



Welcome to this Web Conference

Eight Steps to Coalition Building:

*Fostering Strategic Partnerships to Prevent Violence
Against Women*

We will start soon

For audio: call 1 (800) 341-2312

Confirmation Number 40036518



888-922-5227

916-446-2520

TTY: 916-446-8802

www.PreventConnect.org

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*California Coalition
Against Sexual Assault
Prevention Connection Team*

www.PreventConnect.org

- ◆ Podcasts, on-line Presentations, Wiki
- ◆ Sign up for the Prevent-Connect ListServ
- ◆ Sign up for Web Conferences and Web Dialogues (“Reading Club”)
- ◆ Materials and Archives of previous events



Windows Internet Explorer window: Main Page - PreventConnect

Address bar: http://www.preventconnect.org/wiki/index.php?title=Main_Page

Navigation tabs: **article** | discussion | view source | history

Main Page

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- 2 Primary Violence Against Women Prevention Articles
 - 2.1 Definitions of prevention
 - 2.2 Prevention materials
 - 2.3 Prevention programs
 - 2.4 Prevention research
 - 2.5 Statistics on violence against women
- 3 Article Categories
 - 3.1 Materials | Programs | Research | Statistics

Welcome to the Prevention Connection Wiki Project.

Prevention Connection is a project dedicated to advancing the prevention of violence against women, especially [primary prevention](#). As a wiki dedicated to the same goal, the [Prevention Connection Wiki Project](#) is a place to collect and share experiences gained in the practice, theory, research and evaluation of violence against women prevention efforts. Although it can be read by anyone, the intended audience for this wiki is professionals and others dedicated to prevention efforts.

There is a wide breadth of knowledge from practitioners and researchers throughout the country and world. Most of the knowledge, materials and insights about violence against women prevention are typically not published in written reports, journal articles or books. Instead, the wisdom of violence against women prevention exists in the heads of people doing the work day-to-day. A wiki is an excellent medium to share, refine and add to the practical experience of practitioners and engage in a collective "evidence-building" process.

This wiki is open to contributions from people who are actively engaged in violence against women prevention efforts. In order to become a contributing member of the Wiki Project, please apply for a [User Account](#).

Primary Violence Against Women Prevention Articles

- [Definitions of prevention](#)

Navigation:

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Upcoming Web Conference ⁵

What is Collaboration Math? Enhancing Cross-Sector Partnerships for Preventing Violence Against Women

March 11, 2008

2:00-3:30 pm EST (11:00 am – 12:30 pm PST)



Registration opens in February:
www.PreventConnect.org

Cost: Free

How to Use This Technology

- ◆ Raise Hand
- ◆ Q&A
- ◆ Text Chat
- ◆ PowerPoint Slides



iLinc | sample 2

File Edit View Tools Session Help

My Controls

Floor Holder

David Lee

Attendees | 4

David Lee
DS Lee
Kecia Bailey
Tammy Strobel

Chat

David Lee: Welcome to today's web conference.

Type here to send a message

Everyone

Powered By: iLinc

Technology

- ◆ For trouble on the web please send a private chat
- ◆ You can call iLinc technical assistance at 800-799-4510
- ◆ For other information, call CALCASA at 888-922-5227



“Violence Against Women”

- ◆ Domestic violence
- ◆ Sexual violence
- ◆ Violence across the life-span
- ◆ Prevent before violence starts
- ◆ Connect to other forms of violence





Collaborative Partners

- National Sexual Violence Resource Center – www.nsvrc.org
- National Youth Violence Prevention Resource Center – www.safeyouth.org
- VAWnet, The National Online Resource Center on Violence Against Women – www.VAWnet.org

Prevention Connection is sponsored by U.S. Centers for Disease Control and Prevention. The views and information provided in the listserv and web conferences do not necessarily represent the official views of the U.S. government, CDC, or CALCASA.

Eight Steps to Coalition Building

Fostering Strategic Partnerships to Prevent Violence Against Women

Training conducted by:



January 23, 2008

11:00AM -12:30 PST; 2:00-3:30 PM EST



Training Agenda

I. Overview, introduction, and Review

II. 8 Steps to Effective Coalition Building

III. Questions and discussion

IV. Evaluation

Learning Objectives

- ◆ Understand the role that coalitions can play in achieving desired outcomes to prevent violence against women
- ◆ Be familiar with the *8 Steps to Effective Coalition Building*, a tool for fostering and maintaining strategic partnerships
- ◆ Understand the relationship between objectives, coalition members, and structure to achieve outcomes

Imagine a World that's Safe



MY STRENGTH IS NOT FOR HURTING.

So when I wasn't sure how she felt, **I ASKED.**

Men can stop rape.

MyStrength.org

Sponsored by the California Department of Health Services
CALCASA
Copyright © 2009 Men Can Stop Rape, Inc.
Photography by Loretta Harman

*Peaceful, Respectful,
Calm, Empowering,
Safe, Healthy,
Full of laughter,
Nurturing, Equal,
Harmonious, Amazing,
Beautiful...*

Prevention

a systematic process that promotes healthy environments and behaviors and reduces the likelihood or frequency of violence against women.

Primary Prevention

taking action before violence against women occurs.

