



BUILDING HEALTHY COMMUNITIES FOR EVERYONE

Healthy Communities Action Planning: Part 1 Communication Strategies

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General Instructions

General instructions for this session

- If possible arrange yourselves by project groups at your tables
- Select a person to be the table facilitator
- Select another person to take notes on the hand outs and be a reporter.





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Introduction

Two sessions on the themes of Communication and Action planning

- The first is today on Critical Partnerships and Effective Coalitions
- The second will be day 3, Thursday, on the process of Action Planning





Introduction

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For this session we will focus on: Building Partnerships and Collaboration

We will do 3 table breakout exercises

1. Current projects and partners
2. The Circles of Involvement tool
3. The Partnership Analysis tool
4. Hand outs: Partnership Evaluation tools





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Introduction

- First I want to introduce us to some current thinking on partnerships
- Notice the emphasis on building partnerships In the next slides on planning





MAPP Strategies

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Nutrition and Physical Activity Action Group

The “Healthy Communities”
Change tool Action Guide:

Action Step 1 : of **Identify and
assemble a diverse team 10–12
individuals**





Healthy People 2020

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. Framework for Implementation

No two public health interventions are exactly alike. But most interventions share a similar path to success: **MAP IT**

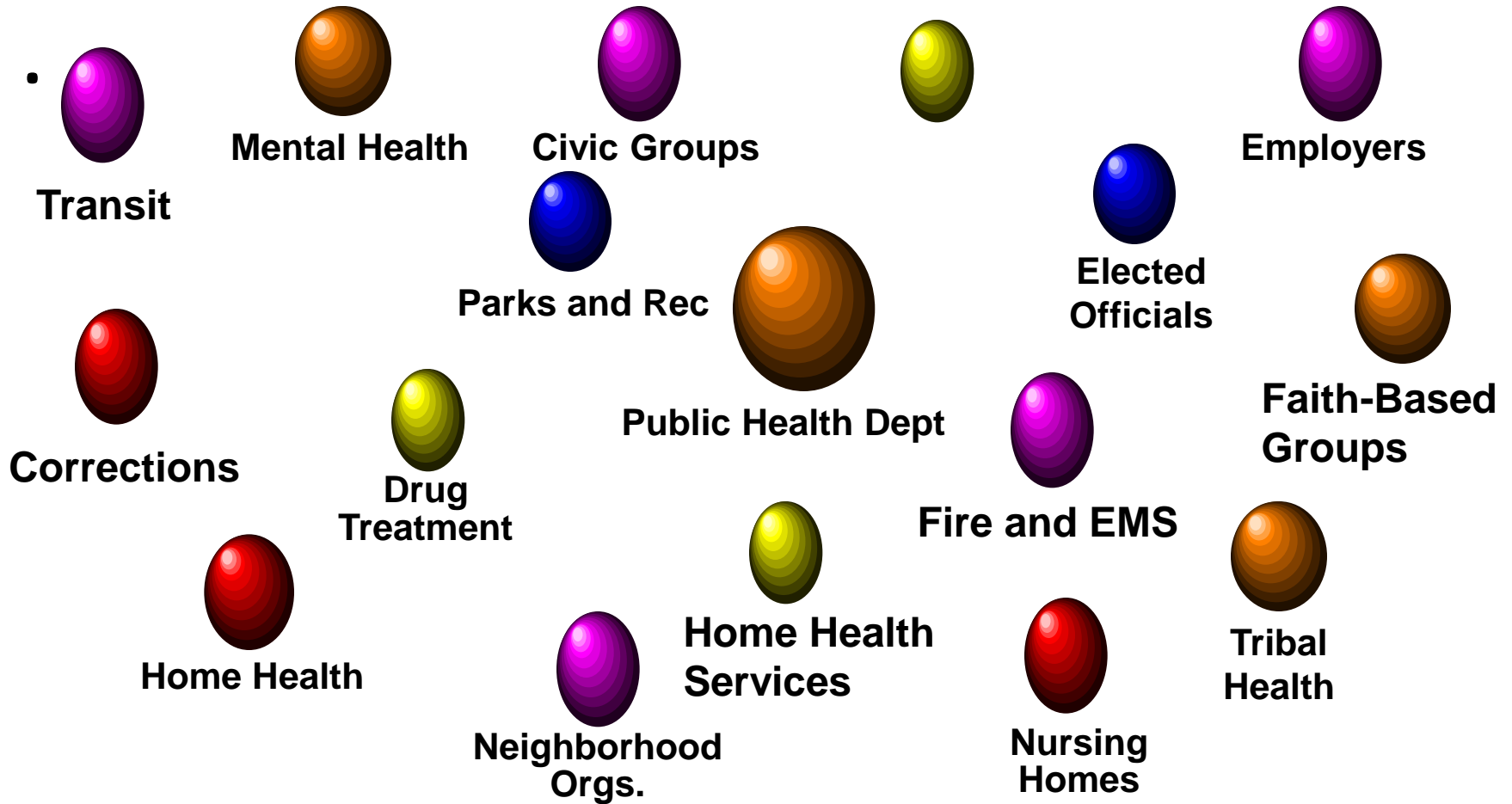
- **Mobilize**
- **Assess**
- **Plan**
- **Implement**
- **Track**





