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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



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888-922-5227
916-446-2520
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*California Coalition
Against Sexual Assault
Prevention Connection Team*

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- ◆ 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



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

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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



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Training Agenda

- I. Overview, introduction, and Review**
- II. 8 Steps to Effective Coalition Building**
- III. Questions and discussion**
- IV. Evaluation**

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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



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Imagine a World that's Safe



*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.



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



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5 Key Norms





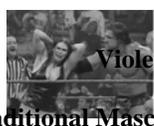
Privacy



Violence



Power



Traditional Masculinity



Privacy

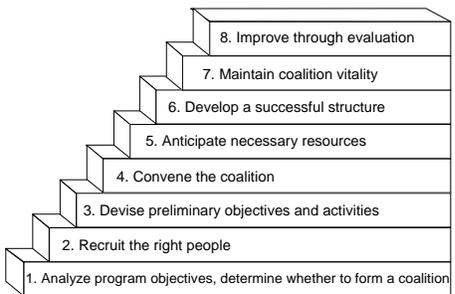


Limited Roles for Women

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Strategic Partnerships 17

Developing Effective Coalitions: The 8-Step Process



8. Improve through evaluation
7. Maintain coalition vitality
6. Develop a successful structure
5. Anticipate necessary resources
4. Convene the coalition
3. Devise preliminary objectives and activities
2. Recruit the right people
1. Analyze program objectives, determine whether to form a coalition

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DILBERT



Panel 1: DILBERT: I NEED YOU TO FACILITATE SOME MEETINGS. WATSON: WHAT KIND OF MEETINGS?

Panel 2: DILBERT: WE'RE CREATING A PROCESS TO FIX OUR PRODUCT DEVELOPMENT PROCESS. BUT FIRST WE'RE HAVING SOME PREPLANNING MEETINGS...

Panel 3: DILBERT: ...TO DECIDE ON A PROJECT NAME. WATSON: HOW ABOUT "DEATH SPIRAL"?

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Coalitions may be...

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



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

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

But they can be...

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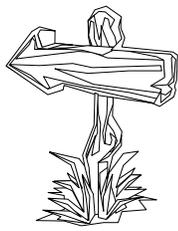


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**...a roadmap to achieving
effectiveness and sustainability**

Effective coalitions allow you to...

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



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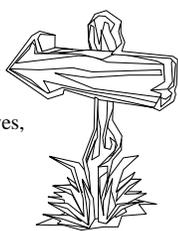


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**...a roadmap to achieving
effectiveness and sustainability**

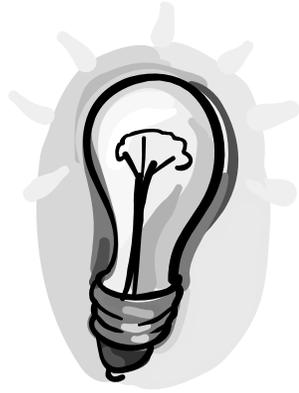
Effective coalitions allow you to...

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



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"A carpenter joins wood to wood..."



A welder joins metal to metal..."

A coalition builder joins person to person."

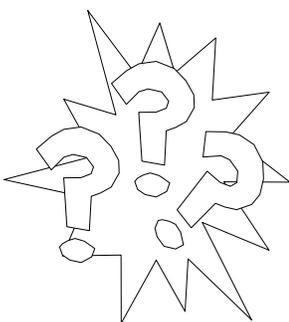


Bill Berkowitz & Tom Wolff
The Spirit of Coalition

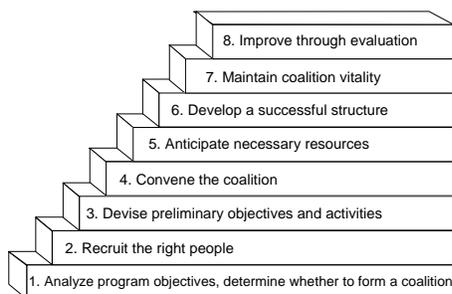
"These Americans are a peculiar people...If, in a local community, a citizen becomes aware of a human need that is not met, he thereupon discusses the situation with his neighbors. Suddenly a committee comes into existence. The committee thereupon begins to operate on behalf of the need and a new community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

