERTAIN AMOUNT OF TIME. I THINK THAT DOING THIS BY TELEPHONE, WE'LL JUST KIND OF GO THROUGH IT A LITTLE MORE QUICKLY. WE'LL SKIP A COUPLE OF THINGS AND MAKE SURE THAT THERE IS TIME FOR GOOD CONVERSATION AND INTERACTION, DON'T YOU THINK, LIZ?

[NEW SPEAKER] THAT IS A GREAT IDEA. WE HAVE A PACKET. WE WILL TRY TO KEEP UP. DAVID SAID ONE OF THE GOALS IS ALWAYS EXPERIMENT WITH TECHNOLOGY SO WE 3 HAVE A LOT OF ROOM HERE FOR INTERACTION WITH YOU ALL. IT MAY BE A LITTLE DIFFICULT TODAY. SO WHEN WE COME TO A LOT OF QUESTIONS WE WANT YOU TO THINK ABOUT THEM. WE ARE GOING TO START OFF WITH A REVIEW OF OUR AGENDA FOR TODAY BEFORE WE GO INTO IT. THAT IS ON SLIDE 11.

[NEW SPEAKER] YES, EXACTLY. AND WHAT WE ARE GOING TO DO TODAY IS GIVE YOU AN OVERVIEW OF WHAT WE ARE GOING TO TALK ABOUT. INTRODUCE THE TOPIC. AND GIVE A BRIEF REVIEW OF SOME OF THE THINGS THAT WE'VE DONE IN PREVIOUS SESSION. PRIMARILY, VIEW 8 STEPS OF COALITION BUILDING WHICH IS A TOOL FOR FOSTERING AND MAINTAINING STRATEGIC COLLABORATIVES. THIS IS GOING TO BE FOLLOWED BY QUESTIONS AND DISCUSSION. LASTLY, WE WILL WRAP UP WITH AN EVALUATION. ON SLIDE 12, YOU CAN SEE THE LEARNING OBJECTIVE. THE CORE FOR ME, I'VE BEEN WORKING IN COALITIONS FOR A LONG TIME AND WE'LL COME BACK TO THIS, I'M SURE, WHEN WE TALK, A

COALITION IS NOT AN END IN ITSELF. ONE OF THE KEY THINGS WE WANT TO UNDERSTAND IS THE ROLE THAT COALITIONS CAN PLAY IN ACHIEVING OUTCOMES FOR PREVENTION.

[NEW SPEAKER] OKAY. AND, WE ALSO WANT YOU TO KEEP IN MIND AS WE ARE GOING THROUGH THIS, OUR OBJECTIVE FORCE TODAY ARE GOING TO BE AS LARRY JUST SAID, UNDERSTANDING THE ROLE THAT COALITIONS CAN PLAY. ALSO, WE WANT YOU TO BECOME FAMILIAR WITH THE 8 STEPS TOOL. AND THIRD, WE WANT YOU TO UNDERSTAND THE RELATIONSHIP BETWEEN OBJECTIVES, COALITION BUILDING AND STRUCTURE IN ORDER TO ACHIEVE YOUR OUTCOME. SO, WHY DON'T WE MOVE THEN TO SAY, SAY SLIDE 17 AND REALLY TALK ABOUT 8 STEPS. I JUST WANT TO KIND OF GO BACK AND MENTION A COUPLE OF THINGS, LIZ, THAT WE SKIPPED OVER FOR THE SAKE OF TIME, WHICH IS THAT WHEN WE ARE TALKING ABOUT COALITIONS AS A TOOL, THE FOCUS TODAY, COALITIONS CAN BE USED FOR LOTS OF DIFFERENT PURPOSES AND THERE ARE SOME THAT WILL TALK ABOUT, THEY PROBABLY DON'T MAKE SENSE FOR. BUT WHAT WE ARE REALLY TALKING ABOUT TODAY, IS USING COALITION TO ENCOURAGE PREVENTION CHANGES. IN OTHER WORDS, TO ENCOURAGE CHANGES BEFORE PROBLEMS ARISE. WE ARE ALSO THINKING A LITTLE BIT ABOUT NORMS, I BELIEVE.

[NEW SPEAKER] EXACTLY.

[NEW SPEAKER] WHERE DO YOU SEE NORMS FITTING IN THAT?

[NEW SPEAKER] CRUCIAL CHANGING IN. BRIEF REVIEW, WE TALKED ABOUT NORMS LAST TIME AND HOW IMPORTANT THEY ARE. WE STARTED OFF WITH ASKING YOU ABOUT ENVISIONING A WORLD WITHOUT VIOLENCE AGAINST WOMEN. AND, THERE ARE A LOT OF REALLY POWERFUL TERMS THAT WE ALL CAME UP WITH. WE ALSO REMINDED YOU THAT, ACHIEVING THAT VISION IS GOING TO TAKE A LOT OF WORK. BUT WE WANT 4 TO, ONE OF THE WAYS TO ACHIEVE THAT WORLD WITHOUT VIOLENCE IS THROUGH CHANGING ENVIRONMENTS AND NORMS MANY AND ONE OF THE TOOLS FOR CHANGING NORMS, WE PRESENTED WAS A SPECTRUM OF PREVENTION. AND SO TODAY, WE ARE GOING TO FOCUS ON ONE OF THOSE LEVELS WHICH IS THE COALITION BUILDING, FOSTERING THAT WORKS IN COALITIONS. MOST OF YOU ARE GOING TO BE MEMBERS OF COALITIONS. SO THIS ISN'T GOING TO BE ANYTHING NEW. WHAT WE ARE GOING TO GO THROUGH TODAY ARE THE PARTICULAR STEPS IN BUILDING A STRONG AND VITAL COALITION.

[NEW SPEAKER] WHY DON'T WE START THAT WITH KIND OF A WORSE CASE SCENARIO WHICH WE HAVE ON SLIDE 18. IT IS REALLY NOT IMPORTANT THAT YOU HAVE IT IN FRONT OF YOU, BECAUSE LIZ, I WAS THINKING, THAT, GILBERT CARTOON, WHY DON'T WE READ IT TOGETHER? YOU OKAY. ALL RIGHT.

[NEW SPEAKER] WHICH ONE ARE YOU?

[NEW SPEAKER] I'LL BE LARRY. NO, GILBERT. >> DOGBERT, I NEED YOU TO FACILITATE SOME MEETINGS.

[NEW SPEAKER] WHAT KIND OF MEETING?

[NEW SPEAKER] WE ARE CREATING A PROCESS TO FIX OUR DEVELOPMENT PROCESS. BUT FIRST WE'RE HAVING SOME PREPLANNING MEETINGS TO DECIDE ON A PROJECT NAME.

[NEW SPEAKER] I THINK THE NAME SHOULD BE "DEATH SPIRAL." AND I THINK THE REASON WE WANTED TO SHARE THAT, A LOT OF US IDENTIFY WITH DOGBERT AND HIS COMMENT BECAUSE COALITIONS CAN FEEL LIKE A DEATH SPIRAL. THEY CAN FEEL REALLY, REALLY POINTLESS. IT IS KIND OF LIKE, AS I SAID, THE COALITION HAS TO BE AN END. IT HAS TO BE - - HAVE A PURPOSE. IT JUST CAN'T BE AN END FOR ITSELF. SOMETIMES, YOU KNOW, COALITIONS CAN BE INCREDIBLY HARD WORK. VERY FRUSTRATING, LIZ. IT CAN BE

INEFFICIENT TOOL IF THEY ARE POORLY UTILIZED AND, YOU KNOW, FRANKLY, YOU KNOW, COALITIONS, MANY TIMES, ARE VIEWED AS A TIME DRAIN. AS, YOU KNOW, AS GILBERT AND DOGBERT MIGHT AGREE, ANOTHER MEETING THAT MAY HAVE TO BE SQUEEZED AND WE ALL HAVE INCREDIBLY BUSY DAYS. >> FOR THOSE WHO ARE FOLLOWING THE SLIDE, THE SLIDE 20 POINTS OUT, IF YOUR COALITION IS WORKING EFFECTIVELY AND EFFICIENTLY, THEN THE COALITION REALLY CAN BECOME YOUR ROAD MAP FOR ACHIEVEMENT. WHAT WE ARE GOING TO DO RIGHT NOW, IS JUST THINK ABOUT SOME OF THE BENEFITS OF COALITION WORK THAT YOU HAVE EXPERIENCED OR THAT YOU KNOW ABOUT. AND FOR US, LARRY, WHY DON'T YOU TELL US WHAT SOME OF THE BENEFITS ARE?

[NEW SPEAKER] WELL, I THINK THAT REALLY, WHAT COALITIONS CAN HELP US TO ACHIEVE ARE THINGS THAT WE CAN'T DO AS WELL ALONE. IF I CAN DO IT BY MYSELF, AND I DON'T NEED OTHER SUPPORTER, IT IS PROBABLY NOT AS EFFECTIVE. IF I WANT TO SPREAD THE WORD MASSIVELY, TO A LOT OF DIFFERENT ENVIRONMENTS, IF I WANT TO CHANGE SOMETHING FUNDAMENTAL, YOU MENTION NORMS EARLIER, LIZ. IF YOU NEED TO CHANGE THE NORM IN THE COMMUNITY, NO ONE OF US CAN CHANGE THE NORM. WE REALLY NEED TO START TO CREATE MOMENTUM, UNIVERSAL AGREEMENT OR AT LEAST UNIVERSAL UNDERSTANDING. WHEN WE START TO THINK ABOUT MULTI FACETED BIG PICTURE, THAT IS WHY ANOTHER TERM I LIKE TO USE, REALLY THIS IS ENTITLED "EFFECTIVE COALITION" WE ARE REALLY TALKING A VARIETY OF DIFFERENT TYPES OF COLLABORATION. A VARIETY OF DIFFERENT COLLABORATIVE. THE FOCUS, I THINK, IS ON ACHIEVING A BROADER RANGE OF GOALS THAN WE COULD POSSIBLY ACHIEVE ALONE. BROADER BUY-IN, TO OUTCOME BY, BECAUSE, WE CAN CAPITALIZE ON THE DIVERSITY OF SKILLS AND TALENTS OF DIFFERENT COALITION MEMBERS. ALSO THE DIFFERENT POINTS OF VIEW THAT PEOPLE BRING TO THE TABLE. YOU KNOW, SO THE JUST, I WOULD SAY, IS THE ABILITY TO FOCUS ON COMPREHENSIVE APPROACHES.

[NEW SPEAKER] OKAY. AND I WOULD JUST ADD TO THAT, THAT AN EFFECTIVE COALITION CAN ALSO HELP CONSERVE RESOURCES. YOU CAN REACH MORE PEOPLE AND ACCOMPLISH BROADER OBJECTIVES THAN ANY ONE GROUP WORKING IN ISOLATION. YOU CAN ALSO ENHANCE ONE GROUP'S CREDIBILITY. AND A COUPLE OF OTHER THINGS THAT COALITIONS CAN ACHIEVE AS OPPOSED TO SINGLE INDIVIDUALS OR SINGLE GROUPS, IT IS THAT COALITION CAN PROVIDE A FORUM FOR SHARING INFORMATION AND PERSPECTIVES. ESPECIALLY IF YOU HAVE A DIVERSE MEMBERSHIP. AND, ALSO, FOSTERING THE COOPERATION. ONE OF THE THINGS THAT WE ARE GOING TO TALK ABOUT IN SUBSEQUENT WEB FORUM IS ISSUES OF TURF. WHEN YOU BRING PEOPLE TOGETHER IN A COALITION, ONE OF THE THINGS THAT YOU CAN SOMETIMES SMOOTH OVER ARE TURF ISSUES.

[NEW SPEAKER] UH-HUH. SO WE WERE GOING TO TEST YOUR KNOWLEDGE OF COALITION BUILDING WITH SLIDE 22. THIS IS ONE PLACE WHERE IT IS FRUSTRATING. TO NOT HAVE THE INTERNET TECHNOLOGY BECAUSE I LOVE THIS QUESTION. HOW MANY COALITION MEMBERS DOES IT TAKE TO CHANGE A LIGHT BULB? YOU GET TO CHEAT NOW BECAUSE YOU DON'T NEED TO GIVE US ANSWERS BUT JUST THINK FOR A MINUTE. THE QUESTIONS WE WERE GOING TO ASK YOU, DOES IT TAKE ALL OF THE MEMBERS OF SUBCOMMITTEES? FIVE MEMBERS? 2 MEMBERS? OR NONE OF THE ABOVE? ALL RIGHT. I'LL GIVE YOU THE ANSWER. IT DOESN'T -- IT TAKES, E, NONE OF THE ABOVE. BECAUSE THIS IS AN EXAMPLE OF WHERE YOU CAN KIND OF CREATE THAT DEATH SPIRAL. BECAUSE IT DOESN'T TAKE A COALITION TO CHANGE THE LIGHT BULB. IT TAKES A PERSON TO CHANGE A LIGHT BULB. YOU KNOW, WE DON'T NEED THAT TOOL TO CHANGE A LIGHT BULB. SOMETIMES, FRANKLY, LIZ, PEOPLE DO THAT. WE HAVE TO DO EVERYTHING TOGETHER. WE ARE A COALITION. WE HAVE TO MAKE EVERY DECISION TOGETHER. AND THAT IS WHERE IT BECOMES A LITTLE BIT DEADLY AND FRUSTRATING FOR ME. WHAT IS THE POINT? WHY ARE WE GETTING TOGETHER? WHAT ARE THE BIG PICTURE ISSUES? LIKE SLIDE 23 SAYS, YOU KNOW, JUST AS A CARPENTER, JOINS WOOD TO WOOD, A COALITION BRINGS PEOPLE TOGETHER, YOU KNOW, TO WORK TOGETHER AND INFLUENCE OUTCOMES. IT IS RELATED TO A SPECIFIC PROBLEM. SO A COALITION LEADER IS JOINING PEOPLE TO PEOPLE.