Norms

MORE THAN A HABIT

SANCTION BEHAVIOR

**BASED IN
CULTURE & TRADITION**

TAKEN FOR GRANTED

**ATTITUDES,
BELIEFS,
WAYS OF
BEING**

**BEHAVIOR
SHAPERS**

**COMMUNICATE REGULARITY
IN BEHAVIOR**



5 Key Norms



Violence



Traditional Masculinity



Power



Privacy

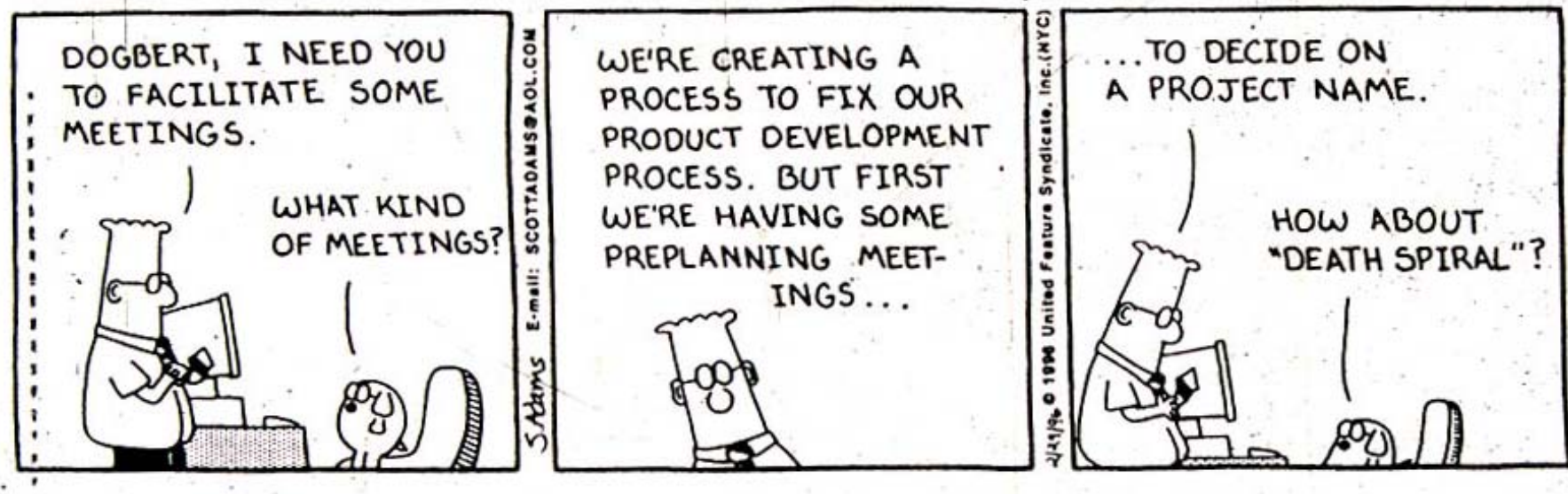


Limited Roles for Women

Developing Effective Coalitions: The 8-Step Process

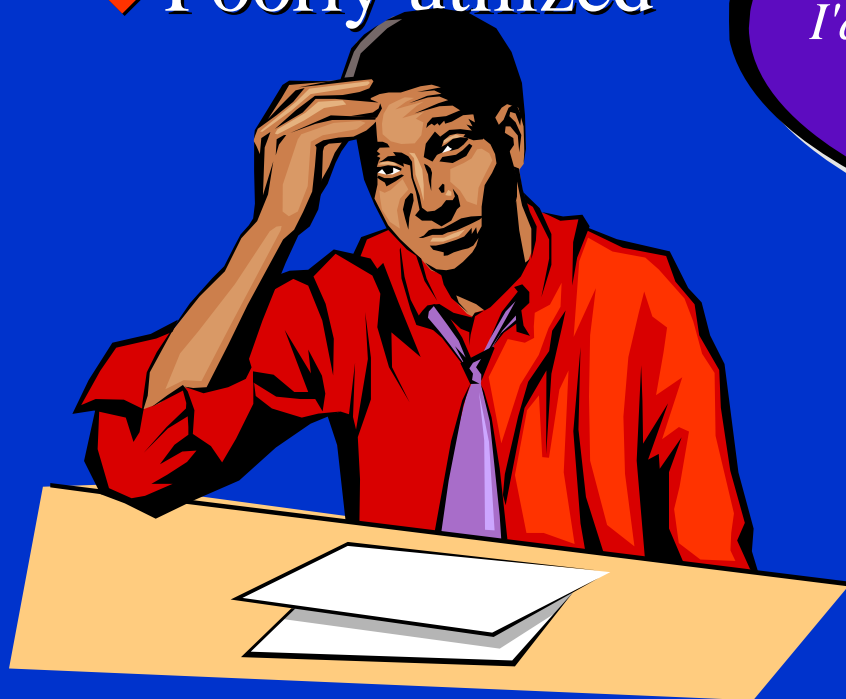


DILBERT



Coalitions may be...

- ◆ Time intensive
- ◆ Frustrating
- ◆ Inefficient
- ◆ Poorly utilized



"This coalition used to be worthwhile, but now I find it a waste of time."

"Another meeting? I'd like to attend but I have real work to do."

But they can be...

...a roadmap to achieving²⁰ effectiveness and sustainability

Effective coalitions allow you to...

- ◆ Accomplish a broad range of goals
- ◆ Broaden buy-in
- ◆ Identify areas for focus
- ◆ Concentrate on *comprehensive* approaches



...a roadmap to achieving²¹ effectiveness and sustainability

Effective coalitions allow you to...

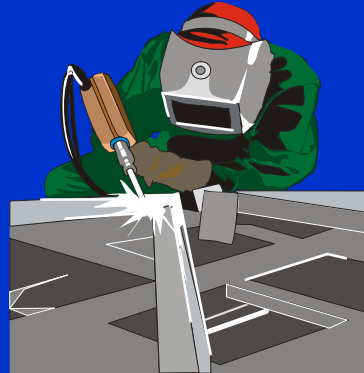
- ◆ Conserve resources
- ◆ Widen one's reach
- ◆ Achieve broader objectives
- ◆ Increase credibility
- ◆ Share information, broaden perspectives,
and foster cooperation





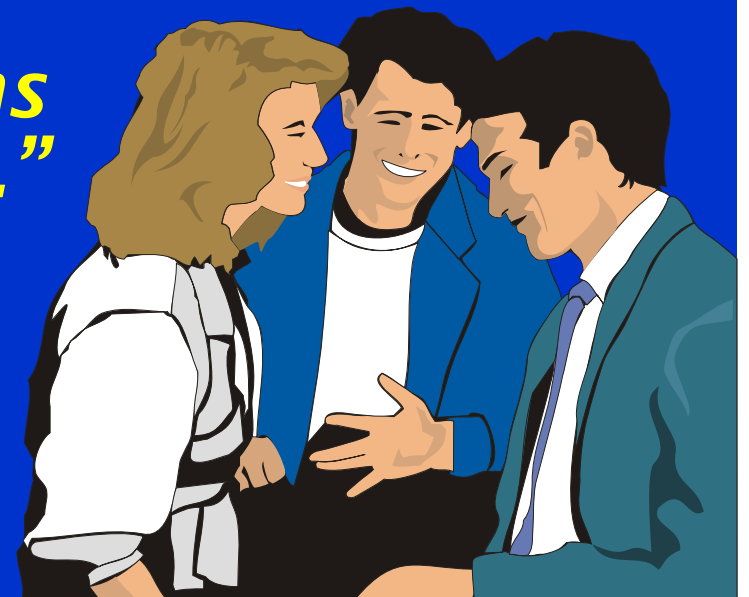


*“A carpenter joins
wood to wood...”*



*A welder joins
metal to metal...*

*A coalition builder joins
person to person.”*



Bill Berkowitz & Tom Wolff
The Spirit of Coalition

“These Americans are a peculiar people....If, in a local community, a citizen becomes aware of a human need that is not met, he thereupon discusses the situation with his neighbors. Suddenly a committee comes into existence. The committee thereupon begins to operate on behalf of the need and a new community function is established. It is like watching a miracle.”