Alexis de Tocqueville
1840





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



STEP 1

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

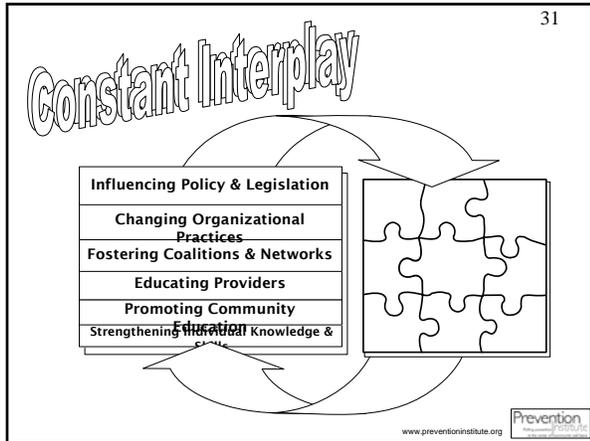
Influencing Policy & Legislation
Changing Organizational Practices
Fostering Coalitions & Networks
Educating Providers
Promoting Community Education
Strengthening Individual Knowledge & Skills

Organizational Practices



Policy and Legislation







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STEP 2

Developing Effective Coalitions

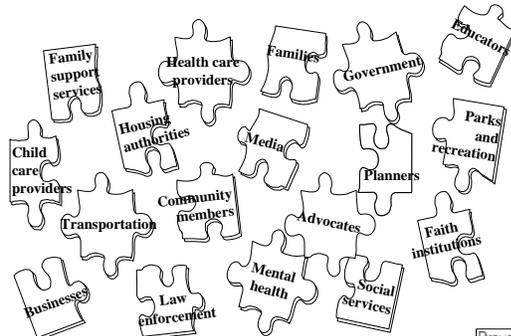
Recruit the right people.

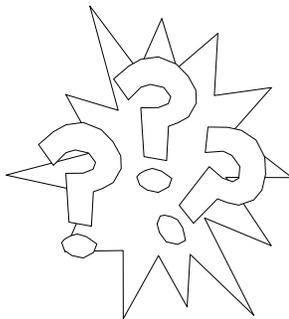
- ◆ Identify people working on the issue
- ◆ Consider who has influence
- ◆ Determine who will be supportive
- ◆ Identify who may put obstacles in your path
- ◆ Consider how many people should be involved




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VAW Coalition





Objectives and Membership



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



STEP 3

Developing Effective Coalitions

Set preliminary objectives and activities.

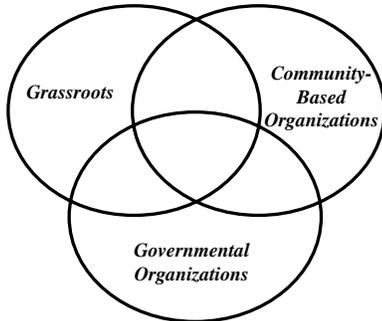
- ◆ Propose a variety of activities to meet members' needs and skills
- ◆ Identify short-term successes