Socio-gram 1

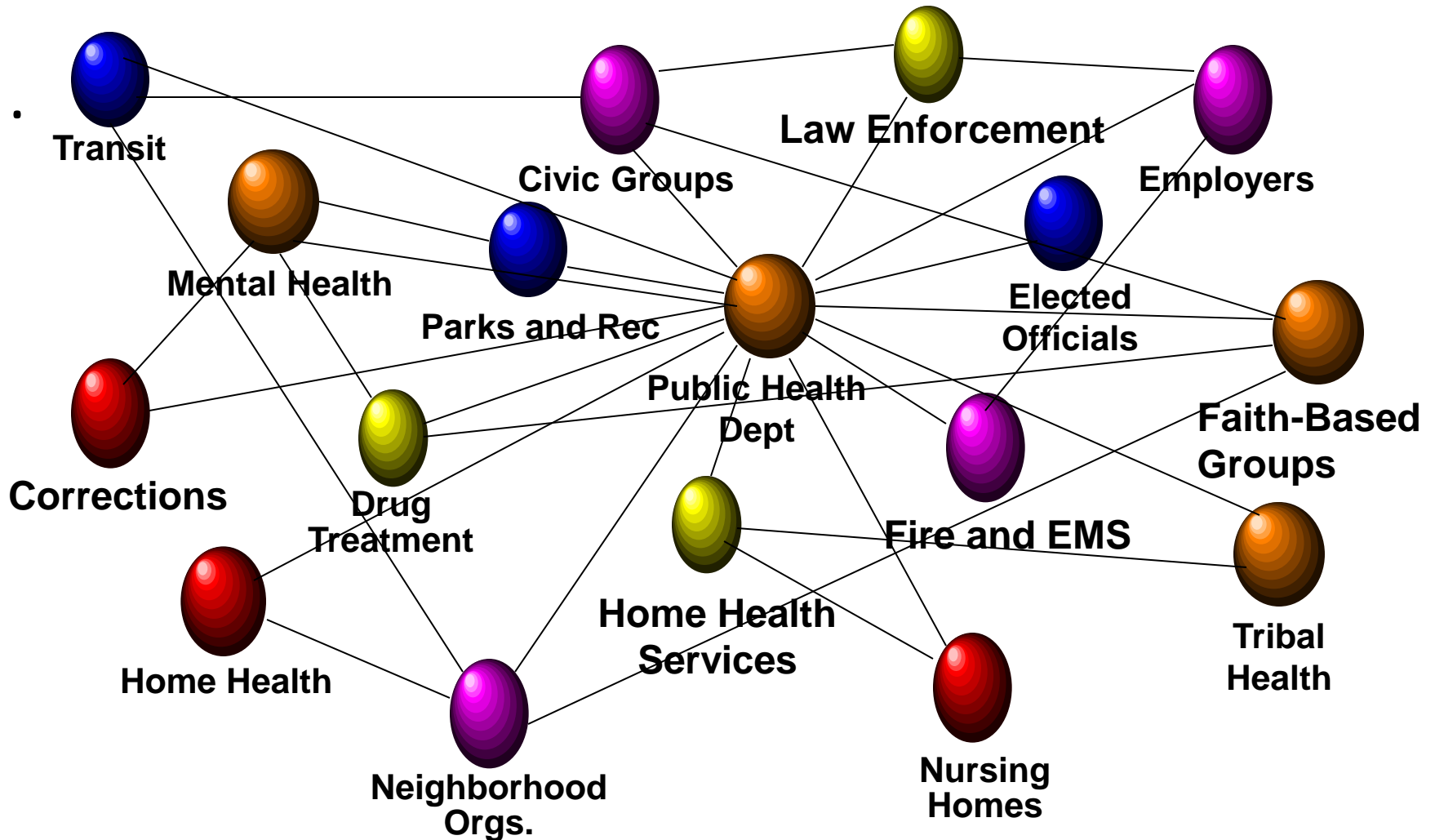
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Socio-gram 2

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Collaboration

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Evaluation of the partnership component from A Project in Kentucky which used the MAPP process:

- . **“One of the major results of partnerships and collaboration is community recognition and credibility.**
- . This resulted in much more **political clout** – more involvement in county and state affairs.”