Alexis de Tocqueville
1840





Part II: Developing Effective Coalitions: The 8-Step Process



Developing Effective Coalitions



Analyze your program's objectives and determine whether to form a coalition.

- ◆ Clarify current objectives
- ◆ Examine approaches which might be effective
- ◆ Assess current community strengths and needs

The Spectrum of Prevention

Influencing Policy & Legislation

Changing Organizational Practices

Fostering Coalitions & Networks

Educating Providers

Promoting Community Education

Strengthening Individual Knowledge & Skills

Organizational Practices

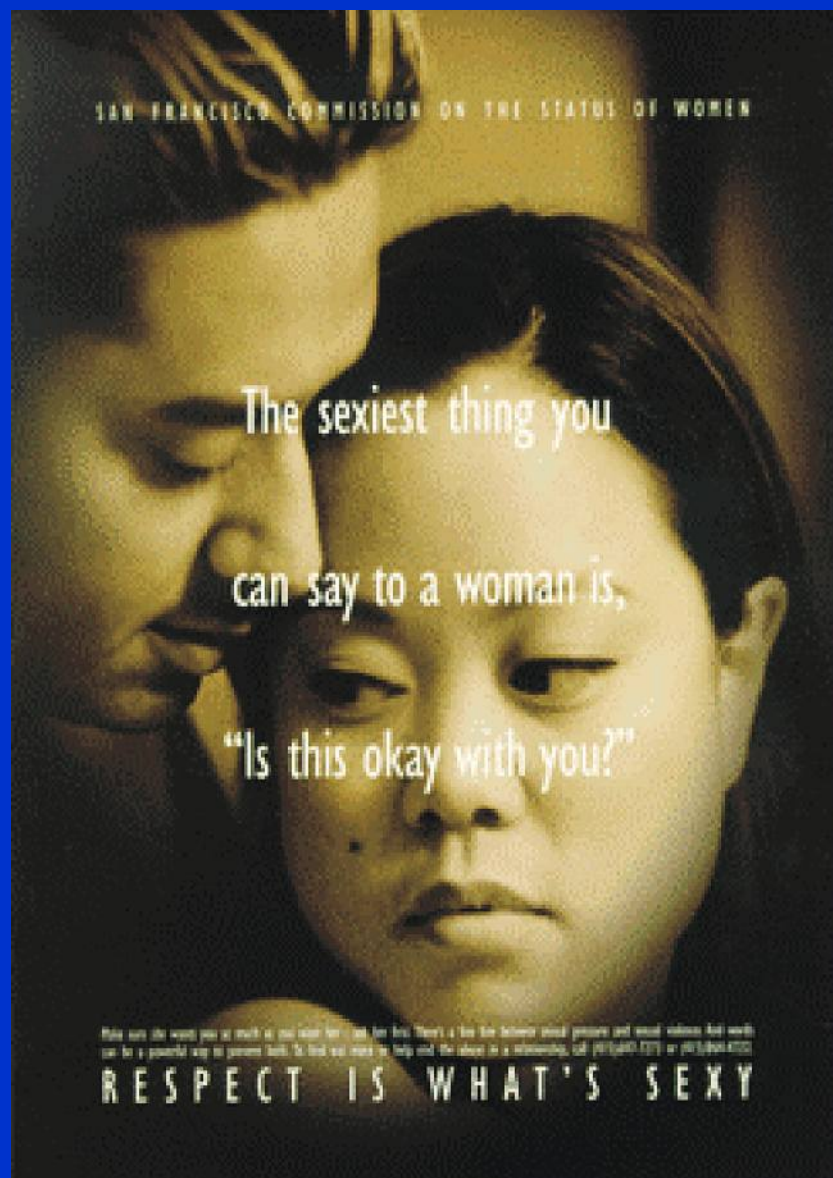


Policy and Legislation



Constant Interplay





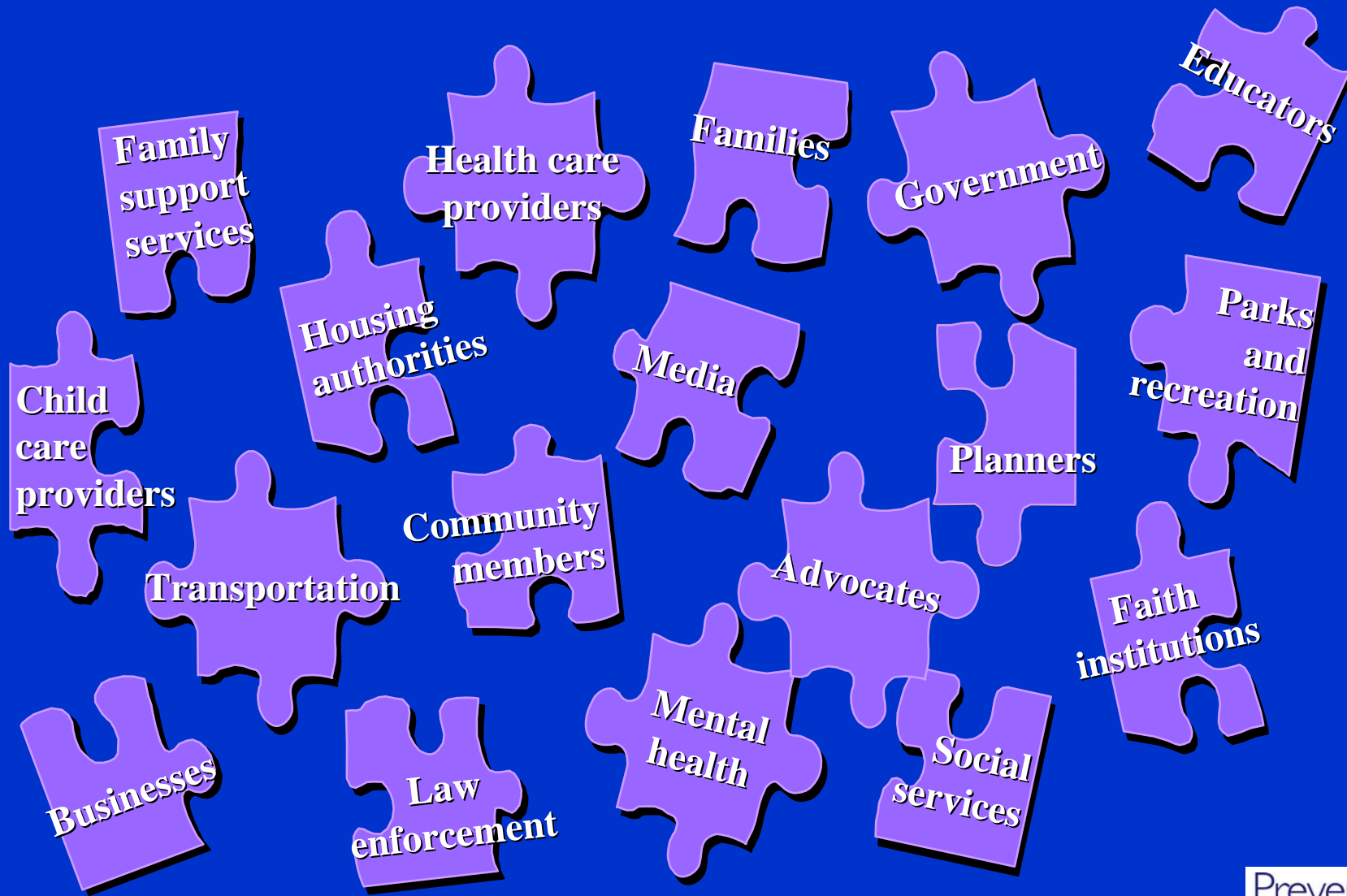
Developing Effective Coalitions

Recruit the right people.

- ◆ Identify people working on the issue