[NEW SPEAKER] UH-HUH. IN ORDER TO BE SUCCESSFUL, COALITIONS ARE GOING TO HAVE TO BE STRATEGIC AND AS DELIBERATE AS POSSIBLE. AND THIS OFTEN BEGINS WITH ASSESSMENT. SO ONE OF THE THINGS THAT WE ARE DOING HERE, I MEAN, WHEN WE GET BACK ON LINE, IF WE DO, A SERIES OF QUESTIONS. ONE OF THE FIRST QUESTIONS THAT WE ASK, WHEN WE ARE PUTTING TOGETHER A COALITION, IT IS WHAT GOES INTO IT? SO, WE ALL KNOW THAT BEING A COALITION IS HARD WORK AND THAT SUCCESS IS GOING TO DEMAND A STRONG LEADERSHIP. WE ARE GOING TO GO THROUGH SOME OF THE QUESTIONS HERE THAT YOU HAVE TO ASK YOURSELF AS YOU ARE PUTTING TOGETHER A COALITION. THE FIRST ONE WOULD BE, ARE YOU ABLE TO INSPIRE AND MOTIVATE MEMBERS OF A COLLABORATIVE?

[NEW SPEAKER] SECONDLY, WHEN YOU SHAPE A COALITION, HOW SYSTEMATICALLY DO YOU THINK ABOUT HOW TO MAKE IT EFFECTIVE?

[NEW SPEAKER] AND EVERY COALITION WE PARTICIPATE, WE HAVE TO RECOGNIZE THAT EVEN AS A PARTICIPANT, WE HAVE SIGNIFICANT RESPONSIBILITIES FOR LEADERSHIP.

[NEW SPEAKER] YEAH, THAT IS A REALLY GOOD ONE. I WONDER HOW MANY OF YOU RECOGNIZE THAT. BECAUSE, YOU KNOW, SOMETIMES WE TALK ABOUT COALITION LEADERSHIP AND THE ANSWER IS, WAIT A MINUTE. I'M NOT THE LEADER. I THINK, IF WE'RE THERE, WE ALL KIND OF ARE THE LEADER. THEN ANOTHER KEY QUESTION IS, AS A COALITION AND AS A MEMBER OF A COALITION, CAN YOU INFLUENCE KEY DECISION MAKERS? CAN YOU INFLUENCE GOVERNMENT AGENCIES? CAN YOU INFLUENCE OTHER ORGANIZATIONS? AND THAT IS A VERY IMPORTANT KIND OF TEMPERATURE CHECK. THERMOSTAT ON YOUR COALITION. IF YOU FEEL LIKE, YEAH, WE HAVE INFLUENCE TO PEOPLE, LISTEN TO US. YOU ARE GETTING A LOT OF TRACTION. IF YOU DON'T, I MIGHT SAY SOME ADJUST MANY. MAYBE MOVE TO SLIDE 26 THEN WHICH IS A 7 PICTURE OF THE 8 STEPS AND START TALKING ABOUT THE STEPS AND THE COALITION.

[NEW SPEAKER] LARRY WILL YOU GIVE IT A LITTLE BIT OF A BACKGROUND ON THE 8 STEPS?

[NEW SPEAKER] WELL, THE EIGHT STEPS WAS ABOUT THE TOOL THAT WAS ORIGINALLY DEVELOPED ABOUT 15 YEARS AGO TO INTERVENTION PREVENTION COALITION. WE WERE WORKING THEN ON ONE OF THE FIRST FEDERALLY FUNDED GROUPS THAT WAS WORKING, GOES ON TRAFFIC SAFETY AND VIOLENCE PREVENTION AND WE STARTED TO REALIZE THAT WORKING TOGETHER WE CAN MAKE A LOT MORE SENSE. PEOPLE ALL OVER THE COUNTRY WAS POLLING US AND SAYING, HOW DO YOU DO THAT? I FOUND MYSELF TONGUE TIED. I WITH MY COLLEAGUE, TOOK A FEW MONTHS AND REFLECTED. WE CALL IT 8 STEPS. FRANKLY, THE FIRST TIME WE CALLED IT 12 STEPS, YOU KNOW, THAT IS TOO COMPLICATED. THEN WE HAD 4 STEPS. NO, THAT IS TOO SIMPLE, WE SAID. WE SAID, HEY, BREAK IT INTO EIGHT STEPS. OBVIOUSLY, A LITTLE BIT OF ARBITRARINESS TO IT. WHAT WE HAVE FOUND OVER THE YEARS, PEOPLE FEEL THIS IS A REALLY, REALLY HELPFUL CHECK LIST. IT IS A HELPFUL WAY OF KIND OF LOOKING STARTING A COALITION. BUT PEOPLE SAY IT IS USEFUL WHEN YOU HAVE A COALITION. JUST TO BE CLEAR, ALTHOUGH I'M USING THE WORD COALITION, I THINK THAT THERE IS LOTS OF TERMS, COLLABORATION, PARTNERSHIP.

[NEW SPEAKER] ALLIANCE.

[NEW SPEAKER] ALLIANCE IS A GOOD ONE.

[NEW SPEAKER] BUT FOR THE PURPOSES OF THIS PRESENTATION TODAY AND THE TIPS WE ARE GOING TO SUGGEST, WE WANT YOU ALL TO THINK OF ALL OF THESE TERMS INTERCHANGEABLY.

[NEW SPEAKER] SO THE FIRST STEP THEN, WHICH IS PORTRAYED ON SLIDE 27, IT IS TO ANALYZE COALITION BUILDING, YOU KNOW, ENTER AND DETERMINE WHETHER OR NOT THE FORM OF COALITION. AND EVEN IF YOU ARE PART OF THE COALITION, I THINK IT IS IMPORTANT TO REALLY, REALLY LOOK AT THE OBJECTIVE AND TO SAY WHAT APPROACHES MIGHT BE EFFECTIVE. AND ALSO TO ASK, WHAT ARE THE COMMUNITY STRENGTHS ASSUMING IT IS A COMMUNITY COALITION? AND WHAT ARE THE COMMUNITY NEEDS? YOU KNOW, IS THERE A HISTORY OF SUCCESS AND FAILURE IN DEALING WITH SIMILAR PROBLEMS? ARE THERE GROUPS THAT HAVE SIMILAR OBJECTIVES OR WORK RELATED ISSUES? YOU DON'T WANT TO CREATE A NEW GROUP BECAUSE YOUR PURPOSE IS A TINY LITTLE BIT DIFFERENTLY.

[NEW SPEAKER] AND THERE IS A LOT OF IT, MAKE AS LOT OF SENSE. AS LARRY MENTIONED EARLIER, THE SPECTRUM OF PREVENTION CAN BE USED TO HELP CLARIFY AND PLAN THE OBJECTIVES OF THE COALITION. WHILE INDIVIDUAL SKILL BUILDING AND PREVENTION EDUCATION THE 8 FIRST TWO LEVELS ARE IMPORTANT, MOST PEOPLE ARE GOING TO ACKNOWLEDGE THAT THESE ALONE WILL NOT BE ENOUGH. SO IN THAT CASE, SPECTRUM CAN HELP PEOPLE DESIGN AND STRATEGY THAT CAN HELP THEM ADDRESS BROADER LEVELS AS WELL. WHEN IN FOR IT WHEN TALKING LARGE SCALE CHANGE, LIKE NORM'S CHANGE.

[NEW SPEAKER] THAT IS RIGHT. THEREFORE, THE SPECTRUM CAN BE A REALLY, REALLY GOOD PLANNING TOOL IF YOU START TO SAY AND COME BACK IN STEP 3, AGAIN. WHAT ARE SOME OF THE GOALS? WHAT ARE SOME OF THE THINGS WE ARE TRYING TO ACHIEVE? PARTICULARLY, AS YOU ARE SAYING, LIZ, NOT SO MUCH THE EDUCATIONAL WORK. THE EDUCATIONAL WORK CAN BE DONE EFFECTIVELY. THERE ARE TIMES THE COALITION CAN ADD VALUE. BUT REALLY, IT IS THE BIG CHANGE, THE NORM CHANGE, THE CHANGE IN POLICY. THE CHANGE IN THE PRACTICES OF YOUR OWN ORGANIZATIONS. BUT HOPEFULLY OF MULTIPLE ORGANIZATION. THAT IS WHERE YOU CAN REALLY GET AND WE'VE SEEN A LOT OF TRACTION IN COALITIONS AND I THINK, FOR EXAMPLE, THE WORK YOU DID IN OKLAHOMA IS REALLY A GOOD EXAMPLE OF THAT, RIGHT?

[NEW SPEAKER] THAT WAS EXACTLY THE CASE IN OAK LAWN HOME I WOULDN'T -- IN OKLAHOMA WHERE WE HOPED TO RAISE A STRATEGIC PLAN WITH THE COLLABORATIVE THAT INCLUDED THE OKLAHOMA COALITION AGAINST DOMESTIC VIOLENCE AND SEXUAL ASSAULT. THE STATE DEPARTMENT OF HEALTH AND THE ATTORNEY GENERAL'S OFFICE. TO INITIATE THE STRATEGIC PLANNING PROCESS, THIS GROUP WAS ABLE TO CONVENE A DIVERSE SET OF STATE LEADERS AND WHILE THE GROUP EXPLICITLY ACKNOWLEDGED THE VALUE OF PREVENTION EDUCATION, ESPECIALLY AMONG PARENTS, THEY CONCLUDED THAT PARENTS ALONE COULDN'T PROTECT THEIR CHILDREN FROM ALL OF THE FACTORS IN THE SOCIAL AND PHYSICAL AND CULTURAL ENVIRONMENT THAT CONTRIBUTE TO VIOLENCE. SO INSTEAD, THE GROUP DECIDED TO FOCUS THE OBJECTIVES AROUND SEVERAL KEY ENVIRONMENT THAT IMPACT. IN THIS CASE, SEXUAL VIOLENCE PREVENTION.

[NEW SPEAKER] THAT IS RIGHT. IT IS THE ENVIRONMENT. ONE OF THE KEY ENVIRONMENTS IDENTIFIED WAS THE COLLEGE AND UNIVERSITY SETTING. YOU KNOW, THEY WANTED TO INFLUENCE BOTH PHYSICAL AND EDUCATIONAL ENVIRONMENTS TO INCLUDE RESPONSES TO AND EQUALLY PREVENTION OF SEXUAL VIOLENCE. WHAT IS AN EXAMPLE, LIZ, OF ORGANIZATIONAL PRACTICE THAT, YOU KNOW, A COLLEGE OR A UNIVERSITY COULD INSTITUTE TO ACHIEVE THIS OBJECTIVE THAT WOULD MAKE SENSE FOR A COALITION?

[NEW SPEAKER] WELL, ONE THAT COMES TO MIND IS THE MENTORS IN VIOLENCE PROTECTION AND MPV PROGRAM. ATHLETES AND TIERS. THIS IS MODEL USED TO TRAIN PLAYERS ON THE BOSTON RED SOX BASEBALL TEAM AND THE 9 NEW ENGLAND PATRIOTS FOOTBALL TEAM TO STAND UP RATHER THAN STAND BY. THIS MODEL, ALSO USED TO

EMPOWER STUDENT ATHLETES TO PROACTIVELY CONSTRUCT ABUSIVE PEERS BY USING LEADERSHIP STATUS TO ADVANTAGE.

[NEW SPEAKER] I MEAN, ONE OF THE THINGS WHEN WE TALK LATER ABOUT MEMBERSHIP, THIS IS A HIGHLIGHT I WANT TO MENTION NOW, HAVING A GROUP LIKE THE BOSTON RED SOX OR NEW ENGLAND PATRIOTS, PARTICULARLY THIS YEAR, WHEN BOTH OF THE TEAMS HAVE BEEN SO SUCCESSFUL, CAN ADD CHARISMA TO THE COALITION. IT CAN HELP GET ATTENTION. I LIKE TO GO TO MEETINGS WHERE THERE ARE PEOPLE I WANT TO RUB SHOULDERS WITH. THERE IS A LOT OF ADDED VALUE AND THEY NOT ONLY PLAY A KEY ROLE IN THE COALITION, BUT THEY ALSO STRENGTHEN WHAT MIGHT COME FROM OTHER MEMBERS BECAUSE OTHER MEMBERS WILL BE KIND OF ATTRACTED BY THEM. I KNOW THE OKLAHOMA GROUP ALSO EXAMINED HOW THEY CAN INFLUENCE POLICY AND LEGISLATION TO IMPACT THE KEY ENVIRONMENT. YOU KNOW, THEY USE SUCH PRECEDENCE AS CAMBRIDGE MASSACHUSETTS WHICH HAD A CITYWIDE COMMITMENT TO PREVENTING DOMESTIC VIOLENCE. WHERE THEY CREATED AND PASSED THE POLICY FOR A VIOLENCE PREVENTION.