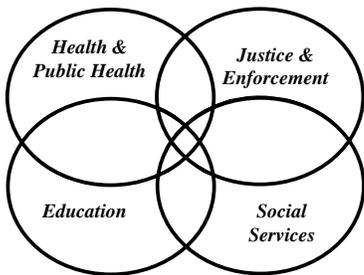
Coalition Members Wear 2 Hats



Types of Collaborations



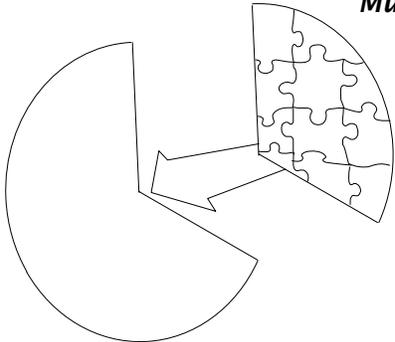
Partnerships Among Systems



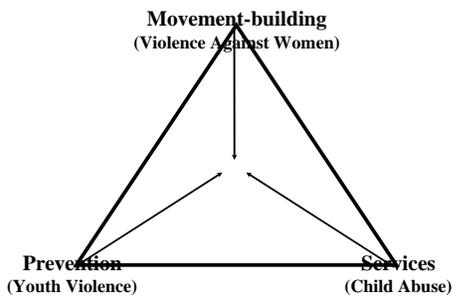
Collaboration Math

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

Forming Broader Partnerships to Meet Mutual Goals



Intersection of Skills

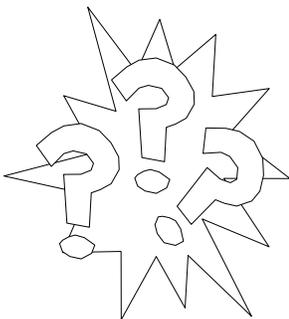


STEP 4

Developing Effective Coalitions

Convene the coalition...







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?

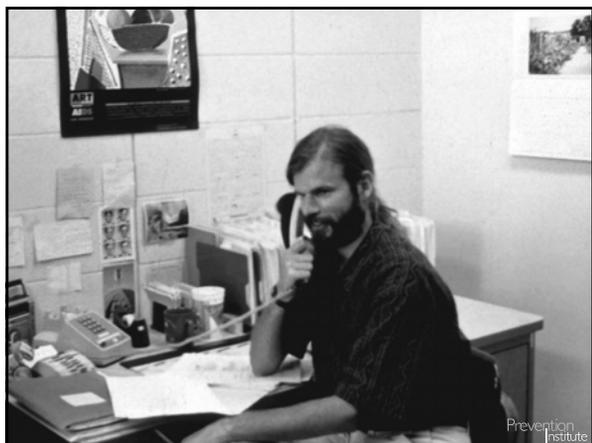
STEP 5

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











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?





Developing Effective Coalitions

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How do you know when a coalition is floundering?

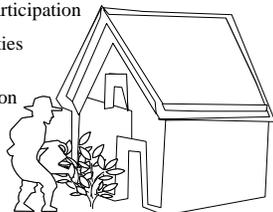
STEP 7

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





STEP 8

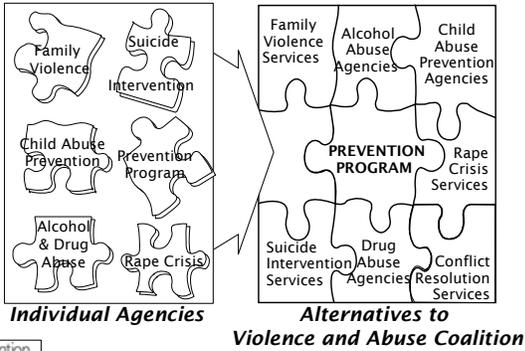
Developing Effective Coalitions

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



The field of prevention must be expanded to include a wider range of prevention coalition resources.

Toward a more comprehensive evaluation ⁶⁴

<i>Current State:</i>	<i>Must Include:</i>
Linear	Strategy
Single programs	Integrated partnerships
Singular approaches	Multifaceted efforts
Vacuum	Context
Simplified efforts	Interactive

Strategic Partnerships ⁶⁵

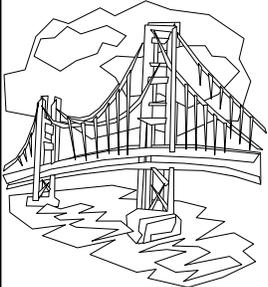
Recognize Unintended Successes

“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

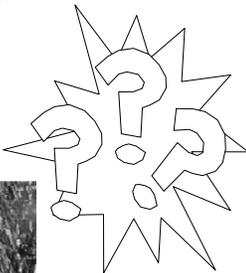
“Without the coordination that this coalition provides, we never would have accomplished such a broad policy objective.”



“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



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Part IV

Evaluation