- ◆ Consider who has influence
- ◆ Determine who will be supportive
- ◆ Identify who may put obstacles in your path
- ◆ Consider how many people should be involved



VAW Coalition







Based on your experience in and with coalitions, what do you think are the main reasons that people join coalitions?

Reasons People Join Coalitions

- ◆ Accomplish something important
- ◆ Passionately believe in coalition's cause
- ◆ To be up to date on an issue
- ◆ Friends/colleagues see issue as important
- ◆ To be involved in movement
- ◆ A place to get funding
- ◆ To not be left out or perceived as outside the movement

Developing Effective Coalitions

Set preliminary objectives and activities.

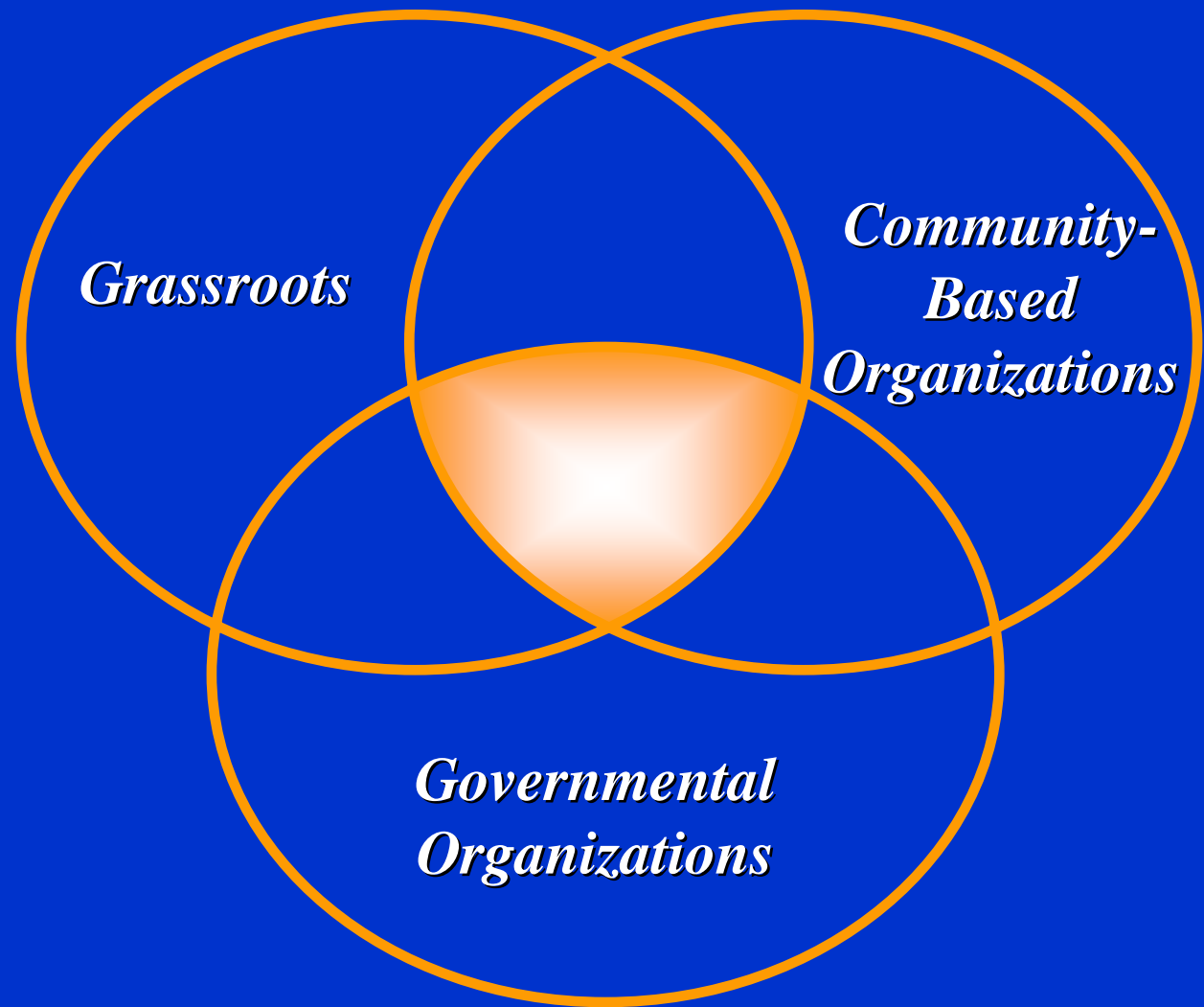
- ◆ Propose a variety of activities to meet members' needs and skills
- ◆ Identify short-term successes