[NEW SPEAKER] THAT WAS A VERY SUCCESSFUL EFFORT THAT DEFINITELY TOOK A COLLABORATIVE WORKING TOGETHER. AND, AS LARRY ELUDED EARLIER, GROUPS CAN HAVE INTERVENTIONS AT ANY OF THE SIX LEVELS OF THE SPECTRUM. HOWEVER, COALITION TO THE OBJECTIVES AIM TO ACCOMPLISH A COMPLETION OF THE SPECTRUM STRATEGIES ARE GENERALLY GOING TO BE THE MOST EFFECTIVE. SO BY GROUPING THE SEPARATE APPROACHES TOGETHER, A PREVENTION STRATEGY WILL BUILD ON THE STRENGTH OF EACH LEVEL AND PROMOTE SUSTAINABLE CHANGE. THERE REALLY IS A CONSTANT INTERPLAY BETWEEN THE ACTIVITIES ALONG THE SPECTRUMS AS WELL AS BETWEEN THE SPECTRUM AND INDIVIDUALS AS A GROUP WHICH WE LIKE TO REPRESENT IN THE JIGSAW PUZZLE GRAPHIC THAT WE SHOWED LAST TIME.

[NEW SPEAKER] YEAH, I THINK THE JIGSAW PUZZLE IS A VERY, VERY GOOD ANALOGY. EACH PIECE CAN BE REALLY, REALLY POTENT. BUT PUT THEM TOGETHER IN A JIGSAW PUZZLE THAT STARTS TO MAKE A LOT MORE SENSE. YOU CAN CREATE A WHOLE DIFFERENT NOTION OF A PICTURE AND IN OUR CASE, A PICTURE OF PREVENTION, NORMS CHANGE, THAN ANY ONE GROUP MIGHT DO ALONE. ALSO, FOR EXAMPLE, I KNOW IN OKLAHOMA, THEY WERE DOING SOME WORK WITH PUBLIC SERVICE ANNOUNCEMENTS TRYING TO PROMOTE HEALTHY RELATIONSHIPS. THAT IS PORTRAYED ON SLIDE 32. BUT THEY REALLY REALIZE THAT THIS KIND OF THING WOULD BE ENHANCED IF POLICIES AND ORGANIZATIONAL PRACTICE THAT LIMIT THE USE OF VIOLENT OR DEGRADING IMAGES OF WOMEN IN THE MEDIA OR IN THE WORKPLACE, YOU KNOW, IF THERE WAS, IF THOSE WERE PROMOTED AND THEREFORE THEY COULD ALIGN THEIR OBJECTIVES ACCORDINGLY.

[NEW SPEAKER] NOW, ONE OF THE REASONS THAT THE OKLAHOMA GROUP WAS SO EFFECTIVE WAS IN PART BECAUSE THEY EXEMPLIFIED STEP TWO WHICH IS ABOUT RECRUITING THE RIGHT PEOPLE AND WE TALKED ABOUT THE LEADERSHIP ISSUES AND THEM HAVING MAIN MEMBER, BRAND NAME MEMBERS AS PART OF THE COALITION. ALTHOUGH IT MIGHT SEEM OBVIOUS, BEARS REPEATING, HAVING THE RIGHT PEOPLE IN YOUR COALITION CAN OFTEN MAKE OR BREAK THE COALITION EFFECTIVENESS. AND ULTIMATELY, IS GOING TO HAVE A GREAT IMPACT ON PROGRAM EFFECTIVENESS AND SUSTAINABILITY. >> THERE WAS A "NEW YORK TIMES" ARTICLE ABOUT BUSINESS MEETINGS IN THE BUSINESS SECTION. I KIND OF READ IT BECAUSE I THINK, OBVIOUSLY, YOU CAN LEARN A LOT THROUGH BUSINESS. ALTHOUGH, SOMETIMES OUR OBJECTIVES ARE A BIT MORE COMPLICATED AND BETTER. BUT, IT SAID --

[NEW SPEAKER] NO JUDGE. >> NO JUDGEMENT, RIGHT. BUT, WHAT IT SAID IS, THE MOST IMPORTANT ELEMENT IN THE SUCCESS OF A BUSINESS MEETING, I WAS THINKING IT IS THE AGENDA OR THE VISION, BUT I SAID, NO, THE MOST IMPORTANT ELEMENT IS GOING THE RIGHT PEOPLE THERE IN THE FIRST PLACE. THAT SPEAKS TO HOW IMPORTANT

MEMBERSHIP IS. AND A LOT OF TIMES, AS WE WILL SEE LATER ON, PEOPLE JUST KIND OF BRING TOGETHER WHO IS AROUND AND THAT IS NOT A WAY. MEMBERSHIP SHOULD BE VERY, VERY STRATEGIC. THAT IS WHY STEP 2 IS IMPORTANT. IN STARTING A COALITION. ALSO IMPORTANT BECAUSE THOSE OF YOU WHO ARE PART OF COALITION TO SAY, WAIT A MINUTE. WHO IS THERE? IF I WAS GOING TO THINK ABOUT IT, WHO WOULD I SAY THAT I WISH WOULD BE THERE AND I REALLY WANT TO BE THERE. ARE THERE STEPS RIGHT NOW, WE SHOULD TAKE TO MODIFYING THIS? THAT IS A LOT OF WHAT STEP TWO IS ABOUT. YOU KNOW, WHO IS WORKING ON THE SAME ISSUE AS YOU? YOU KNOW, THINK BROADLY. DON'T JUST THINK OF THE USUAL PLAYER, THE STANDARD PARTNERS.

[NEW SPEAKER] YOU KNOW, YOU WANT TO ALSO THINK ABOUT WHO HAS INFLUENCE ON THE ISSUE THAT YOU ARE WORKING ON. IT IS GOING TO BE VERY HELPFUL TO HAVE INFLUENTIAL PARTNERS OR REPRESENTATIVES ON BOARD AS EARLY AS POSSIBLE.

[NEW SPEAKER] THEN, WHO IS GOING TO BE SUPPORTIVE AND WHO, AT TIMES, ARE GOING TO PUT OBSTACLES IN YOUR PATH. AND, IT IS IMPORTANT TO KNOW WHO THE OPPOSITION IS. YOU KNOW, SOMETIME THE, IT MAKES SENSE TO INVITE THE OPPOSITION. BUT ONE OF MY FAVORITE QUESTIONS WHEN I DO THE TRAININGS IN PERSON, I ASK PEOPLE, HOW MANY WOULD INVITE YOUR OPPONENT? ALMOST EVERYBODY SAYS, YES. ALMOST EVERYBODY. I THINK YOU SEEN THIS IN SOME OF THE TRAININGS WE'VE DONE TOGETHER. THEY RAISE THEIR HAND, WE NEED NO TO KNOW WHAT OUR OPPONENTS ARE THINKING. WE NEED TO CONVINCING THEM, WE WILL BE BLINDSIDED IF WE DON'T CONSIDER THEM. THEY WILL NOT FEEL INCLUDED. THERE ARE CASES THAT THE CASE. A LOT OF PEOPLE THINK OF THE COALITION, THE GREAT SOCIETY. THAT IS A BIG MISTAKE. YOU'VE GOT TO KEEP IN MIND THE METAPHOR, GET SOMETHING DONE. NONE OF YOU WANT TO SAY GO AGAIN AND AGAIN TO MEETINGS. UNLESS YOU HAVE A BORING, BORING JOB AND NOT A LOT OF WORK LEFT FOR YOU. YOU WANT, NONE OF YOU WANT TO GO TO MEETS WHERE THE SAME DEBATE IS DEBATED. NOT A SENSE OF TRACTION OR PROGRESS. WHEN YOU HAVE PEOPLE WHO ARE OPPONENTS, UNLESS YOU FEEL THERE IS A WORKABILITY, FOR EXAMPLE, AS YOU KNOW I WORKED ON THE FIRST LOCAL NO SMOKING LAWS. YOU KNOW, MULTI CITY NO SMOKING LAWS AND TOW BAKO COALITION CAME VERY, VERY EARLY ON. ONE THING THEY TRIED TO DO, BRIBE ME. OFFERED ME QUITE A NICE RAISE, IN FACT. I WOULD BE WEALTHIER IF I WORKED FOR THEM, OF COURSE. THE OTHER THING IS, WHEN YOU ARE DOING YOUR STRATEGY, WE WANT TO BE AT THE TABLE WITH YOU. AFTERALL, YOU ARE A PUBLIC ENTITY. OUR STRATEGY WAS WHAT THEY WERE DIRECTLY OPPOSING. YOU KNOW, TO THE EXTENT THAT WAS POSSIBLE, WE DID NOT WANT TO BE SHARING TABLES WITH THEM. BECAUSE, YOU KNOW, THEIR ONLY GOAL, THEY WERE NOT GOING TO BE CONVINCED. THEIR ONLY GOAL WAS TO THROW A WRENCH IN OUR WORKS. SO YOU NEED TO BE ALELY CAUTIOUS ABOUT THIS. WE ARE DOING A LOT OF WORK ON NUTRITION AND ACTIVITY. THE QUESTION COMING UP, SHOULDN'T THE FOOD INDUSTRY BE THERE? SOMETIMES, YES. THERE ARE TIMES WHEN THEY ARE THERE TO DISRUPT. I THINK, IN THE ISSUES WE ARE TALKING ABOUT TODAY, IN VIOLENCE AGAINST WOMEN, THERE ARE SOME PEOPLE, FOR EXAMPLE, SOME OF THE ADVERTISERS, SOME OF THE ALCOHOL COMPANIES, THAT ARE REALLY PORTRAYING WOMEN IN A VERY ABUSIVE WAY. AND WE WANT TO CHANGE THOSE NORMS AND PRACTICES. THE WAY TO CHANGE THOSE NORMS AND PRACTICES, ISN'T NECESSARILY TO SIT DOWN WITH THEM IN THE COALITION. IT MAY BE TO NEGOTIATE WITH THEM. BUT NOT AT THE COALITION TABLE.

[NEW SPEAKER] THAT IS, YOU DON'T WANT TO WASTE YOUR COALITION TIME CONVINCING PEOPLE ABOUT YOUR POSITION. SO, IN THIS SENSE, IN DEALING WITH THE OPPOSITION, ONE OF THE SUGGESTIONS WOULD BE TO CHOOSE TO INVITE A PARTNER WHO KNOWS HOW TO WORK WITH, OR MANAGE THE OPPOSITION.

[NEW SPEAKER] THAT MAKES A LOT OF SENSE. BUT, I THINK THAT IT IS, YOU KNOW, IT IS GOING TO COME UP IN 12 COALITION DISCUSSION. SO I THINK THAT IT IS REALLY SOMETHING WHERE THEY'LL HAVE TO BE SOME QUESTION ABOUT OBJECTIVES. THEY'LL

HAVE TO BE SOME DISCUSSION, YOU KNOW, LATER ON, WE'LL TALK ABOUT DECISION-MAKING. YOU'LL NEED TO FIGURE OUT HOW TO WORK THAT OUT WITH THE COALITION. IT COMES UP AGAIN AND AGAIN. ONE OF THE LAST THINGS YOU NEED TO ASK YOURSELVES, HOW MANY PEOPLE SHOULD BE INVOLVED IN THE COALITION? YOU DON'T WANT YOUR COALITION TO BE SO LARGE THAT IT IS UNMANAGEABLE BUT ALSO, YOU DON'T WANT IT TO BE SO SMALL THAT NOT ENOUGH CAN BE ACCOMPLISHED.

[NEW SPEAKER] THAT IS A GOOD POINT. YOU KNOW, PEOPLE WHO STUDY GROUP THEORY, I HAVE A SOCIAL WORK BACKGROUND, AND PROBABLY THE IDEAL WORKING GROUP IS PROBABLY 8-14. FOR ME, THE IDEAL WORKING GROUP IS A GROUP OF PEOPLE WHO CAN SIT AROUND THE TABLE WITH AND HAVE COFFEE, MAYBE 2-3 PEOPLE. THE POINT THAT MAKES, IT DOESN'T MEAN THAT EVERY COALITION WILL BE BETWEEN 8-14 PEOPLE BIG. SOME OF THEM MAY END UP BEING, SOME OF THOSE OUT THERE, WE'LL TALK ABOUT THIS IN THE Q&A PERIOD MAY BE COALITION OF 40 PEOPLE. 40 PEOPLE. 50 PEOPLE. IF YOU KNOW THAT 14-18 IS THE RIGHT SIZE OR 8-14 IS THE RIGHT SIZE, SOMETHING LIKE THAT, THAT TELLS YOU, IF YOU HAVE 40 PEOPLE THERE, YOU HAVE TO REDESIGN THE WORK. HAVE YOU TO DO A LOT OF WORK IN SUBCOMMITTEES. YOU CAN'T EXPECT TO HAVE THE SAME LEVEL OF CONVERSATION. THINK OF YOURSELF, LIZ, WHEN YOU AND I ARE SITTING OUT, HAVING LUNCH, WE BOTH DO THE TALKING. IN ROOM OF 1-15 PEOPLE, LIKE STAFF MEETING LATER TODAY, WE MONITOR OURSELVES. WE MAKE 1-2 COMMENTS. DYNAMICS OF THE GROUP VERY MUCH DEPENDS ON THE GROUP SIZE. THERE ARE CERTAIN KINDS OF CONVERSATIONS THAT ARE SUITABLE FOR THIS RIGHT SIZE COALITION OF SAY, MORE OR LESS, A DOZEN PEOPLE. AND THERE ARE OTHER STRUCTURES THAT NEED TO BE PUT IN PLACE. PARTICULARLY SUBGROUPS AND WORKING GROUPS AS THE COALITIONS GET BIGGER.

[NEW SPEAKER] OKAY. WE'LL TALK ABOUT THAT MORE WHEN WE TALK ABOUT HOW OFTEN COALITIONS SHOULD MEET AND HAVE IT BETWEEN TIMES BUT CONTINGENT UPON HOW MANY MEMBERS IN THE COALITION.

