

# PREPARING TO PARTNER CHECKLIST

Since the [Roadmap](#) was published, there have been many learning opportunities to examine how businesses and public health organizations can work together to improve the health of communities, including but not limited to injury and violence outcomes. Yet, there is still much to learn. This resource and its partner resource, the [Roadmap](#), further these partnerships and grow the network of public health-business partnerships engaging to enhance communities. The checklist below is a one-page overview of the key recommendations contained in this report.

## Where Do You Want to Go?

- Determine Your Values
- Establish Your Priorities for Partnership
- Think Upstream
- Clarify Your Strengths and Areas for Growth
- Uncover Biases and Comfort Zones
- Clarify Your Whys for Partnering
- Review Budgets and Workplans
- Identify Areas of Skill Development

## With Whom Do You Want to Go?

- List Current Partners
- Maximize Existing Connectors
- Engage the Community
- List and Research Potential Partners
- Document Historical Experiences with Potential Partners
- Understand Power Dynamics

## What Will You Do?

- Identify Areas of Opportunity and Common Interests
- Make an Offer
- Develop Roles for All Relationship Building Activities
- Create a Resource Map
- Develop and Share Language
- Embrace Conflict
- Create Shared Metrics of Success and Failure

## How Will You Get There?

- Develop Your Definition of Partnership
- Center Equity
- Conduct a Risk Benefit Analysis
- Recognize the Trusted Messengers
- Connect with Policy and Social Movements
- Outline Connection Opportunities