



**RICHARD M. FAIRBANKS
SCHOOL OF PUBLIC HEALTH**

INDIANA UNIVERSITY
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All Hands on Deck:

Fostering Community Engagement, Networking and Partnerships

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CONFERENCE

Learning Objectives

By the end of the presentation, participants will

- 1) identify a goal for community engagement,
- 2) develop a strategy for expanding community engagement in your work, and
- 3) be able to implement at least two methods for engaging with community partners.



Partnering – Is it worth it?

NETTY SPAGHETTI



Step 1 – Clearly defining what you want to achieve

- To eliminate any unnecessary duplication of effort
- To pool resources
- To increase communication among groups and break down stereotypes
- To build networks and friendships
- To revitalize wilting energies of members of groups who are trying to do too much alone
- To plan and launch community-wide initiatives on a variety of issues

Step 1 – (cont)

- To develop and use political clout to gain services or other benefits for the community
- To create long-term permanent social change
- To obtain and provide service
- To bring about more effective and efficient delivery of programs
- To work with community to promote health coverage and primary care
- To improve the health of your community

Adapted from: John Snow, Inc. (2012) Engaging your community. A toolkit for partnership, collaboration, and action.

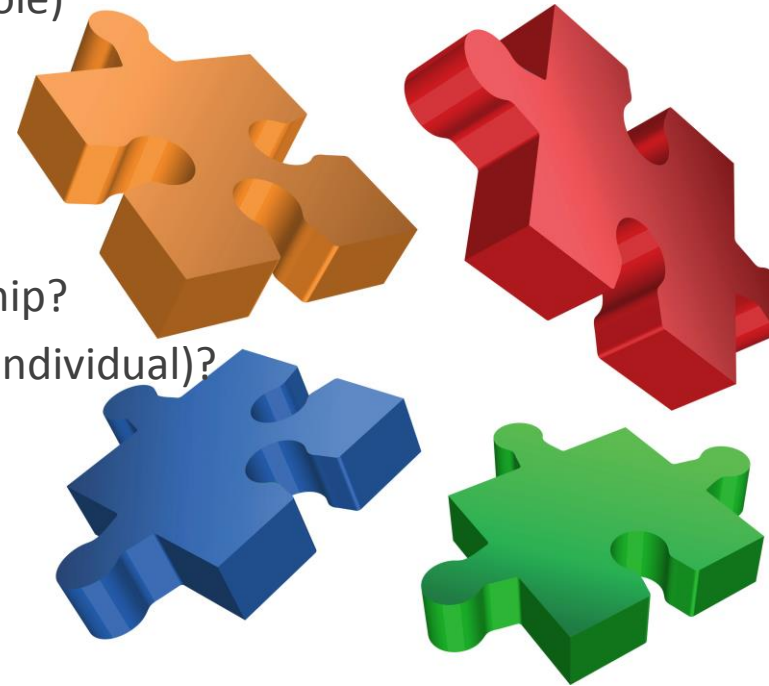
Step 2 - Identifying your assets and needs.

Assess willingness of the organization to engage.

- Total support (infrastructure, designated job role)
- Minimal – allow participation
- Say it is important but don't support

Concept of “Give and Get”.

- What do you need to “get” from the partnership?
- What assets do you bring (organizational and individual)?



Step 3: What type of partnership do you want?



Step 4 – Finding appropriate partners

- Goal is relevant and important to both organizations (mutually beneficial)
- Working together will compliment your strengths and addresses weaknesses
- Give and Get
- Partnership should help mobilize and leverage resources

Step 4: Partners – Internal

- Easy to overlook
- Common goal/overlapping interest
- May already have strong connections –
- May have resources
- May be some territory issues



Step 4 – Finding External Partners

- Do your homework, know your community or find a partner who does
- Helpful information
 - Is there a recent community health assessment?
 - Key community concerns
 - Who are the leaders?
 - Community assets
- Some challenges
 - Is there territoriality? (Allies and Rivals)
 - Is there distrust?
 - Historical fear of working together?