[NEW SPEAKER] VERY, VERY MUCH SO.

[NEW SPEAKER] ONE OF THE IMPORTANT THINGS TO CONSIDER ABOUT COALITIONS WHEN TALKING ABOUT MEMBERSHIP IS WHO IS GOING TO BE NEEDED AT THE TABLE TO ACCOMPLISH THE GROUP'S GOALS? SO WHEN YOU ARE THINKING ABOUT COALITIONS TO PREVENT VIOLENCE AGAINST WOMEN, IT IS IMPORTANT TO UNDERSTAND WHY PEOPLE JOIN. ONE OF THE THINGS THAT YOU WANT TO THINK ABOUT IS HOW YOU ACTIVELY RECRUIT MEMBERS BASED ON THE GOALS AND NEEDS OF THE COLLABORATIVE. ONE OF THE THINGS WE LIKE TO TALK ABOUT, IS, THAT IT IS REALLY VALUABLE. WE LIKE TO DESCRIBE HOW VALUABLE IT IS FOR PEOPLE TO JOIN AND WE THINK ABOUT SOME OF THE REASONS WHY PEOPLE JOIN. THINK ABOUT THE REASONS THAT YOU ARE A PART OF THE COALITION THAT YOU ARE A MEMBER OF NOW. IF YOU ARE THINKING ABOUT PUTTING TOGETHER A COALITION, YOU WANT TO THINK ABOUT WHY PEOPLE WOULD JOIN, AND MAKE THAT AN ATTRACTIVE VENTURE FOR THEM.

[NEW SPEAKER] AND I THINK THAT, YOU KNOW, IT IS A REALLY INTERESTING MIX. YOU KNOW, THERE ARE SOME PEOPLE WHO JOIN THE COALITION AND THEY ARE VERY, VERY INVESTED, KIND OF THE COALITION'S GOAL. BECAUSE THEY JUST BELIEVE IN THE CORE GOALS OF THE COALITION. OTHER TIMES TO RELATE TO THE WORK. YOU MIGHT NOT EVEN PUT IT AS DIRECTLY BUT GIVEN MY ORGANIZATION AND GIVING YOU ARE DOING OUR WORK IN THE COALITION, I REALLY HAVE TO BE THERE. I HAVE TO INFLUENCE THE DIRECTION. PROTECT MYSELF. PROTECTION IS AN IMPORTANT REASON WHY TO JOIN THE COALITION. I DON'T WANT SOMETHING ELSE GOING ON, I DON'T WANT SOMETHING ELSE GOING ON. THERE ARE TIMES WHEN THERE ARE ISSUES ASSOCIATED, YOU KNOW, WITH THAT AS WELL. WHERE IT IS LIKE, WELL, YOU KNOW, IF THE COALITION GETS THE CREDIT, WHAT IS GOING TO HAPPEN TO ME? WHAT IS GOING TO HAPPEN TO MY GROUP? ANOTHER THING THAT IS

NEGLECTED, PART OF THE REASON WHY PEOPLE JOIN THE COALITION, PART OF THE REASON PEOPLE STICK WITH COALITIONS, WHICH IS AN IMPORTANT CUE FOR ALL OF US WHO PLAY A FACILITATIVE OR SUPPORTIVE ROLE IS FOR PERSONAL REASONS. THAT DOESN'T MEAN THAT YOU ABANDON THIS NOTION OF WHAT ARE WE TRYING TO ACCOMPLISH HERE. BUT THERE ARE WAYS TO FOCUS WHAT YOU ARE TRYING TO ACCOMPLISH, THAT ARE FUN AND ENTERTAINING, AND GRATIFYING, THAT REMIND ONE ANOTHER OF THE COMMITMENT THAT YOU ARE MAKING OF THE OUTCOME THAT YOU ARE ACHIEVING. GOOD REFRESHMENTS. GO A LONG WAY FOR ME IN CERTAIN MEETINGS THAT I LOOK FORWARD TO. OR OTHERS THAT SAY, I AM STARVING OR GO GET LUNCH FIRST. GET THERE A HALF HOUR LATER. THERE ARE A LOT OF DIFFERENT ELEMENTS THAT FACILITATORS AND GO BACK TO COALITION PARTICIPANTS, IF WE ARE INVESTED IN THE COALITION, WE ARE ALL CO-LEADERS AND ALL FACILITATORS. THERE ARE A LOT OF REASONS THAT IT IS APPEALING FOR A LOT OF PEOPLE, YOU KNOW. IT IS REALLY THAT MIX OF REASON. FACILITATOR NEEDS TO PAY ATTENTION.

[NEW SPEAKER] I WOULD ALSO ADD TO THIS, HAVING BEEN A UNIVERSITY INSTRUCTOR, SOME PEOPLE JOIN BECAUSE THEIR BOSSES MAKE THEM JOIN. AND, IT IS IN PARTICULAR, THOSE PEOPLE WHO HAVE TO JOIN. ALL OF THE 4 REASONS THAT LARRY JUST MENTIONED, THAT PERSONAL GRATIFICATION REASONS. ARE GOING TO BE REALLY IMPORTANT TO PLAY UP FOR MEMBERS WHO HAVE BEEN TAPPED TO BE THERE. THEY HAVE TO BE THERE. IT WILL BE IMPORTANT TO DRAW THOSE MEMBERS IN, IN TERMS OF THE CONTRIBUTION THEY CAN MAKE. WHY IT IS IMPORTANT TO THEIR ORGANIZATION AND ALSO WHY IT IS IMPORTANT TO THEM. WHY IT IS IMPORTANT TO THE COALITION TO HAVE THESE PARTICULAR PEOPLE BE A PART OF AS WELL.

[NEW SPEAKER] WHY DON'T I MOVE US TO SLIDE 38 AND STEP 3. WHAT STEP 3 IS ABOUT, IT IS ESTABLISHING A COMMON PURPOSE AND MORE SPECIFICALLY, SETTING PRELIMINARY OBJECTIVES AN ACTIVITIES FOR THE COALITION. IN STEP ONE, YOU NEED TO START A COALITION VERY CLEAR OF WHAT YOU ARE TRYING TO ACCOMPLISH. WHAT STEP THREE IS ABOUT, AFTER BRINGING PEOPLE TOGETHER, YOU KNOW MELTING THOSE OBJECTIVES WITH THE OBJECTIVES OF OTHER MEMBERS, YOU START TO HAVE A SHARED VISION. THE SPECTRUM IS VERY, VERY HELPFUL ACTUAL FOR THAT, I THINK, LIZ.

[NEW SPEAKER] I WOULD AGREE. STEP THREE, IT IS ABOUT ACKNOWLEDGING AND USING THE FACT THAT EACH COALITION MEMBER WEARS AT LEAST TWO HATS. THEY ARE GOING TO WEAR THE HAT OF THEIR OWN INDIVIDUAL AGENCY OR ORGANIZATION AND THE HAT OF THE COALITION AS A WHOLE. IT IS GOING TO BE IMPORTANT TO CREATE OPTIONS THAT MUTUALLY SET ASIDE OPTIONS OF THE OBJECTIVES AND SET ASIDE THE GOALS OF OTHER COALITION MEMBERS AND GROUPS. AND PROPOSE MUTUALLY PRODUCTIVE ACTIVITIES AND STRUCTURE OF BOTH OBJECTIVES AND ACTIVITY IN SUCH A WAY THAT ALL OF THE COALITION MEMBERS FEEL INCLUDED IN THE COLLABORATIVE PROCESS.

[NEW SPEAKER] THAT IS RIGHT. THAT FIELD INCLUDES AN IMPORTANT TERM, I THINK. ANOTHER HAT, THE PERSONAL HAT. YOU KNOW, WE MIGHT HAVE TWO PEOPLE FROM OUR ORGANIZE, THAT GO TO THE SAME COALITION MEETING AND HAVE DIFFERENT EXPERIENCES AND DIFFERENT FEELINGS. HAVE DIFFERENT INTERESTS AND PAYING ATTENTION, SO, YOU KNOW, WHO IS THE PERSON AND WHAT DO THEY LIKE TO DO? WHERE DO THEY GET A SENSE OF ACCOMPLISHMENT? ANOTHER REALLY, REALLY IMPORTANT PART OF THAT. BASED ON PART OF THAT, I THINK YOU'LL SEE WHERE PEOPLE MAKE SUGGESTIONS ALONG THIS SPECTRUM, YOU KNOW. FOR THE COALITION TO HAVE ITS MOST IMPACT. ANOTHER THING, I THINK, IMPORTANT ABOUT WHAT YOU JUST SAID ABOUT THE TWO HATS, LIZ, IS, YOU KNOW, A LOT OF PEOPLE HAVE BASICALLY SAID, LEAVE THE HAT OF YOUR ORGANIZATION AT THE DOOR. YOU KNOW, DON'T COME IN. WHEN YOU COME IN, YOU ARE A COALITION MEMBER. WELL, FOR ME, I'M VERY, VERY PROUD OF THE WORK OF PREVENTION INSTITUTE. 15 PEOPLE SAID, COME JOIN THE COALITION BUT DON'T PAY ANY ATTENTION TO YOUR WORK. I WOULD HAVE TO SAY, WAIT A MINUTE. I'M NOT SURE IT MAKES ANY SENSE AND I'M

NOT SURE THAT MY FUNDING AND MY JOB PERMITS ME TO PARTICIPATE IN THIS. I THINK, SKILLFUL COALITION BUILDING AND AS YOU MENTIONED, WE DEAL WITH THIS A LOT IN SOME OF THE WORK ON TURF. SKILLFUL COALITION BUILDING MEANS MELDING THE OBJECTIVES WHICH IS WHY I REALLY LIKE YOUR TWO HAT ANALOGY.

[NEW SPEAKER] AND ONE OF THE THINGS WE WANT YOU TO KEEP IN MIND IS THAT THERE ARE MANY TYPES OF COLLABORATION.

[NEW SPEAKER] LIKE 40 SHOWS. >> TYPICALLY, PEOPLE THINK OF GRASSROOTS WHEN THEY THINK OF COLLABORATION AND OF COURSE, THE VIOLENCE AGAINST WOMEN MOVEMENT HAS ITS ROOTS IN THE GRASSROOTS MARINA. HOWEVER, WORKING WITH OTHER GROUPS SUCH AS GOVERNMENT AND COMMUNITY-BASED ORGANIZATIONS, CAN INCREASE THE EFFICACY OF A COLLABORATIVE. MORE PARTNERS CAN MEAN BRINGING IN A DIFFERENT KIND OF EXPERTISE. ACCESS TO WIDER SPACE OF RESOURCES AND MORE PARTNERS CAN ALSO HELP YOU ACHIEVE YOUR GOAL. GOVERNMENT, FOR EXAMPLE, OFTEN HAS RESOURCES FOR COMMUNITY EFFORTS AND CAN BE A KEY PARTNER, NOT ONLY IN FUND BUG ALSO IN PROVIDING OTHER RESOURCES SUCH AS TECHNICAL ASSISTANCE IN TOOLS.

[NEW SPEAKER] YEAH, I FOUND IN MANY CASES IT VARIES, OF COURSE. IN MANY CASES, IT IS THE INTERGOVERNMENTAL COALITION THAT SEEM TO BE THE RAREST. IT IS PARTS OF GOVERNMENT WORKING EFFECTIVELY TOGETHER. YOU KNOW, WHEN PEOPLE PAY THEIR TAXES, THEY KIND OF THINK THAT THERE IS A GOVERNMENT. THERE IS ONE APPROACH THAT IS INCUMBENT ON DIFFERENT ORGANIZATIONS TO WORK TOGETHER. AND THAT IS THE JOB OF THE CHIEF ADMINISTRATOR. WHETHER THE MAYOR, GOVERNOR, PRESIDENT, WHATEVER, TO SEE THAT THE DIFFERENT SECTORS WORK TOGETHER. WELL, INTERGOVERNMENTAL COLLABORATION IS REALLY AN IMPORTANT TOOL TO KIND OF THINK OF. WE HAVE MULTIPLE SYSTEMS ON AN ISSUE LIKE VIOLENCE AGAINST WOMEN. IT IS GOING TO BRING HEALTH AND HUMAN SERVICE, JUSTICE ENFORCEMENT, EDUCATION JUST TO NAME A COUPLE OF THOSE. ALL OF THESE SECTORS CAN BE, MUST BE BROUGHT TO BEAR IN PREVENTION. YOU KNOW, LAW ENFORCEMENT, FOR EXAMPLE, YOU KNOW, HAS PLAYED AN IMPORTANT ROLE DESPITE MOSTLY DOING AFTER THE FACT WORK, THEY PLAYED AN IMPORTANT ROLE IN PROMOTING STATEWIDE PROGRAMMING IN CALIFORNIA AS PART OF THE CRIME REDUCTION STRATEGY AND WHEN THEY SAID, WAIT A MINUTE. WE CAN'T DO IT ALONE, THAT REALLY HELPED TO BUILD THE NOTION THAT VIOLENCE 16 AGAINST WOMEN IS A COMMUNITY PROBLEM AND THAT WE ALL NEED TO PAY ATTENTION. THAT BUSINESSES, THAT COMMUNITY, ETC., ETC. REALLY NEED TO PLAY A ROLE. WE ARE TALKING REALLY ABOUT A DIVERSITY OF SECTORS AND SYSTEMS.