Emergent Paradigm

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. The new and **Emergent paradigm** in health is that public health is not an agency it is a community system.

The new edge in most things involving communities and the awarding of grants and resources is the **understanding and engagement of the community behind the project often measured in the number and quality of community partners involved.**





General instructions

BUILDING HEALTHY COMMUNITIES FOR EVERYONE

General instructions for this session

We are going to do a series of table discussions and Whole group discussions

- If possible arrange yourselves by project groups at your tables
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Table Exercise I

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Table Exercise I & reflection:

Discussions as Project or Area Teams

- What is the name of your current project? What is its Vision or Goal?
- What is one accomplishment so far?
- What are 4 challenges or needs?
- What Partnerships have emerged or been critical in this accomplishment?





Ex I Worksheet

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Table Exercise I			
Project Name		Project vision or Goal	
One Accomplishment so far			
Four needs or challenges			
Partners in that Accomplishment			





Whole Group Discussion

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Whole group discussion

- Three or four project teams report to the whole group their Project Name, accomplishments, Challenges and Partnerships

Reflection on each report:

- What partnerships were developed or emerged?
- What was the role of the partners in realizing your accomplishment or meeting a challenge?





Whole Group Discussion

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- What are we saying about partnership
- What **values** does partnering bring to our work?
- What are **drawbacks** to partnering and what difficulties does it bring to our work?
- What are we **learning** about what it takes to work in a collaborative manner?





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Transition

*Lets look now at partnerships from two different perspectives: First **Breadth** and then **depth**.*

We will do two more of these table exercises and reflect on each.

First, Breadth: Breadth would be a way of looking at the spectrum or span of relationships that would cover the various sectors of the community or those concerned with the project We will use the Circle of Involvement tool





Table Exercise II

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- The Circles of Involvement Tool:

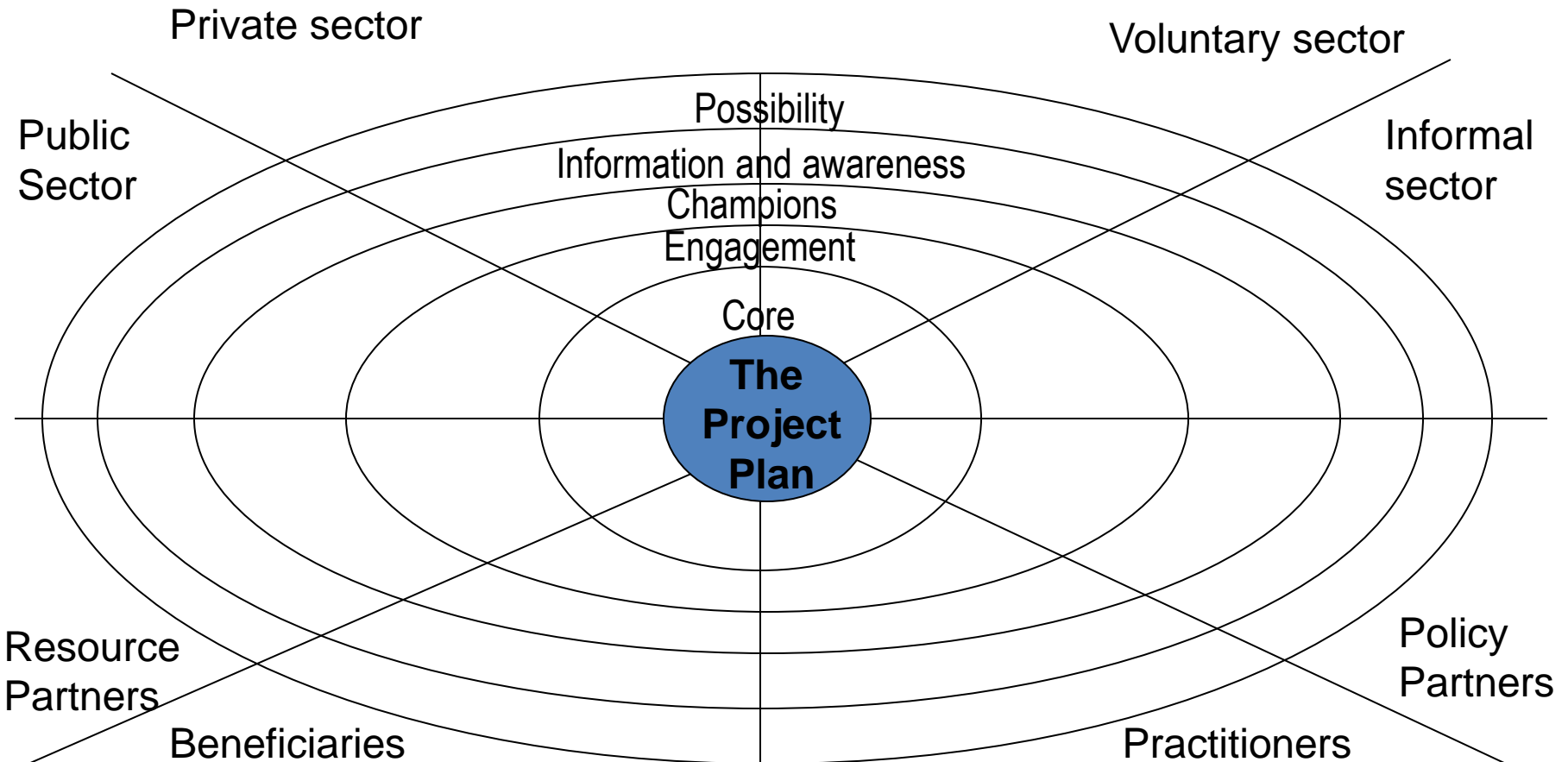




Table Exercise II

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- **As a table group** put the partners and potential partners on post-its and place them on the circles of involvement Worksheets where you would think they belong on the basis of What sector they represent and how they are related.
- Add arenas of missing sectors or levels till you have filled as many blank sections as possible.
- Who could help fill gaps in the areas of Need or challenge?





Whole Group Discussion

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- How many partners do you now have on your projects chart?
- Who or What was a surprising partner you considered?
- Who were partners you considered not including?
- What would be consequences?
- How would you describe your experience working with this tool?





Table exercise III

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- Partnership Analysis worksheet:

Challenge or need	Current or Potential Partner	Resources Partners can bring	Drawbacks of the Partnership	Potential for Effective Partnership
				1-2-3-4-5
				1-2-3-4-5
				1-2-3-4-5
				1-2-3-4-5
				1-2-3-4-5





Table exercise III

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- Look back at the challenges and needs from the first worksheet and select the most important for your team now. Put those in the first left hand box.
- Consider which current partners are helping with that need and list in box two
- Consider what potential partners could also assist or that share the very concern the project is trying to solve..





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Table exercise III

- What resources can the partners contribute?
- What might be drawbacks to the partnership?
- How would you rate the partnerships potential effectiveness 1 to 5(1-low.5- high)?
- Add other challenges and partnerships to fill out the chart and even use other sheets as time permits. Then we will reflect.





Whole Group Discussion

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- How many partnerships were you able to think through and rate?
- Were there any partnerships you might want to reconsider? Any new ones to seek
- What about this chart was easy and obvious to understand? What was confusing or needs further explanation?
- What other question might you want to consider about partnerships?





Partnership Hand outs

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- Other handouts to evaluate partnerships:

- 1. **The Partnership Evaluation Check-sheet**

Partnership Element and Questions	Rating
Connection with purpose & Organization	1-2-3-4-5
Clarity of purpose	1-2-3-4-5
Congruence of Mission	1-2-3-4-5
Congruence of Strategy	1-2-3-4-5
Congruence of values	1-2-3-4-5
Communication between partners	1-2-3-4-5
Commitment to partnership	1-2-3-4-5
Others	1-2-3-4-5





Partnership Hand outs

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- 2.

Partnership Considerations Matrix

Areas for Consideration	Related Questions to Consider





Partnership Hand outs

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- 3

Stages in Partnership Development		
Stage	description	Tool
1		
2		
3		
4		
5		
6,etc		

&4

Measures of Partnership Success	
Outcome	Rating
	1-2-3-4-5
	1-2-3-4-5
	1-2-3-4-5
	1-2-3-4-5
	1-2-3-4-5
	1-2-3-4-5
	1-2-3-4-5
	1-2-3-4-5





Evaluation

see worksheet packet

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Evaluation		
1-2-3-4-5-6-7-8-9-10		
Objective	Before	After
	1-2-3-4-5-6-7-8-9-10	1-2-3-4-5-6-7-8-9-10
comments		