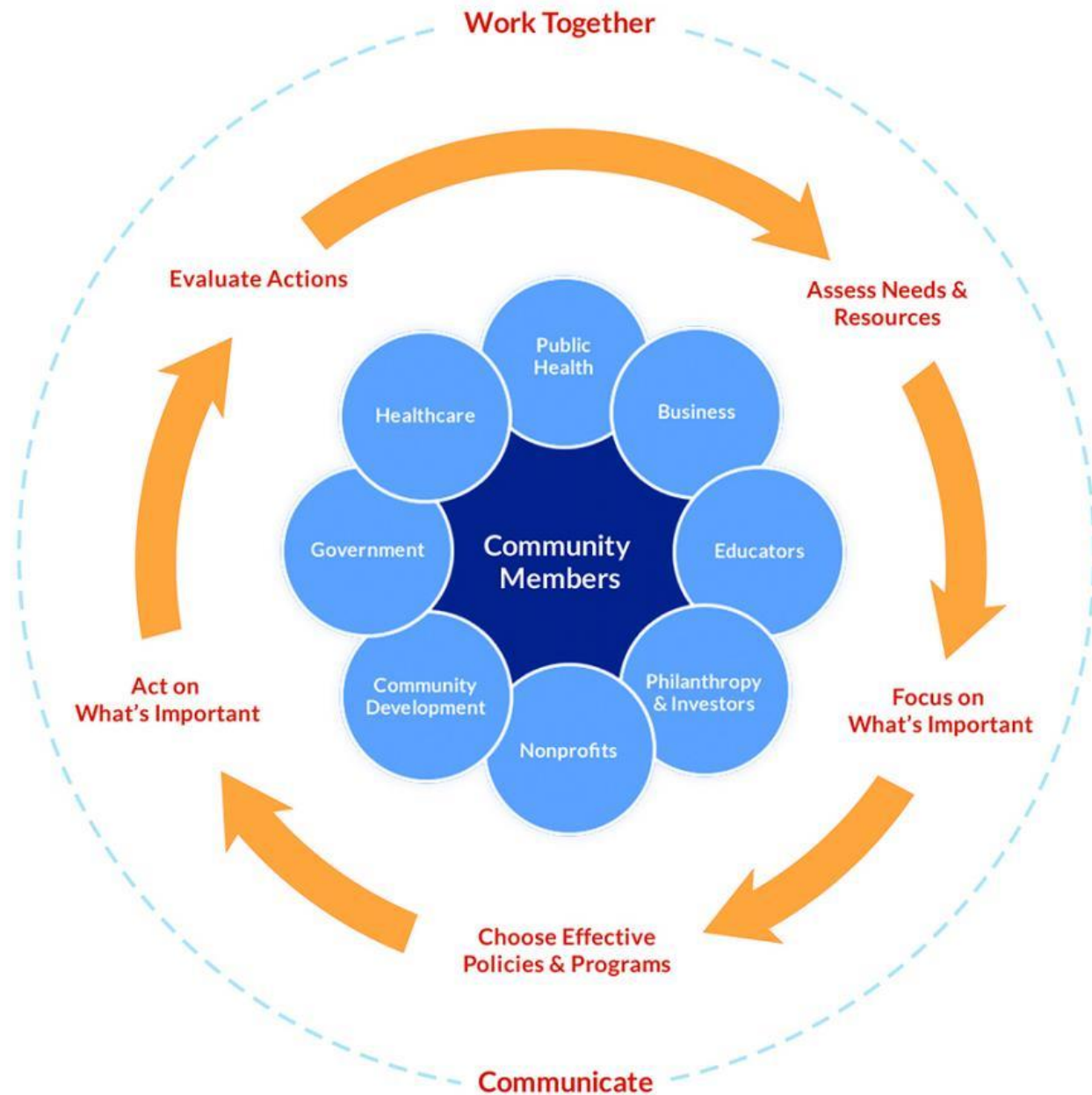
Step 4: Partners – Existing external

- Easy to overlook
- Common goal/overlapping interest
- May already have strong connections –
- May have resources
- May not be a good fit
 - Can suggest other partners and make introductions



Step 4: How to find new external partners

- Existing Networks/Coalitions
- Don't forget – community residents
- Is there a target group or area? If so, find groups or individuals who are trusted.
- Identify potential partners by researching other organizations with similar goals. Then find out if they are trusted. (Network)
- Think outside the box, identify non-traditional partners



Step 5: Getting partners on board

1. Talk to them about the general idea.
2. Set up a meeting to discuss more fully.
3. Be flexible about how to achieve your goal.

Step 5: Once you have identified partner(s)...

- Establish personal relationships, begin to build trust
- Clarify each partners goals and objectives (Give and Get)
- How does the partnership function (formal or informal)?
- What will success look like?
- Consider a partnership agreement.
- Takes time and commitment

Pros/Cons

WHAT IS THERE TO GAIN?

WHAT IS THERE TO LOSE?

Checklist for Developing Effective Partnerships

- Creating effective partnerships takes patience, time, and nurturing.
- Define the need for a partnership (e.g. improving the health of your community).
- Identify potential partners
- Schedule time to meet with potential partners to discuss the goal of improving the health of the community and the opportunity to partner on such an activity/initiative.
- With partners, determine shared goals and activities of the community health initiative.

Checklist for Developing Effective Partnerships

- Clearly identify what each partner brings to the table
 - what resource(s) does each partner have to offer?
 - Where can partners cooperate or collaborate to reduce redundancy in services or bring together resources to enhance or increase programs or initiatives? Think broadly and beyond money. Consider personnel, equipment, space, marketing services or other specialized skills/services that could be offered in-kind.
- Develop and implement a shared action plan.
- Evaluate results.

<http://www.countyhealthrankings.org/roadmaps/funding-guide/developing-partnerships>

Reference Material

County Health Rankings & Roadmaps -

<http://www.countyhealthrankings.org/roadmaps/action-center/work-together>

Engaging your community – A toolkit for partnership, collaboration, and action. Prepared by John Snow, Inc. (2012). Prepared for DHHS, Office of Adolescent Health.

http://www.jsi.com/JSIInternet/Inc/Common/download_pub.cfm?id=14333&lid=3



“Individually, we are one drop. Together, we are an ocean” - Ryunosuke Satoro, Poet