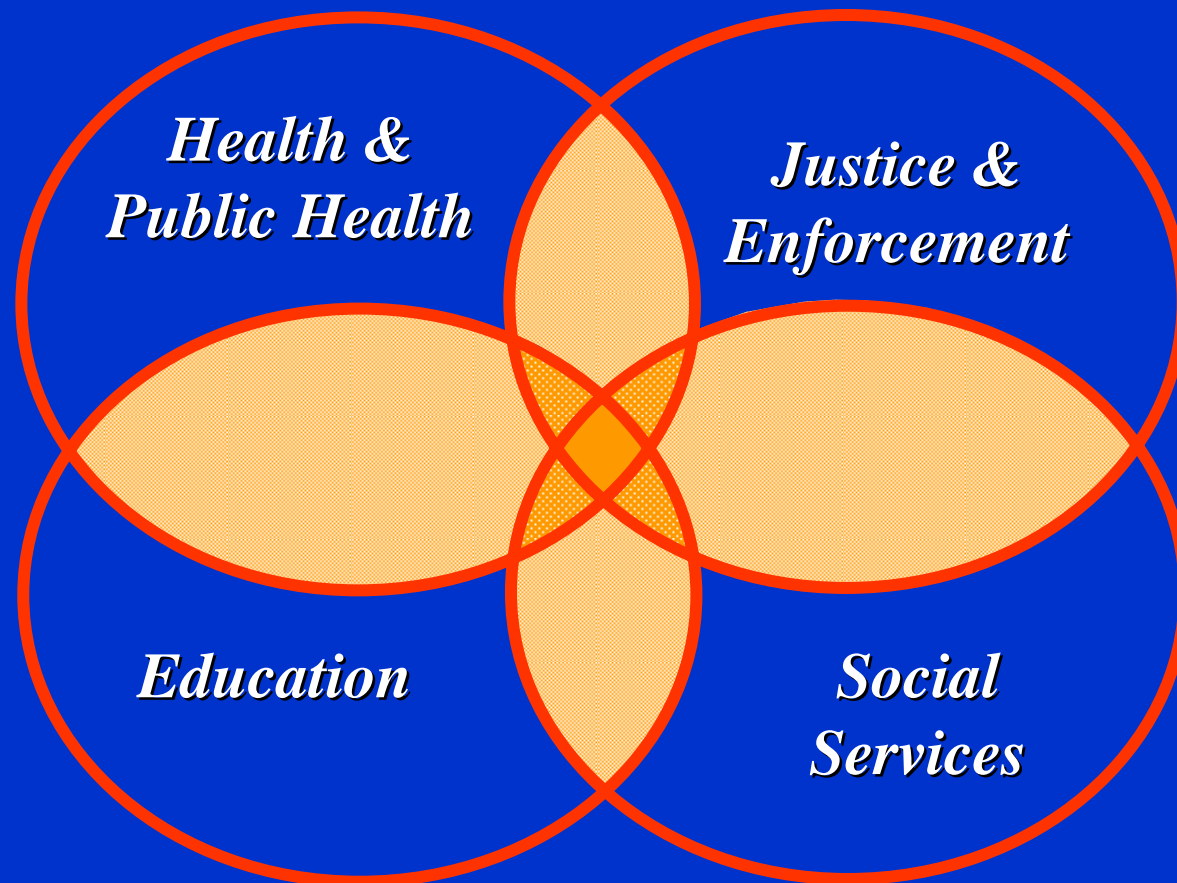
***Coalition
Members
Wear
2Hats***



Types of Collaborations



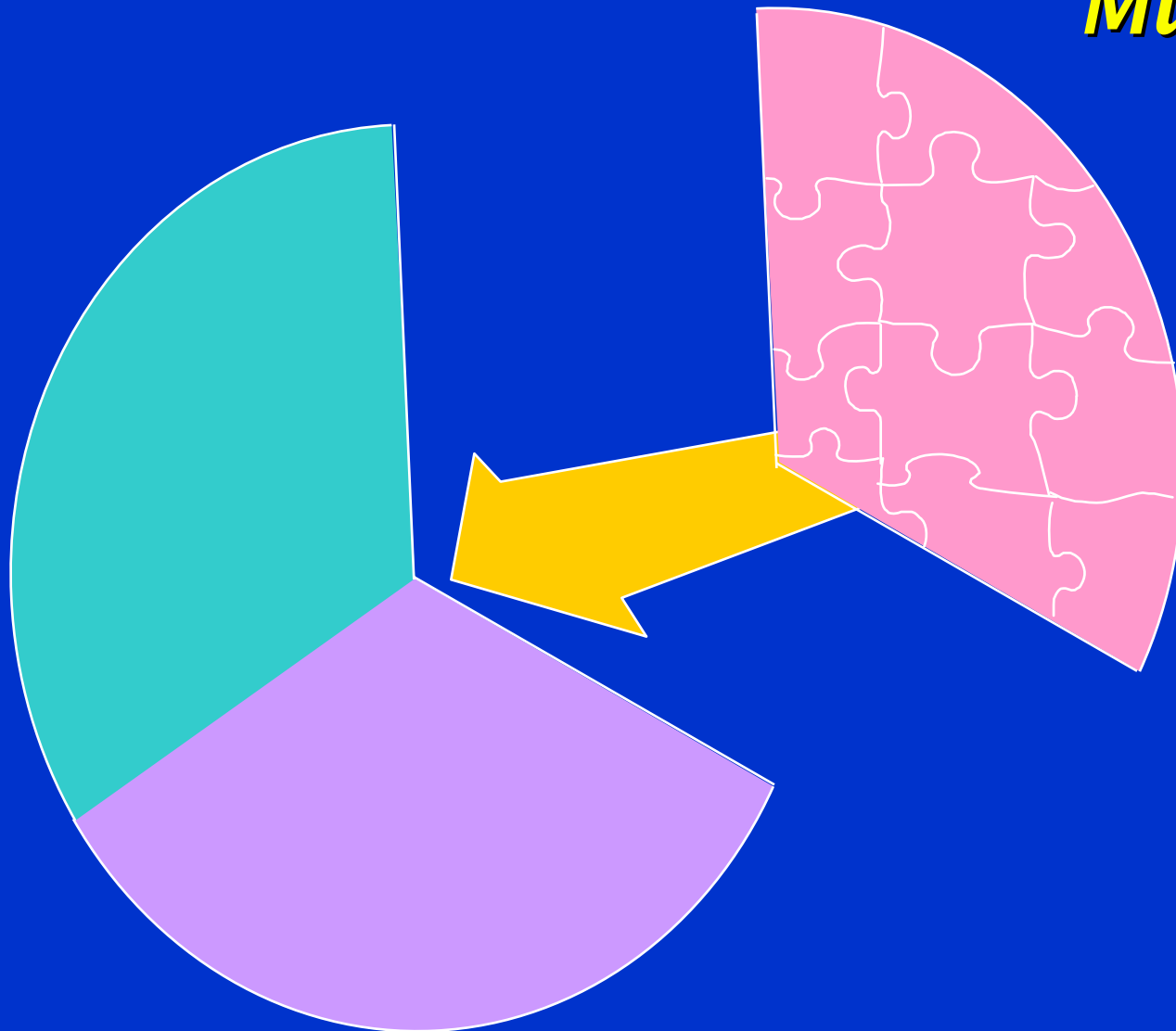
Partnerships Among Systems



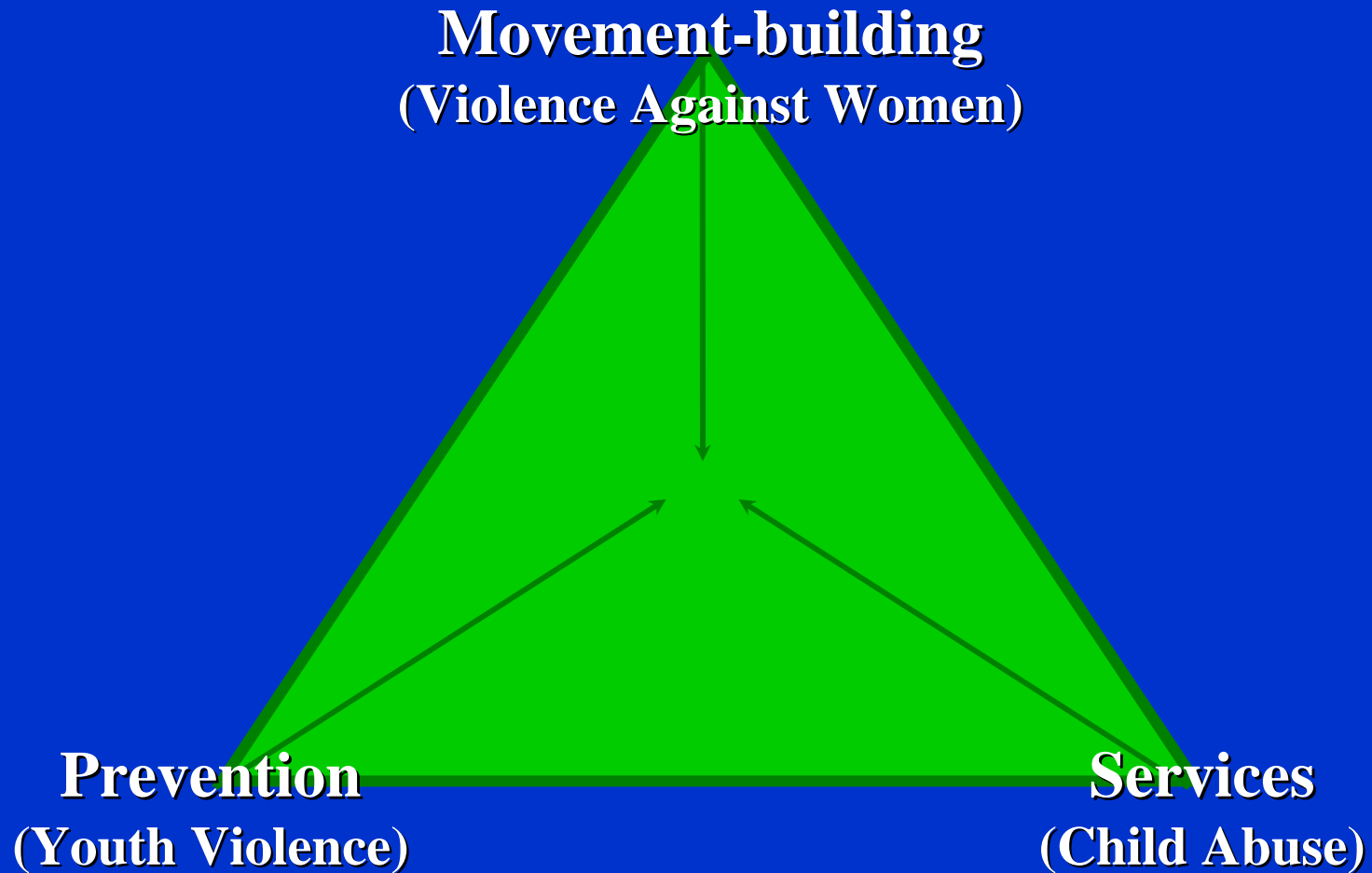
Collaboration Math

	Data	Concept	Funding	Trainin	Partners	Key Issues	Outcomes
Health		s		g			
Education							
Justice							
Mental Health							
Social Services							
Alcohol/Drugs							
Business							
Media							
TOTALS	Sum Remainder:	Average:	Sum:	Product:	Sum:	Sum:	Exponential Product:

Forming Broader Partnerships to Meet Mutual Goals



Intersection of Skills



Developing Effective Coalitions

Convene the coalition...