[NEW SPEAKER] AND, AS LARRY MENTIONED EARLIER, THERE WILL BE OFTEN, A TURF ISSUE, INVOLVING, ESPECIALLY WHEN MONEY AND FUNDING IS AT STAKE HERE. AND, LARRY ALSO MENTIONED THE ADAGE ABOUT LEAVING YOUR ORGANIZATION OR YOUR ORGANIZATIONAL AT THE DOOR. WE AT PREVENTION INSTITUTE WANT TO MAKE TURF WORK FOR THE COALITION. SOME GROUPS ARE EVEN POOLING THEIR LIMITED RE FUNDS IN A COLLABORATIVE PROCESS TO ACHIEVE GREATER OUTCOMES. WE ARE DEDICATING A FULL FUTURE FORUM FOR ISSUE OF TURF. BE SURE TO LOOK OUT FOR THAT IN THE COMING MONTHS. MY FAVORITE EXPRESSION IS THAT TURF IS NOT A FOUR LETTER WORD. BUT KIND OF RELATED TO TURF, ANOTHER TOOL THAT MIGHT BE WORTH MENTIONING. KIND OF RELATED TO TURF IS THIS NOTION OF INTERDISCIPLINARY COLLABORATION. SO WE CREATED A TOOL WITH THE NAME COLLABORATION MATH. IT IS NOT MATH, SO DON'T GET INTIMIDATED. WE USE THAT AS A METAPHOR BECAUSE REALLY THINGS ADD UP AND MULTIPLY AND START TO REALLY KIND OF SUPPORT ONE ANOTHER. BUT YOU CAN SEE THIS, ON SLIDE 42, YOU KNOW, THE TOOL, YOU CAN SEE IT ON THE WEB SITE AND GET A MUCH MORE INDEPTH DISCUSSION OF IT. WE WILL COME BACK TO IT IN A FUTURE FORUM AS WELL. THE TOOL IS DESIGNED TO ELIMINATE THE MISCONCEPTIONS THAT GROUPS HAVE ABOUT ONE ANOTHER BY JUST MAKING GOALS, OBJECTIVES, ABILITIES, NEEDS, VERY, VERY

EXPLICIT. IT CLARIFIES THE BENEFIT OF COLLABORATIVE PARTICIPATION. YOU KNOW, IT ALSO HELPS UNDERSTAND WHAT NEEDS TO BE BETTER UNDERSTOOD AND IT COULD REALLY BE USEFUL IN IDENTIFYING, WAIT A MINUTE, THERE ARE KEY PLAYERS, WHO HAVE BEEN MISSING.

[NEW SPEAKER] IT REALLY IS IMPORTANT TO FIGURE OUT WHO NEEDS TO BE INVITED TO THE TABLE. AS LARRY MENTIONED, WE'LL BE DOING A FUTURE WEB FORUM ON COLLABORATION MATH. HOW TO USE THAT PARTICULAR TOOL IN SOME OF THE DIFFERENT ADVANTAGES OF THAT PARTICULAR TOOL. THAT IS GOING TO TAKE PLACE IN MARCH. MARCH 11. BUT BASICALLY, YOU KNOW, KEEP CHECKING THE CALCASA WEB SITE FOR THAT ONE THERE AS WELL.

[NEW SPEAKER] YEAH.

[NEW SPEAKER] IF YOU ARE FOLLOWING THE SLIDES, ON SLIDE 43 NOW. ONE OF THE THINGS WE NEED TO THINK ABOUT WHEN WE ARE PULLING COALITIONS TOGETHER, ESTABLISHING COMMONALITIES AMONG DIVERSE GROUPS. IN THAT CASE, IT IS IMPORTANT TO REALIZE THAT AS CRITICAL AS IT IS TO KEEP US FOCUSED ON THE PRIMARY OBJECTIVE 17 TO PREVENT VIOLENCE AGAINST WOMEN, IT IS NOT ALWAYS NECESSARY THAT THIS BE THE CENTRAL FOCUS OF OUR PARTNERSHIP. FOR EXAMPLE, A DOMESTIC VIOLENCE AND SEXUAL ASSAULT PARTNERSHIP COULD JOIN FORCES WITH THE BROADER PARTNERSHIP FOCUSED ON REDUCING RACISM, SEXISM AND HOMOPHOBIA. IN FACT, ACHIEVING MUTUAL GOALS CAN OFTEN WRING MORE POWER TO THE MOVEMENT.

[NEW SPEAKER] LOT OF REALLY IMPORTANT POINT LISTS. I THINK, BECAUSE OF THE BACK TO MUSIC CAMPAIGN?

[NEW SPEAKER] YEAH, WE WERE TALKING THAT YESTERDAY. AND ONE OF THE THINGS THAT IS GOING TO ON IN THE RAP INDUSTRY, LAUNCHED BY ESSENCE MAGAZINE, WHILE THIS IS NOT EXPLICITLY A VIOLENCE PREVENTION ORIENTED GROUP, THE GOAL OF THIS PARTICULAR COLLABORATIVE IS TO REDUCE THE NEGATIVE IMAGES OF WOMEN IN POPULAR MEDIA BY ENGAGING HIP HOP ARTIST AND DIALOGUE AND EDUCATION ABOUT SEXISM IN MUSIC LYRICS AN VIDEOS. I'VE SEEN SOME OF THE INTERVIEWS WHERE THEY BRING IN NOT ONLY MALE HIP HOP ARTISTS BUT FEMALE ARTISTS AND FANS. PEOPLE GET TO COME TOGETHER AND TALK ABOUT, THIS IS WHAT THIS IMAGE IS ABOUT. THIS IS HOW IT REFLECTS ON WOMEN AND THIS IS THE IMPACT THAT IT HAS AND THOSE MESSAGES GET BACK TO THE INDUSTRY AND CHANGES ARE STARTING TO HAPPEN.

[NEW SPEAKER] THAT IS REALLY KIND OF AMAZING, YOU KNOW. IT IS CHANGING WORK. I REALLY FIND THAT THIS FORMING BROADER PARTNERSHIPS, IT IS KIND OF, AT TIMES, MORE CHALLENGING THAN JUST SAYING, WAIT A MINUTE. WE KNOW EXACTLY WHAT WE ARE TRYING TO ACCOMPLISH. BUT IT IS MUCH MORE CREATIVE AND AT TIME, THE IMPACT OF DESCRIBING, THE IMPACT CAN BE VERY, VERY GREAT. YOU KNOW, THERE IS NO QUESTION WE ARE TALKING RACISM OR SEXISM OR HOMOPHOBIA AND, YOU KNOW, IF YOU HAVE IMPACT ON THAT, GET ALL OF THE PLAYERS THERE, CLEARLY THAT WILL HAVE SIGNIFICANT IMPACT ON VIOLENCE AGAINST WOMEN.

[NEW SPEAKER] YES.

[NEW SPEAKER] THAT IS ALSO VALUE, WHEN WE JUST JOIN FORCES WITH OTHER ADVOCATES AND OTHER PRACTITIONERS, PARTICULARLY WHEN WORKING ON OTHER FORMS OF VIOLENCE. I THINK WE ALL FEEL A BIT ISOLATED AND WE THINK THAT THERE IS INTERRELATIONSHIP BETWEEN DIFFERENT FORMS AND SOMETIMES BY WORKING TOGETHER WE CAN DO MORE TO BREAK THE CYCLE BECAUSE WE KNOW THAT THERE IS A CYCLE IN FAMILIES AND CYCLE IN COMMUNITIES. WE HAVE A LOT TO LEARN FROM ONE ANOTHER.

[NEW SPEAKER] AS WE MOVE ON TO STEP FOUR, ONCE YOU DETERMINE THE RIGHT PEOPLE AND SET THE PRELIMINARY OBJECTIVES, IT IS TIME TO CONVENE YOUR COALITION. THIS IS WHEN WE LIKE TO ASK THE QUESTION, HOW DO YOU 18 CONVENE THE COALITION? THROUGH A MEETING? THROUGH A WORKSHOP? DO YOU DO IT THROUGH CONFERENCE? IS IT ALL OF THOSE? IS IT SOME OTHER WAY? MOST PEOPLE SAY, WHAT THEY ARE ABOUT. MOSTLY, THIS IS A PLACE WHERE MY EXPERIENCE, LIZ, HAS BEEN YOU TRY TO CONVENE YOUR COALITION AT A MEETING. A LOT OF PEOPLE I HAVE SEEN, I REMEMBER ONE COALITION RECENTLY, AT A STATEWIDE CONFERENCE AND PEOPLE CAME IN AND SAID, WELL, WE ARE GOING TO FORM OUR COALITION AT THE END OF THE CONFERENCE. SO THEY HAVE SOME GUEST SPEAKERS AND THEN THEY HAVE SOME WORKING SESSIONS AND SOME PLANNING SESSIONS. AND ABOUT 3:15, YOU CAN KIND OF PICTURE, PEOPLE WHO TRAVEL BIT FURTHER, WILL TRAVEL HOME. MANY OF THE PARENTS WHO ARE WORRIED ABOUT DAY CARE, MAY BE HEADING HOME. A LITTLE EARLIER. SOME OF THE PEOPLE WHO HADN'T BEEN AS FULLY ENGAGED BUT MIGHT BRING A LOT TO THE TABLE, SAY, ONE WHO MADE A SHOWING HEADED HOME. BECAUSE THE COALITION IS NOT CONVENE INTENTIONALLY GOING BACK TO STEP 2 AND SAY, WHO DO WE MOST NEED TO BE THERE?

[NEW SPEAKER] KIND OF, WELL, WHOEVER HAPPENS TO BE AROUND. IF IT IS NOT IMPORTANT TO CONVENE INTENTIONALLY, MOST CASES, YOU KNOW, IT IS NOT IMPORTANT TO KNOW. SO, YOU KNOW, I THINK THE NOTION CONVENE THROUGH A MEETING. THIS IS MAYBE ONE OF THE SIMPLEST STEPS BECAUSE THAT IS ALL YOU HAVE TO DO, BUT YOU HAVE TO DO IT THAT WAY, I THINK. I CAN THINK OF A COUPLE OF EXCEPTIONS BUT NOT MANY.

[NEW SPEAKER] OKAY. THAT MAKE AS LOT OF SENSE. LET'S MOVE ON TO STEP FIVE. EFFECTIVE GENERAL COALITIONS ARE GENERALLY GOING TO REQUIRE A MINIMAL FINANCIAL OUTLAY FROM A CHARITABLE -- FROM MATERIALS AND SUPPLIES. BUT THEY WILL REQUIRE A SUBSTANTIAL TIME COMMITMENT FROM PEOPLE THAT SAID, STEP FIVE OF EFFECTIVE COALITION BUILDING IS ANTICIPATING THE NECESSARY RESOURCES. SO WHAT YOU HAVE TO DO IN THIS STEP IS ESTIMATE HOW MUCH OF THE WITH FOOTWORK WILL BE THE RESPONSIBILITY OF THE LEAD AGENCY AND HOW MUCH IS GOING TO REALISTICALLY BE EXPECTED OF MEMBERS. YOU NEED TO ANTICIPATE THAT MEMBERS ARE NOT ALWAYS GOING TO FULFILL THEIR COMMITMENT. YOU ALSO HAVE TO BE APPRECIATIVE OF WHAT IS DONE RATHER THAN BEING MORALISTIC WHEN PEOPLE CAN'T ACCOMPLISH EVERYTHING THEY PLAN. ONE OF THE THINGS YOU CAN EXPECT, EXTENSIVE STAFF TIME THAT WILL BE DEMANDED IN ALL OF THE AREAS THAT, IF FOLLOWING US OUT ON THE SLIDE, OR ON SLIDE 49, SPECIFICALLY, CLERICAL TASKS, SUCH AS AGENDA, PHOTOCOPY, MAKING REMINDER MEMBERSHIP PHONE CALLS, MEETINGS WILL TAKE TIME AND RESOURCES IN THE FORM OF PLANNING AGENDAS, TAKING 19 MINUTES. LOCATING AND PREPARING THE MEETING SITE. PLANNING FACILITATION. COORDINATING WITH THE COALITION CHAIRPERSON OR THE STEERING COMMITTEE. AND PROVIDING REFRESHMENTS AS LARRY MENTIONED EARLIER. NOW THE EXTENT OF ALL OF THIS WORK IS GOING TO BE VERY OBVIOUSLY, DEPENDING ON THE OBJECTIVE OF THE COALITION.

[NEW SPEAKER] I THINK IT IS IMPORTANT, YOU KNOW, AS YOU ARE POINTING OUT, IT IS USUALLY A LOT. AND I THINK IT GETS UNDERESTIMATED. I SAY TO PEOPLE, YOU KNOW, FIGURE OUT WHAT YOU THINK IS GOING TO TAKE AND DOUBLE IT. THIS IS PARTICULARLY IMPORTANT AND, AS COALITIONS ARE COMING TO AN END. BECAUSE MANY OF THESE RESOURCES REALLY, REALLY ARE CRITICAL. AND, FOR EXAMPLE, IF YOU DON'T HAVE SOMEONE WHO IS REALLY PAYING ATTENTION MAKING SURE THE MEETING NOTICES GO OUT AND ALL OF A SUDDEN, A MEETING, HAPPENS LAST MINUTE AND GETS FRUSTRATING BECAUSE PEOPLE GET LOST OR, YOU KNOW, THEY SHOW UP THE WRONG DAY OR SOME PEOPLE DON'T KNOW ABOUT IT. TO TURN OUT SMALL -- IT JUST DOESN'T WORK. SOME OF THE THINGS I FOUND, SOME COALITIONS I HAVE BEEN PART OF, MAYBE THEY ARE FUNDING AND PEOPLE SAY, GEE, THIS IS REALLY GREAT. THE FUNDING TO ENDING, WE ARE GOING TO

CONTINUE, YOU KNOW. UNLESS THEY ARE REALLY CLEAR AND MAKE SERIOUS COMMITMENTS ABOUT THE RESOURCES, IT JUST DOESN'T WORK. THERE IS A LITTLE BIT OF MAGICAL THINKING THAT GOES ON, NO BIG DEAL. IT IS NOT A SUPER BIG DEAL. IT IS JUST RESOURCES. BUT I THINK THAT IT IS REALLY A BIG DEAL. >> YEAH, I THINK SO. I WOULD TOTALLY AGREE. WE WANT TO WRAP UP THIS STEP AND AS WE WRAP UP STEP 5, WE WANT TO EMPHASIZE THAT ALTHOUGH COALITION MEMBERS MAY WEAR TWO HATS, COALITION LEADER HAS TO WEAR MANY HATS IN TERMS OF THE TIME COMMITMENT AND ROLES THEY ARE GOING TO NECESSARY PLAGUE. AS WE MOVE ON TO STEP SIX, THIS STEP IS ABOUT DEVELOPING AN EFFECTIVE COALITION STRUCTURE WHICH IS GOING TO BE ANATOMY OF THE COALITION. THAT INCLUDES ANSWERING QUESTIONS LIKE, SHOULD A COALITION BE AD HOC OR ONGOING?

