

Mobilizing and Sustaining Effective Community Coalitions


September 30, 2008
National *Covering Kids & Families* Network
Southern Regional Meeting

*Judi F. Cramer, MS, Deputy Director
Program Design and Management Center*

Knowledge - Leadership - Action

Why Sustain Coalitions?

- Important Considerations
 - What is the Value?
 - What is the Impact?
 - What are the Key Elements?
- Purpose
 - Continue Effort/Mission
 - Expand or New Priorities/Goals



Building and Sustaining Louisiana's CKF Regional Coalitions

- Louisiana Department of Health and Hospitals
 - Vision, Leadership, Resources and Support
- Partnership with Southern Institute on Children and Families
 - Coalition Consultation and Technical Assistance



A Coalition Is Defined As:

- The coming together of people and organizations to influence outcomes related to a specific problem or set of problems (Cohen, et. al.)
- A vehicle for structured, purposeful interaction among a set of organizations, groups and individuals



Coalition Roles

- **Conduit** for structured, purposeful interaction among organizations and individuals
- **Catalyst** for organizing community around issues
- **Mechanism** to bring together organizations to take on issues that are beyond the scope of any single entity



Coalition Functions

- Mobilizing and Advocating for Change
- Coordinating, Planning and Taking Action
- Pooling Resources and Expertise
- Establishing Community Investment
- Sharing Responsibility, Accountability and Recognition
- Minimizing Duplication of Efforts



Factors Influencing Coalition Effectiveness

- **Internal Factors**
 - Coalition Structure and Governance
 - Coalition Strategy
 - Coalition Processes
- **External Factors**



Internal Factors

- **Coalition Framework and Governance**
 - Mission and Purpose
 - Membership
 - Organizational Structure
 - Leadership
 - Resource Support



Internal Factors

- Coalition Strategy
 - Vision
 - Goals and Objectives
 - Plans and Priorities
- Coalition Processes
 - Leadership
 - Decision Making
 - Conflict Management
 - Communication



External Factors

- Community Support
 - Level and Extent of Support
 - Priority in Community
- History of Community Collaboration
- Geography and Climate/Environment
- Cultural Diversity
- Resources – Abundance Verses Scarcity



Internal/External Factors

- Critical factors influencing a coalition's effectiveness, both within a coalition and between a coalition and its community:
 - **Communication**
 - **Trust**



Coalition Challenges

- Competing Priorities
- Leadership Development and Transition
- Recruiting and Retaining Stakeholders
- Building Capacity
- Maintaining Momentum
- Sustaining Efforts



Key Elements for Forming and Sustaining Effective Coalitions

- Leadership
 - Development
 - Succession Planning
- Infrastructure
- Key Stakeholders
- Specific Goals and Strategies



Key Elements for Forming and Sustaining Effective Coalitions

- Demonstrated Results
- Community Awareness/Visibility
- Comprehensive Coalition Planning
- Diversified Funding, Resource Development

These elements demonstrate if a coalition is capable of sustaining and adapting to change both internally and externally.



Effective coalitions, guided by a common purpose, are competent and capable of producing expected results through strategic, collaborative efforts.
(Cramer)



La CKF Coalition Consultation

- **Asset Mapping and Gap Analysis Activity**
 - Identify Current Membership/Resources
 - Identify Gaps and Potential Recruits
- **Developing Infrastructure**
 - Defining Purpose and Mission
 - Establishing Leadership/Roles
- **Planning SMART Objectives**
 - Outcome, Action Driven, Impacting
 - Accountable, Visible



Results, Accountability, Visibility, Recognition!

- June 05, 2008 News Release - Governor Jindal announces DHH exceeded goals by covering 11,000 more uninsured Louisiana Children since January 2008!
- DHH and its community partners (coalitions) aggressively sought to insure as many qualified children as possible!
- More than 646,000 children now covered!



*For more information on mobilizing and
sustaining effective coalitions
please contact:*

Judi F. Cramer, MS, Deputy Director
Program Design and Management Center
Southern Institute on Children and Families
(803) 779-2607 x15

jcramer@thesoutherninstitute.org