- ✓ through a meeting
- x through a workshop
- x through a conference





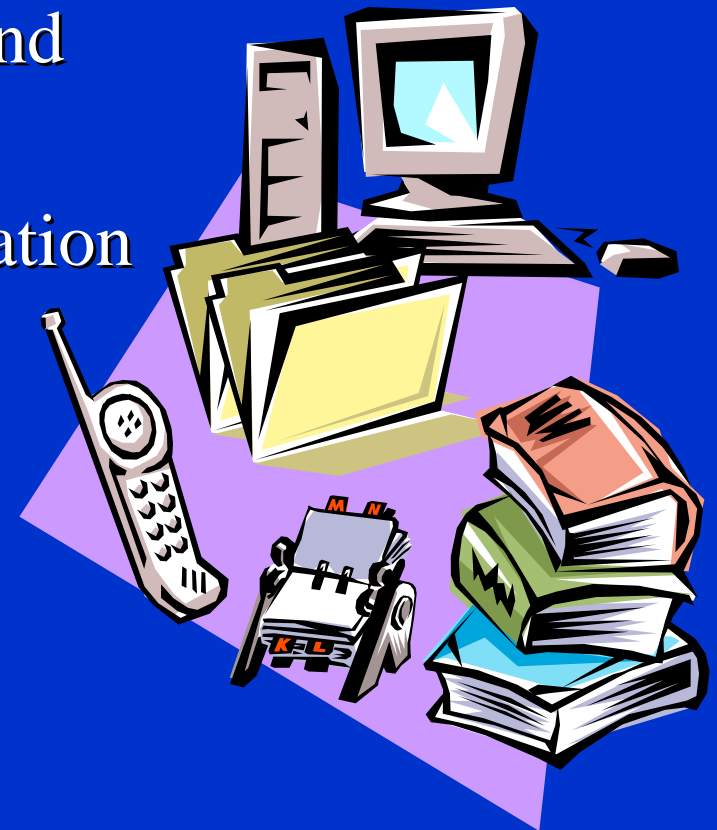


Based on your experience in running or participating in coalitions, what are the kinds of resources and staff support needed to effectively run and maintain a coalition?

Developing Effective Coalitions

Anticipate the necessary resources.

- ◆ Clerical
- ◆ Meeting planning, preparation and facilitation
- ◆ Membership recruitment, orientation and encouragement
- ◆ Research and data collection
- ◆ Participation in activities and projects







DATE RAPE

(West County)
236-7273

(Central County)
798-7273

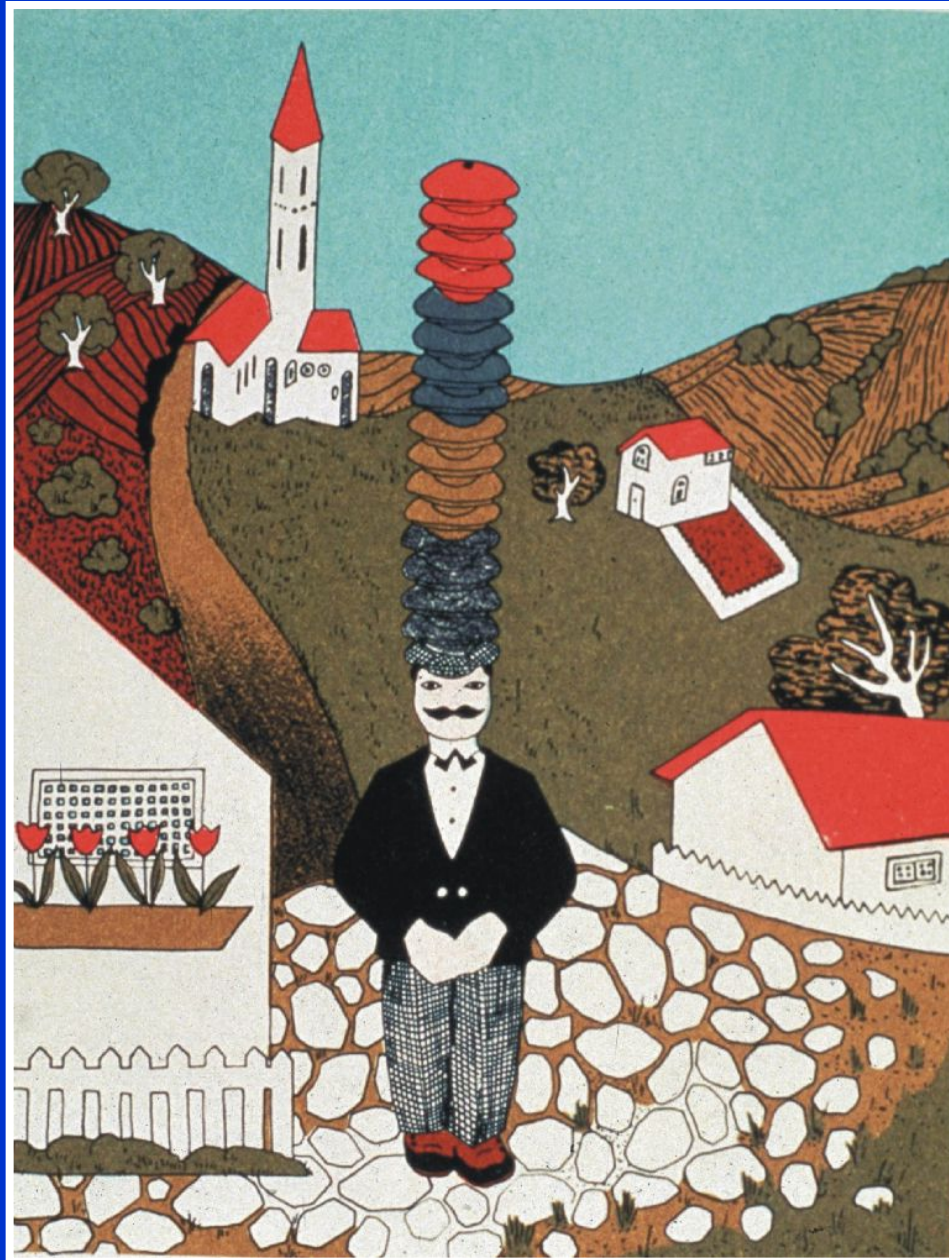
Want to talk? Need help?
Sex is a series of choices two people make.
Rape is violence it's not just a mistake.
Rape shatters, rape matters.

This project is funded by the Health and Human Services, Maternal and Child Health Division
Prevention Program, Contra Costa County Health Services, 75 Santa Barbara Rd., Pleasant Hill, CA 94523



Source: www.nylatinasagainstdv.org





Developing Effective Coalitions

Devise a successful coalition structure.