[NEW SPEAKER] LET'S TALK ABOUT THAT A MINUTE. THAT ONE COMES UP A LOT. YOU KNOW. MOST PEOPLE I THINK, SAY, COALITION, COALITION SHOULD BE ONGOING. THAT IS VIOLENCE AGAINST WOMEN STUFF, IT JUST AIN'T GOING TO GO AWAY. YOU KNOW. AND WE NEED TO HAVE A FORCE. THERE ARE SOME REASONS THAT MAKE AS LOT OF SENSE. ONE, IT IS NOT GOING TO GO AWAY. ANOTHER BECAUSE COALITION STARTS TO DEVELOP SOME REPUTATION, I LIKE TO THINK OF A COALITION WHEN IT IS WORK AS A MAGNET. ATTRACTS PEOPLE AND ATTENTION. MEDIA WILL KNOW IT EXISTS ETC., ETC. THERE ARE REALLY GOOD REASONS FOR PERMANENT. BUT FROM THE PERSPECTIVE OF GETTING TESTS DONE, I THINK THAT PEOPLE REALLY UNDERESTIMATE THE VALUE OF AN AD HOC GROUP. IF THERE IS A GROUP, SAY, LIZ, HEY WE ARE GOING TO MEET FOR THE NEXT NINE MONTHS AND WORK ON CHANGING THE NORMS AND THESE UNIVERSITIES, THROUGH THESE METHODS AND I SAY TO YOU, IT IS NINE MONTHS. YOU TAKE A LOOK AT THE SCHEDULE. IF YOU CAN REALLY HAVE A SENSE OF THE OUTCOME, EVERY MONTH IS PRESSURE. THE NOTION OF ACCOMPLISHING SOMETHING IN A SET AM OF TIME REALLY, REALLY MAKE SENSE AND IT IS MUCH MORE APPEALING. I'VE BEEN INVOLVED IN SOME COALITIONS, WHERE, ONE I WAS WORKING IN COUNTY GOVERNMENT AND PEOPLE ASSUME, THERE WERE 20 DIFFERENT PARTS OF COUNTY GOVERNMENT. EVERYBODY THERE WAS INCREDIBLY COMMITTED. THEY ALSO WERE VERY BUSY AND LOOKING AT CALENDAR AND FIRST THING I SAID, WHEN I WALKED INTO THE ROOM, I HAD MY BOSS AT THE HEALTH DEPARTMENT, HIS SUPPORT ON THIS, THE FIRST THING I SAID, WE ARE ASKING FOR MONTHLY COMMITMENTS FOR, EVERYBODY KIND OF WAITED. SIX MONTHS. SIX MEETINGS. A LITTLE WORK BETWEEN MEETINGS AND YOU COULD HEAR THE SIGH OF RELIEF IN THE ROOM. IT FELT DOABLE. WHAT WE OUTLINED AS ACCOMPLISHMENTS FELT VERY, VERY IMPORTANT. AND AMBITIOUS BUT POSSIBLE WITHIN THE SIX MONTH MEETING. YOU KNOW, ALMOST 30 PEOPLE AT THAT ROOM. THAT VIRTUALLY NOBODY MISSED ONE OF THOSE SIX MONTH MEETINGS. MY BET IS, IF WE SAID, OH, WE ARE GOING TO CONTINUE TO DO THAT, THEN PEOPLE WOULD SHOW UP AND NOT SHOW UP. THE TIME GAVE A SENSE OF URGENCY AND A SENSE OF PURPOSE. IT PUT A BOUNDARY AROUND IT. OBVIOUSLY THE ANSWER TO ALL OF THE QUESTIONS AND COALITION OF ANATOMY, IT DEPENDS. I THINK I AM GOING TO LENGTH HERE. I KNOW PEOPLE THINKING ALOUD ARE PROBABLY SAYING, ONGOING IN MOST CASES ON THE PHONE. OPEN UP TO Q AND A AND TELL ME IF I WAS WRONG ABOUT THAT. THAT IS WHAT I REALLY WANTED.

[NEW SPEAKER] THE WAY YOU DESCRIBE IT, PERFECT SENSE. THE OLD ADAGE, WHATEVER TASK YOU HAVE CAN EXPAND TO FILL THE TIME YOU HAVE. IF IT IS ONGOING COALITION WITH NO TIME LINE, YOU ARE TALKING ABOUT ACCOMPLISHING CERTAIN OBJECTIVES, YEAH. IT IS GOING TO TAKE THAT MUCH TIME WHICH IS FOREVER. IF YOU PUT A CAP ON THAT, YOU HAVE A MUCH MORE LIKELIHOOD TO GET PEOPLE MOTIVATED TO CONTINUE.

[NEW SPEAKER] I THINK ON SLIDE 56, IT DEPENDS. REALLY KEY FOR THE ANATOMY QUESTION. I WANT TO EMPHASIZE, WHEN YOU SAY IT DEPENDS, IT DOESN'T MATTER BUT SAYS IT MATTERS VERY, VERY DEEPLY. IT COMES IN OTHER COALITION AND ANATOMY QUESTIONS. I LIKE TO USE 21 THE WORD ANATOMY COALITION. HOW LONG THE MEETINGS

SHOULD BE. HOW FREQUENT THEY SHOULD BE. WHAT THE AGENDA SHOULD CONSIST OF. I THINK AGENDAS NEED TO BE PLANNED VERY, VERY CAREFULLY. AND, BECAUSE, THEY INTERPLAY WITH THE MEMBERS. YOU KNOW, YOU WANT TO HAVE A LITTLE TIME. FIRST, PEOPLE WANT TO KNOW WHO IS THERE. WHEN I CAN'T TO A MEETING, I WANT TO KNOW WHO IS THERE. UNLESS A HUGE GROUP, YOU WANT TIME FOR INTRODUCTIONS AND UPDATES. PEOPLE WANT TO KNOW THERE IS A PLACE ON THE AGENDA GIVING A PITCH OR WHAT THEY ARE DOING OR SHARE SOMETHING THAT IS EXCITING BUT NOT TOO MUCH OF THAT. OR THAT BECOMES THE WHOLE MEETING. A LOT OF TIMES THEY ARE THERE IN NORM CHANGE OR POLICY, HAVING SOME SORT OF POLITICAL UPDATE THERE. AGAIN, TO USE THAT WORD, I USED BEFORE. YOU KNOW, IT ADDS A LITTLE CHARISMA TO THE MEETING. THOSE ARE SOME OF THE THINGS TO THINK ABOUT WHEN WE WERE TALKING EARLIER ABOUT SUBCOMMITTEES, I THINK, EVERY SUBCOMMITTEE NEEDS TO GIVE A SUBCOMMITTEE REPORT. EVEN IF THEY SAY, GEE, WE HAVEN'T MET SINCE THE LAST MEETING, TO REMIND PEOPLE THAT THE SUBCOMMITTEES ARE RELATED TO THE COALITION AS A WHOLE AND THE WHOLE IS THE SUM OF THE PARTS TO GET PEOPLE THINKING ABOUT THOSE THINGS. AND ANYTHING ELSE STRIKE YOU?

[NEW SPEAKER] LET ME ASK YOU THIS, LARRY, HOW LONG DO YOU THINK THAT MEETINGS SHOULD LAST?

[NEW SPEAKER] WELL, IT DEPENDS. I THINK, YOU KNOW, I THINK MOST MEETINGS WORK BEST BETWEEN HOUR AND A HALF AND TWO HOURS. AFTER TWO HOURS, MEETINGS START TO DRAG. ONE OF THE THINGS IT DEPENDS ON, IS HOW FAR AWAY PEOPLE ARE. OBVIOUSLY, ALSO DEPENDS ON THE URGENCY OF THE SITUATION. TYPICALLY, I THINK THAT MOST COALITIONS SHOULD MEET EVERY MONTH OR EVERY COUPLE OF MONTHS. OFTEN ENOUGH TO MAINTAIN THE CONTINUITY BUT NOT SO OFTEN THAT IT FEELS LIKE IT IS TOO MUCH WORK AND PEOPLE START PICKING THE MEETINGS. SO LET'S SAY A GROUP IS MEETING EVERY MONTH OR TWO MONTHS. I THINK PROBABLY I WOULD ATTEND TO A TWO HOUR MEETING. HOUR AND A HALF IN SOME WAYS WAS CRISPER BY GIVING THE PEOPLE, COME A LITTLE LATE. YOU WANT TIME FOR PEOPLE TO GET TO KNOW ONE ANOTHER. I THINK THE TWO HOURS CAN WORK. STATEWIDE COALITION, THAT HERE NOW, ON A DIFFERENT TOPIC, NUTRITION AND ACTIVITY, PEOPLE ARE COMING FROM DIFFERENT PARTS OF THE STATE. WE TEND TO MAKE THAT A THREE HOUR MEETING. WE USED TO MAKE IT A 5 HOUR MEETING. WE SERVE LUNCH AND STUFF LIKE THAT. THAT KIND OF DRAG FOR PEOPLE. INSTEAD, A THREE HOUR MEETING, MAYBE THREE AND A HALF AND MOST PEOPLE STAY FOR LUNCH ANYWAY AND REALLY HAVE THAT TIME TOGETHER. BUT IT IS NOT PART OF THE MEETING. IT DOESN'T FEEL LIKE THE SAME SENSE OF COMMITMENT. BUT IT IS INTERESTING THEN, THAT PEOPLE REALLY STAY. WHERE, IF IT FELT LIKE A FIVE HOUR MEETING, IN SOME CASES PEOPLE WOULD LEAVE.

[NEW SPEAKER] THAT IS ONE OF THE THINGS YOU HAVE TO CONSIDER, IF PEOPLE ARE COMING FROM FAR AWAY, PROBABLY GOING TO MEET FOR A LONGER TIME. BUT LESS FREQUENTLY.

[NEW SPEAKER] THAT IS RIGHT.

[NEW SPEAKER] YEAH, THEN WHEN YOU ARE MEETING LESS FREQUENTLY, HAVE YOU MORE TIME IN SUBCOMMITTEES TO GET A TASK ACCOMPLISHED.

[NEW SPEAKER] I THINK THE 8 STEP PAPER LAYS THIS OUT IN MORE DETAIL. YOU KNOW, I'M HOPING TO DO HERE ON THE PHONE, EVEN WITHOUT THE BENEFIT OF THE PICTURE FORCE MANY OF YOU, THAT WE ARE JUST KIND OF GIVING YOU THESE THINGS TO THINK ABOUT. AND REALLY, THE NOTION THAT IT IS A SYSTEMATIC PROCESS. SO WE CAN REALLY GO THROUGH, YOU KNOW, STEPS 7 AND 8 QUICKER SO WE GET TO THE Q&A.

[NEW SPEAKER] SO THOSE WHO ARE FOLLOWING ON THE SLIDES, WE ARE ON SLIDE 59 NOW. STEP 7. ONE OF THE QUESTIONS THAT YOU HAVE TO ASK YOURSELF IS, HOW DO YOU KNOW IF A COALITION IS FLOUNDERING? WELL, MOST PEOPLE WILL JUST SAY, PEOPLE JUST STOP SHOWING UP. WHICH IS A VERY, VERY SURE SIGN. WHAT DO YOU DO WHEN THAT HAPPENS?

[NEW SPEAKER] WELL, ON SLIDE 60, WHAT YOU START DOING IS GETTING ON THE PHONE AND CALLING PEOPLE.

[NEW SPEAKER] THAT IS RIGHT. A LOT OF PEOPLE SAY, WELL, YOU TRYING TO PULL THE COALITION TOGETHER, SAY, WAIT A MINUTE. WHAT IS WORKING AND WHAT IS NOT WORKING? ACTUALLY, THAT MISSES THE FACT THAT A LOT OF PEOPLE A LOT OF PEOPLE HAVE STOPPED COMING. YOU WANT TO GET ON THE PHONE AND TALK TO THOSE PEOPLE AS WELL. YOU REALLY WANT TO UNDERSTAND. SOMETIMES IT IS HARD TO UNDERSTAND OR GET TO IT. SEEING AS SOME OF THE OTHER THINGS PEOPLE ARE GOING TO SAY, OH, YEAH, EVERY TIME I BRING UP AN IDEA, SOMEBODY SAYS, YES, BUT, YES, BUT. OR CONVERSATIONS AGAIN AND AGAIN. WE CONTINUE TO MEET BUT OUR INITIAL GOALS HAVE DISAPPEARED. WE DON'T HAVE A SENSE OF THE GOALS OR, YOU KNOW, THERE IS ONE PERSON THAT I CAN'T RELATE TO. THAT IS A TOUGH ONE WHEN THAT HAPPENS. SOMETIME, THE TURF THING GETS IN THE WAY. THAT IS WHY WE WROTE THIS PAPER ON TURF. IT PROBABLY WAS THE MOST COMMON BARRIER OR THE MOST FREQUENTLY IDENTIFIED ISSUE OF WHY PEOPLE STARTED TO FEEL FRUSTRATION WITH MEETINGS AND START SHOWING UP LATE ETC., ETC. >> EARLIER, WE SAID ENTIRE SESSION DEVOTED TO 23 STRATEGIES FOR OVERCOMING TURF ISSUES. IN OUR LAST STEP, STEP 8, IT IS ABOUT MAKING IMPROVEMENTS TO OUR COALITION EVALUATION. THIS IS IMPORTANT TO GET CONSTRUCTIVE FEEDBACK. COMPONENTS OF COALITION THAT SHOULD BE EVALUATED INCLUDE THE OBJECTIVES, ACTIVITIES, PROCESSES, AND UNACCEPTED EVENTS AS WELL. BY ASSESSING THE PROCESS, USING OUTCOMES AND IMPACTS ASSOCIATED WITH COALITION ACTIVITIES, STAFF ARE GOING TO BE BETTER ABLE TO IMPROVE THE OUTREACH AND COORDINATION SKILLS AND MEMBERS CAN DETERMINE WHICH STRATEGIES CAN HELP THE COALITION ACHIEVE THE ULTIMATE GOAL.

[NEW SPEAKER] YEAH, I THINK THAT EVALUATING THE PROCESSES ALSO GIVES PEOPLE A SENSE OF ASSURANCE. THAT PEOPLE ARE PAYING ATTENTION THAT THEIR TIME IS VALUED THAT THE EFFORTS ARE VALUED. BUT THAT IS IF NOT ONLY THE COALITION IS EVALUATED BUT THERE ARE STEPS TAKE TON RESPOND TO THE EVALUATION. AND TO MAKE CHANGES. IF WE COULD, I THINK THAT WE SHOULD OPEN UP THE PHONE LINES NOW AS WE DO THAT. AND JUST KIND OF, PEOPLE CAN KIND OF TOSS IN WHATEVER QUESTIONS THEY HAVE OR COMMENTS OR EXPERIENCES WE HAVE AS THE PHONE LINES ARE OPENED. I JUST WANT TO KIND OF CLOSE. I THINK IT IS A -- WE MAY HAVE A SLIDE FROM SHERRY BROWN. I'M NOT SURE IF WE DO. I'M NOT SURE. SHERRY BROWN SAID -- THANK YOU, NICOLE. NICOLE IS HERE HELPING ME. SLIDE 65, COALITION ORGANIZERS SHOULD AVOID GETTING SO CAUGHT UP IN ANY ONE EFFORT. AS TO VIEW MAKE OR BREAK. EVERY EFFORT MAKES FOR GREATER OR MORE SUSTAINED EFFORTS IN THE FUTURE. WHILE I THINK THAT THIS NOTION OF CLEAR OBJECTIVES IS IMPORTANT, THERE ARE ALSO A LOT OF UNANTICIPATED OUTCOMES AND MAY BE A LOT OF THINGS HAPPENING AND ALSO NOT JUST WHAT THE COALITION AS A WHOLE ACCOMPLISHES, IT IS THE DIET, THE TRIAD, THE WAY THAT INDIVIDUAL PEOPLE DO THEIR WORK IN A MORE EFFECTIVE WAY AS A RESULT AS BEING EXPOSED TO THE COALITION GOALS. THERE IS A LOT OF GOALS FROM THE COALITION BUILDING. AND I MEAN, EVEN IF THINGS DON'T WORK OUT, THOSE ARE LEARNING OPPORTUNITIES TO FIGURE OUT THE SITUATION. WE WANT TO LEAVE YOU WITH THIS, THIS MESSAGE THAT IS TO REMEMBER THAT JUST ABOUT EVERY CAREFULLY CRAFTED COALITION IS GOING TO HAVE AN IMPACT ONE WAY OR THE OTHER. EFFORTS MIGHT FAIL. THEY MIGHT PARTIALLY SUCCEED AND FALTER AND SO ON. BUT SINCE MUTUAL TRUST BUILT UP OVER A PERIOD OF TIME, COALITION ORGANIZERS NEED TO AVOID GETTING SO CAUGHT UP IN ANY ONE EFFORT AS TO VIEW IT AS MAKE OR BREAK. EVERY SINGLE EFFORT

OF COOPERATION FROM GROUPS PREPARES THE WAY FOR GREATER AND MORE SUSTAINED EFFORTS IN THE FUTURE. COALITIONS CONSIST OF PEOPLE WHICH IS WHAT WE HAVE BEEN SAYING OVER AND OVER AGAIN. THEREFORE, SHARED EFFORTS WILL LEAVE US WITH SURPRISES, MEMORIES, MUTUAL RESPECT. AND I THINK THE TERM, LIKE, UNDERLINE LIST OF YOUR, CAREFULLY CRAFTED THAT EVERY CAREFULLY CRAFTED COALITION. THIS IS KIND OF A FUNNY KIND OF TRAINING BECAUSE, ON THE ONE HAND, AS YOU SAID, IT IS ABOUT PEOPLE AND EACH ONE DIFFERENT. THE NOTION OF CAREFUL CRAFTING JUST TO GO BACK TO THAT WORD ANALOGY, A GOOD CRAFT ANALOGY. MIXTURE OF SCIENCE AND ART. A GOOD CRAFT PERSON IS GOING TO DO THEIR WORK BASED ON THE INGREDIENTS AND USING, BUT USING THEIR TOOLS WELL.

[NEW SPEAKER] USING THE RIGHT TOOLS AND USING THE RIGHT, QUALITY MATERIAL. THAT MATERIAL CAREFULLY.

[NEW SPEAKER] WHY DON'T WE OPEN IT UP THEN. I HOPE THAT SOME COMMENTS AND THANK YOU FOR STICKING IT OUT THROUGH THIS UNANTICIPATED AND HARDER WAY OF TALKING ABOUT THE ISSUE.

[NEW SPEAKER] YEAH.

[NEW SPEAKER] SO, THE OPERATOR SHOULD, CAN YOU PLEASE GIVE INSTRUCTIONS ON HOW TO DO THE QUESTIONS AND ANSWERS.

[NEW SPEAKER] ABSOLUTELY, DAVID. EVERYONE WILL NOW BEGIN THE QUESTION AND ANSWER SESSION. IF YOU HAVE A QUESTION, PLEASE PRESS STAR AND THEN THE ONE KEY ON YOUR TOUCH TONE PHONE. IF YOU ARE LISTENING ON A SPEAKER PHONE, YOU WILL PROBABLY NEED TO PICK UP YOUR HAND SET BEFORE PRESSING STAR ONE. IF AT ANY TIME, YOU LIKE TO REMOVE YOURSELF FROM THE LINE UP, PRESS STAR 2. FIRST QUESTION FROM ROSE WILD FROM THE OREGON DEPARTMENT OF HEALTH.

[NEW SPEAKER] ROSE.

[NEW SPEAKER] OKAY. I THINK WE MAY HAVE MET ON A FEW OF THOSE BEFORE. SO I HAVE AN INTERESTING COALITION WHICH ISN'T EXACTLY WORKING ON VIOLENCE AGAINST WOMEN BUT MORE ABOUT AT-RISK GIRLS.

[NEW SPEAKER] OKAY. >> AND IT IS REALLY, WE ARE ALL VERY INTERESTED IN IT, BECAUSE IT IS A BUNCH OF MOVERS AND SHAKERS AND THE BUSINESS COMMUNITY AS WELL AS JUST PHILANTHROPISTS AND AGENCY LEADERS AND THINGS LIKE THAT. IT KIND OF HAS A LOT OF POTENTIAL TO DO A LOT. THEY ARE COMING FROM VERY DIFFERENT PERSPECTIVES. AND, UNDERSTANDINGS AND BACKGROUNDS AND EDUCATION AND SO ON. AND I'M, AND SOMEWHAT, SOME OF THEM ARE FAMILIAR TO EACH OTHER AND SOME AREN'T. LATELY, I HAVE BEEN NOTICING SOME UNDERCURRENT OF POWER DYNAMICS WHICH I THINK THAT MOST PEOPLE ARE SORT OF NOT FULLY AWARE OF OR AT LEAST AWARE OF HOW THEY FEEL OR HOW OTHER PEOPLE FEEL.

[NEW SPEAKER] YES. 25

[NEW SPEAKER] AND IT IS A GROUP WHERE I DON'T HAVE A LOT OF STATUS PARTICULARLY AT BEING A STATE EMPLOYEE AND KIND OF MORE INFORMATION THAN LEADERSHIP. I AM TRYING TO FIGURE OUT HOW TO ENCOURAGE THEM TO DO SOME SORT OF CLASS, WE CALL IT CONSCIENTIOUSIZATION BUT ESSENTIALLY UNVEILING AND DISCUSSING THE POWER DYNAMICS IN THE ROOM. I'M NOT QUITE SURE HOW TO APPROACH THAT WITH THEM. THEY HAVE BEEN MEETING FOR OVER A YEAR NOW. IT IS NOT A NEW GROUP. I DON'T THINK THEY EVER REALLY DID THAT.

[NEW SPEAKER] ONE OF THE THINGS I AM GOING TO START WITH, ONE OF THE ADVANTAGES OF THE GROUP YOU DEFINE IS THE DIVERSITY. YOU HAVE A LOT OF DIFFERENT PERSPECTIVES ON THE SAME ISSUE. AND, THAT IS A VERY IMPORTANT THING IN ANY COALITION. LARRY, WHAT WOULD YOU SUGGEST?

[NEW SPEAKER] I THINK THAT IS AN IMPORTANT POINT. AND, I'M NOT SURE THAT I WOULD ACTUALLY START BY ASKING PEOPLE TO TALK ABOUT THE DYNAMICS IN THE ROOM. PARTICULARLY, THE DYNAMICS ARE IN LINE. I THINK YOU NEED A CERTAIN AMOUNT OF TRUST AND I THINK THAT PEOPLE MAY NOT GET TO THE ROOT OF THINGS. IT CAN BE A FRUSTRATING EXPERIENCE. I MIGHT USE A TOOL LIKE A COLLABORATION MATH TOOL TO GET PEOPLE TO LAY OUT SOME OF THE VALUES OF THE EXPERIENCE. SOME OF THE PERSPECTIVES THAT THEY BRING AND SEE WHETHER THAT WOULD REVEAL AND EITHER YOU OR SOMEONE ELSE FACILITATING IT, ROSE. WHETHER YOU COULD KIND OF GET TO, KINE OF, WELL, GEE, IT SOUNDS LIKE YOU HAVE THESE THINGS IN COMMON. MAYBE YOUR PERSPECTIVES ON THESE ISSUES ARE DIFFERENT. THE WAY THE COLLABORATION TOOL IS DESIGNED, YOU COULD PICK CERTAIN CATEGORIES, WHICH YOU THINK THAT MIGHT HELP TO REVEAL THOSE CONVERSATIONS. IT MIGHT BE, YOU KNOW, I THINK IF, WE DIDN'T TALK ABOUT THIS EARLIER PARTLY BECAUSE OF TIME. I THINK OF EVERYONE ON LINE WERE TO CLOSE YOUR EYES AND THINK OF THE COALITION. AND I SAY, WHAT HAS COME TO MIND? I BET 80 OF YOU WOULD SAY, A GROUP OF PEOPLE SITTING AROUND THE TABLE. I THINK ONE OF THE MISTAKES IS TO ASSUME A COALITION IS ALWAYS A GROUP OF PEOPLE SITTING AROUND A TABLE. SOMETIMES IT IS NOT AROUND A TABLE THAT CAN ADD A LOT OF POWER TO THE COALITION, FOR EXAMPLE. THEY MAY NEVER COME TO A MEETING BUT THEY ARE A SUPPORTER AND NAME ON LETTER HEAD. THEY HAVE A SURROGATE EMPLOYEE, IF THAT IS THE RIGHT TERM TO ATTEND, ETC., ETC. BUT ANOTHER WAY TO THINK ABOUT THIS KIND OF NOT AROUND THE TABLE IS THAT, THE MEMBERS OF THE COALITION ARE MEMBERS WHETHER THEY ARE ALL THERE AT THE SAME TIME OR NOT. I AM BRINGING THAT UP BECAUSE I WOULD PROBABLY, 26 AGAIN, WHAT CLOUT YOU HAVE. YOU MIGHT WANT TO DO IT WITH SOMEONE WHO IS PERCEIVED AS HAVING MORE CLOUT THAN MAYBE YOU CAN GO TO AND SAY, HEY, I'M OBSERVING THIS AND I'M AFRAID I'M NOT GOING TO GET MY GOALS MET. I WOULD THINK ABOUT SOMEONE ON ONE MEETINGS. FEEL PEOPLE OUT. TALK ABOUT WHAT IS WORKING FOR THEM. WHAT IS NOT WORKING FOR THEM. YOU KNOW, WHAT THEY ARE REALLY OUT TO GET. WHETHER ANY WAYS OF HELPING THEM. AS WE ALL KNOW FROM THE MEDIATION WORK THAT MANY OF US HAVE BEEN INVOLVED IN, OR MANY OF US KNOW FROM MEDIATION WORK, WE HAVE BEEN INVOLVED IN. IT IS POSSIBLE TO CONSTRUCT WIN-WIN SITUATION. PEOPLE AT TIMES ASSUME THAT OTHER PEOPLE IN THE ROOM ARE TRYING TO DO SOMETHING WHICH IS OPPOSED TO THEM OR WHICH IS USING THE SAME RESOURCES IN A DIFFERENT WAY AS OPPOSED TO THE THINGS THAT THERE ARE THINGS WE CAN ACHIEVE WHERE THE PIECES ARE PUT TOGETHER. I KIND OF WANT TO EMPHASIZE A DETECTIVE WORK FIRST. TRY TO GET SENSE OF WHAT IS BETTER SENSE OF WHAT IS GOING ON. ALSO, IF YOU DON'T FEEL THE SENSE OF POWER. SOME OF YOUR POWER CAN COME FROM, WAIT A MINUTE, ADVOCATE, I CARE ABOUT THIS A LOT. MATTERS A LOT. IN SOME CASES, PARTICULARLY, IF YOU ARE A GOVERNMENT EMPLOYEE AND SOME PEOPLE MAY HAVE THEIR OWN FEELINGS ABOUT THAT, IT MIGHT BE, WHO CAN YOU PAIR WITH?