- ◆ Should coalition be ad hoc or ongoing?
- ◆ How long and frequent should meetings be?
- ◆ Should agencies officially join the coalition?
- ◆ How will decisions be made?
- ◆ How will agendas be structured?
- ◆ How much will members realistically participate between meetings?



It Depends!



Developing Effective Coalitions

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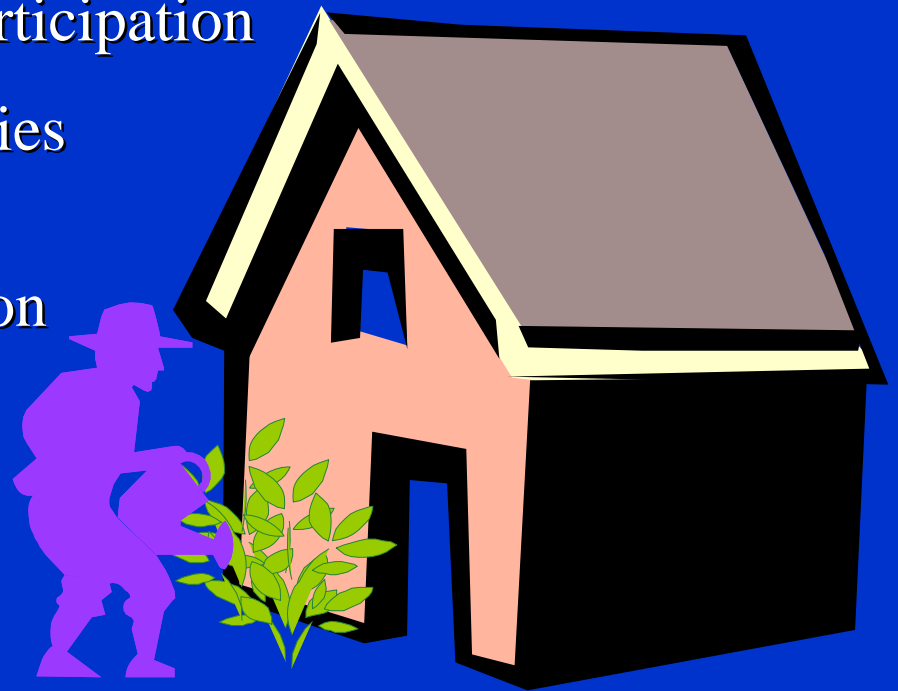


How do you know
when a coalition
is floundering?

Developing Effective Coalitions

Maintain the coalition's vitality.

- ◆ Difficulties generally arise due to:
 - poor group dynamics
 - inadequate membership participation
 - ineffective coalition activities
 - external changes which affect the coalition's mission

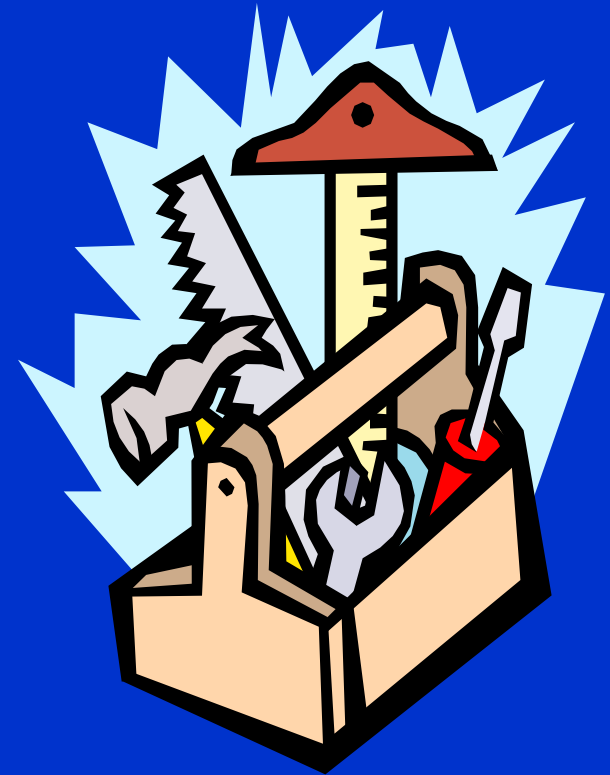




Developing Effective Coalitions

Make improvements through evaluation.

- ◆ Ask for feedback
- ◆ Evaluate the effectiveness of specific activities
- ◆ Know when it is time to dissolve, disband, or change the structure of the coalition



Developing Networks of Service Providers

62



Individual Agencies



Alternatives to Violence and Abuse Coalition

*The field of evaluation
must be
expanded
to enhance
violence prevention
coalition results.*

Toward a more comprehensive evaluation

Current State:

Linear

Single programs

Singular approaches

Vacuum

Simplified efforts

Must Include:

Strategy

Integrated partnerships

Multifaceted efforts

Context

Interactive

Recognize Unintended Successes

“Coalition organizers should avoid getting so caught up in any one effort as to view it as ‘make or break.’

Every effort prepares for greater and more sustained efforts in the future.”

-- *Cherie R. Brown*

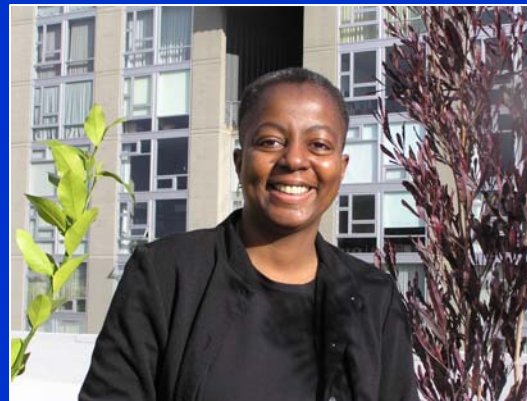
“Without the coordination that this coalition provides, we never would have accomplished such a broad policy objective.”



“The opportunity to interact with people from related programs strengthens my day-to-day work. Now I know who to refer my clients to and where to go for advice when I need it.”

Part III

Questions and Interactive Discussion



Prevention Institute

Putting prevention
at the center of community well-being

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**www.preventioninstitute.org
prevent@preventioninstitute.org**

Part IV

Evaluation