[NEW SPEAKER] ALSO, WHAT IS IMPORTANT, YOU ARE ALL WORKING TOWARDS THE SAME ISSUE. I REALLY LIKE THE SUGGESTION ABOUT THE COLLABORATION MAP TOOL, TOO. THAT ALSO POINTS OUT THE CONTRIBUTION OF EACH REPRESENTATIVE. AND NO ONE CONTRIBUTION HAS TO BE ANY MORE IMPORTANT THAN ANY OF THE OTHERS.

[NEW SPEAKER] WE HAVE ABOUT FIVE MINUTES LEFT. THAT WAS A GREAT QUESTION, ROSE. THANKS FOR ASK SOMETHING IT.

[NEW SPEAKER] THANK YOU.

[NEW SPEAKER] I HOPE THE ANSWER WAS HELPFUL, ROSE.

[NEW SPEAKER] YES, THAT IS THE ONE ON SLIDE 42. THAT IS COLLABORATION MATH.

[NEW SPEAKER] YES.

[NEW SPEAKER] YEAH, THERE IS A LOT OF STUFF ON OUR WEB SITE PREVENTION INSTITUTE.ORG. MORE IMPORTANTLY, I THINK IT IS, AT OUR NEXT TRAINING OR MAYBE ONE AFTER THAT, MARCH 11.

[NEW SPEAKER] MARCH 11 WE WILL BE DOING A WEB CONFERENCE ON COLLABORATION MATH AND ALSO IN MAY WE WILL BE DOING ONE ON TURF.

[NEW SPEAKER] ALL RIGHT. THANK YOU.

[NEW SPEAKER] OPERATOR, ANY OTHER CALLS?

[NEW SPEAKER] WE ACTUALLY HAVE THREE QUESTIONS. OUR NEXT QUESTION -- 27

[NEW SPEAKER] TIME FOR THEM ALL?

[NEW SPEAKER] NEXT QUESTION FROM SUSAN QUINN, A VICTIM RESPONSE.

[NEW SPEAKER] SUSAN. ARE YOU ON THE LINE?

[NEW SPEAKER] SUSAN. OKAY. OUR NEXT QUESTION COMES FROM BELSHA OF HOUSTON AREA WOMEN'S FIELD.

[NEW SPEAKER] HI.

[NEW SPEAKER] HI.

[NEW SPEAKER] I WAS WONDERING, HOW DO WE GET, HOW DO WE APPROACH INTRODUCING SEXUAL ASSAULT PREVENTION TO OTHER MEMBERS THAT WE MIGHT WANT TO JOIN OUR COALITION AND THIS MIGHT NOT BE THEIR ISSUE, PARTICULARLY?

[NEW SPEAKER] LARRY.

[NEW SPEAKER] WELL, I THINK THAT THERE IS A COUPLE OF THINGS MUCH ONE IS TO GO BACK TO WHAT WE WERE SAYING WITH ROSE. A LOT OF THE INTRODUCTIONS ARE BEST IN ONE ON ONE MEETINGS. YOU KNOW, REALLY SITTING DOWN WITH PEOPLE AND IT IS ALSO KEEPING IN MIND THAT IF YOU HAVE AN ORGANIZATION INVOLVED, BUT THE MEMBER CHANGES, THAT IS ANOTHER TIME THAT IS REALLY IMPORTANT TO DO THAT. WHEN A COALITION START, WE OFTEN TAKE A LOT OF TIME TO EXPLAIN TO PEOPLE, BY HAPPENING, AS IT DEVELOPS, OH, THEY GET IT. ONCE THE COALITION DEVELOPS, MUCH MORE COMPLICATED AND SOMEBODY BECOME AS NEW MEMBER IN EXISTING COALITION. THEY NEED EVEN MORE ORIENTATION. THE OTHER THING, AS LIZ POINTED OUT BEFORE, IS KIND OF THE IMPORTANCE OF WORKING WITH PEOPLE WITH BROADER AND DIFFERENT PERSPECTIVE IN TRYING TO MAKE THE LINK. SO YOU MIGHT WANT TO IDENTIFY WHAT ARE SOME OF THE ISSUES THAT THEY CARE ABOUT. WHAT ARE SOME OF THE WAYS THAT THERE IS A COMMONALITY, SEXUAL ASSAULT MIGHT NOT BE SOMEONE ISSUE. BUT PERHAPS, THE WORKPLACE JUSTICE MIGHT BE, AND THEY CAN SEE SOME OF THE SIMILARITIES THERE. AND HELP MIGHT BE. YOU MIGHT WANT TO ARM YOURSELF WITH DATA ON WHAT A MAJOR HEALTH PROBLEM, SEXUAL ASSAULT. IT IS KIND OF GETTING A SENSE OF WHERE IS THE PERSON COMING FROM? AND WHY IS IT RELEVANT? I WOULD THINK, IF YOU ARE ASKING THEM TO BE PART OF THE COALITION, YOU PROBABLY HAD A GOOD IDEA THAT THEY GOT THAT. SOMETIMES WITH A CELEBRITY, YOU DON'T KNOW IF THEY GOT IT OR NOT. AND

WANT TO DO MORE RESEARCH. GEE, WE NEED A CELEBRITY. HOW DO WE FIND SOMEONE TO SUPPORT THIS ISSUE? YOU WANT TO FIND SOMEONE WHO CARES ABOUT IT. NETWORKING IS HELPFUL.

[NEW SPEAKER] AGAIN, I'M GOING TO REFER YOU BACK TO THE COLLABORATION MATH. THAT IS A GREAT WAY TO HELP YOU FOCUS ON WHAT OTHER GROUPS MAY HAVE TO OFFER. SO WHEN YOU ARE APPROACHING THEM, ALSO, PEOPLE WANT TO BE HELPFUL. SOMETIMES IT IS EASIER TO APPROACH THEM WITH A WAY THAT THEY CAN HELP. AS LARRY SAID, YOU PROBABLY HAVE A GOOD IDEA ALREADY WHAT THEY CAN CONTRIBUTE TO YOUR COALITION. SO, BRINGING THEM IN, MAY JUST BE POINTING OUT TO THEM, VERY SPECIFICALLY, WAYS THAT THEY CAN BECOME ENGAGED, WAYS THAT THEY CAN CONTRIBUTE TO THE BROADER EFFORT AS WELL.

[NEW SPEAKER] YEAH.

[NEW SPEAKER] ANOTHER QUESTION, PLEASE.

[NEW SPEAKER] OUR FINAL QUESTION COMES FROM ANITA MENDES.

[NEW SPEAKER] HI. I'M CALLING FROM NEW HAMPSHIRE.

[NEW SPEAKER] HI, ANITA. WELCOME.

[NEW SPEAKER] STAYING WARM, ANITA?

[NEW SPEAKER] NO. ACTUALLY, TODAY, IS THE WARM DAY. AND IT MIGHT BE 17.

[NEW SPEAKER] OH.

[NEW SPEAKER] BUT AT LEAST WE DON'T HAVE THE WIND CHILL TODAY. SO, BUT, MY QUESTION IS, THAT I AM A WOMAN OF COLOR INTERESTED IN DOING WOMEN OF COLOR LEADERSHIP. AND I WORK AT IT, AS A VOLUNTEER NOT PAID STAFF. I HAVE BEEN WORKING IN COALITION IN NEW HAMPSHIRE FOR 30 YEARS. I'VE BEEN AROUND THAT LONG. OUR PEOPLE HAVE CALLED POPULATION IS VERY, VERY SMALL. WE'VE JUST HAD A BOOM WITH A LOT OF THE IMMIGRANTS. OR PUSHED US UP TO 4% OF THE POPULATION. AND THEN I ACTUALLY WENT AROUND TO THE CONFERENCE AND I ASKED WOMEN OF COLOR IF THEY WANT TO GATHER AROUND THIS ISSUE FOR VIOLENCE AGAINST WOMEN. AND THE ISSUE OF RACISM AND HOW THAT AFFECTED OUR LIVES. AND GOT A BUNCH OF NAMES BUT WHEN IT CAME TO ACTUALLY SENDING OUT INFORMATION AND ASKING PEOPLE TO COME TO A MEETING, ONLY FIVE RETURNED. WITHOUT ANSWERS. I WAS WONDERING IF YOU HAVE SUGGESTIONS HOW TO ENCOURAGE PEOPLE TO COME ALONG.

[NEW SPEAKER] I'LL LET LARRY DO THE ANCHOR ON THIS. I'LL START OUT BY SAYING, REPEATING ONE OF THE THINGS I SUGGESTED EARLIER, GETTING ON THE PHONE. CALL THOSE PEOPLE WHO DIDN'T SHOW UP AND TRYING TO FIGURE OUT JUST TO KNOW, INFORMAL ASSESS MANY. WHY WAS IT THE DISTANCE? THE TIME? WAS IT THE PLACE? DO THEY HAVE OTHER COMMITMENTS? FIGURE OUT WHAT WAS KEEPING THEM AND FIGURE OUT WAYS TO KIND OF OVERT THOSE PARTICULAR OBSTACLES.

[NEW SPEAKER] I TOTALLY AGREE WITH YOU. THE ONLY THING THAT I WOULD ADD TO THAT, IS THERE MIGHT BE SOME SITUATIONS WHERE MAYBE THEY'RE NOT GOING TO SHARE THAT WITH THEM. THINKING ABOUT SOME OF THE OTHER SIDES, THAT DID SHOW, OBVIOUSLY, SHOWING INVESTMENT TO THIS. WAIT A MINUTE. THIS IS A GOOD COUNTRY TO START WITH. 9 DOING THINKING AMONGST PEOPLE, SPREADING THE WORD. ASSUMING THOSE PEOPLE DIDN'T JUST WANT TRAINING BUT WANTED TO SEE IMPACT. SOMETIMES BETTER WITH THE SMALL GROUPS STARTING OUT. SMALL GROUP BUILD FROM THERE THAN

WANT AGO BIG ROOF AND MAYBE PEOPLE ARE COMING, YOU KNOW, IT IS HARD TO SPECULATE OBVIOUSLY FROM A DISTANCE. BUT HOPEFULLY THAT IS A LITTLE BIT HELPFUL TO YOU. >> ONE OF THE THINGS LARRY SAID EARLIER, BASICALLY, IF YOU BUILD IT, THEY WILL COME. SOMETIMES PEOPLE ARE WAITING TO SEE THIS COALITION WILL GET OFF THE GROUND BEFORE THEY START JOINING AS WELL.

[NEW SPEAKER] I WOULD LIKE TO SAY, THIS HAS BEEN GREAT AND THANK YOU ALL FOR STICKING IT OUT. LIZ, I REALLY ENJOYED THIS CONVERSATION WITH YOU. AND, THE ELEMENT OF SURPRISE IS ALWAYS ADDING SURPRISE.

[NEW SPEAKER] HI, LARRY. I HATE TO -- LARRY.

[NEW SPEAKER] WAIT.

[NEW SPEAKER] THANK YOU EVERYONE FOR PARTICIPATING IN TODAY'S PREVENTION CONNECTION WEB CONFERENCE. YOU WILL RECEIVE AN EMAIL SHORTLY WITH THE EVALUATION LINKS. SO PLEASE FILL IT OUT AND FEEL FREE TO COMPLAIN ABOUT THE TECHNOLOGY APPROPRIATELY. WE WILL GET THIS RESOLVED FOR OUR NEXT WEB CONFERENCE. THAT WILL BE ON MARCH 11 AND WE WILL BE SENDING OUT EMAILS TO US ALL, ABOUT THIS WEB CONFERENCE, TALKING ABOUT COLLABORATION MATH. PLEASE VISIT US AT WWW.PREVENTCONNECT.ORG. MATERIALS FROM THIS WEB CONFERENCE AND GET OTHER INFORMATION ABOUT THE DISCUSSION OF PREVENTION OF VIOLENCE AGAINST WOMEN. SO THANK YOU ALL. AND HOPE YOU HAVE A GOOD REMAINDER OF YOUR DAY.

[NEW SPEAKER] BYE, EVERYONE.

[NEW SPEAKER] THANK YOU, DAVID. THANK YOU, LEERY. THANK YOU ALL. BYE-BYE.

[NEW SPEAKER] THANK YOU EVERYONE FOR LISTENING. THIS CONCLUDES TODAY'S CONFERENCE. YOU MAY NOW DISCONNECT.