

Navigating Partnerships: From Connection to Collaboration

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Nutrition and Aging
Resource Center



WHO Collaborating Centre
for Community Health and Development



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Welcome! Please share in the chat:

Your name and
organization, and
where you are
joining from today



Mission of the University of Kansas Center for Community Health and Development

Supporting community health and development through...

- participatory **research and evaluation**
- **teaching and training**
- technical support and **capacity building**





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TOOLS
TO CHANGE OUR
WORLD

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Zoom Poll

Would you say your local partnership/ collaboration is:

- Not yet started/ just getting started
- Fledgling/ in development
- Well established/ mature

Today's Learning Objectives

- Understand the value of partnerships
- Learn how to establish and grow community partnerships
- Learn the 6 R's for maintaining collaborative efforts
- Learn how to intentionally involve others in the work, and engage them in ways that keep them involved over time



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Quote:

“You don’t have to be mean-spirited to ignore societal problems, you only have to believe that nothing can be done about them.”

William Raspberry



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Please share in the chat:

What types of partnerships and collaborations do you currently have in your communities? How are they helpful?



Some Partnership Principles

- Coalitions & partnerships are built one relationship at a time.
- People have to believe something is possible before they'll work to make it happen.
- People working together are more successful than people working alone.
- This work is necessary to create positive social change.



What is the meaning of community?

Although we traditionally think of a community as the people in a given geographic place, it can mean a group that has one or more things in common. “Community” refers to people who share a common:

- Place (e.g., city, neighborhood, or county)
- Experience (e.g., shared experience with food insecurity or being a senior)
- Interest (e.g., a concern for social justice or food access)



Working Together for Community Change

Community Health: Conditions that assure the well-being of everyone in a group.



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Quote: WHO

“HEALTH IS A STATE OF COMPLETE
PHYSICAL, MENTAL, AND SOCIAL WELL
BEING, AND NOT MERELY THE ABSENCE
OF DISEASE OR INFIRMITY.”

- WORLD HEALTH ORGANIZATION -

Working Together for Community Change *Continued*

Community/System Change: New or modified programs, policies and practices brought about by the group and related to its purpose.

In the chat: share an example of a community or system change that you could envision.



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Working Together for Community Change *Continued 2*

Nature of community work:

- Larger than any one person or organization
- Dynamic and adaptive
- Problems and goals are inter-related
- Self-determination
- Involves working together on things that matter



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Institute of Medicine's Framework



Factors Affecting Success

- Clear vision and mission
- Action planning
- Leadership
- Resources for community change agents
- Documentation and feedback
- Technical assistance
- Making outcomes matter



Partnership

Partnership: “A mutually beneficial and well-defined relationship between two or more organizations to achieve common goals.”

- Amherst Wilder Foundation



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Creating a Coalition or Collaborative Partnership

Coalitions: Multiple individuals and organizations working together in common purpose.



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Creating a Coalition or Collaborative Partnership *Continued*

Collaboration: “...sharing risks, resources,
responsibilities and rewards.”

-Arthur Himmelman



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Determining the conditions for starting a coalition or partnership

- To address an urgent situation
- To empower the community
- To obtain or provide services
- To increase efficiency and effectiveness
- To combine resources
- To increase communication
- To plan community-wide efforts
- To develop political clout
- To create long-term, permanent social change



When should you develop one?

- When dramatic events occur
- When new information becomes available
- When circumstances change
- When new funding becomes available
- When there is an outside threat
- When a group seeks broad, significant community change

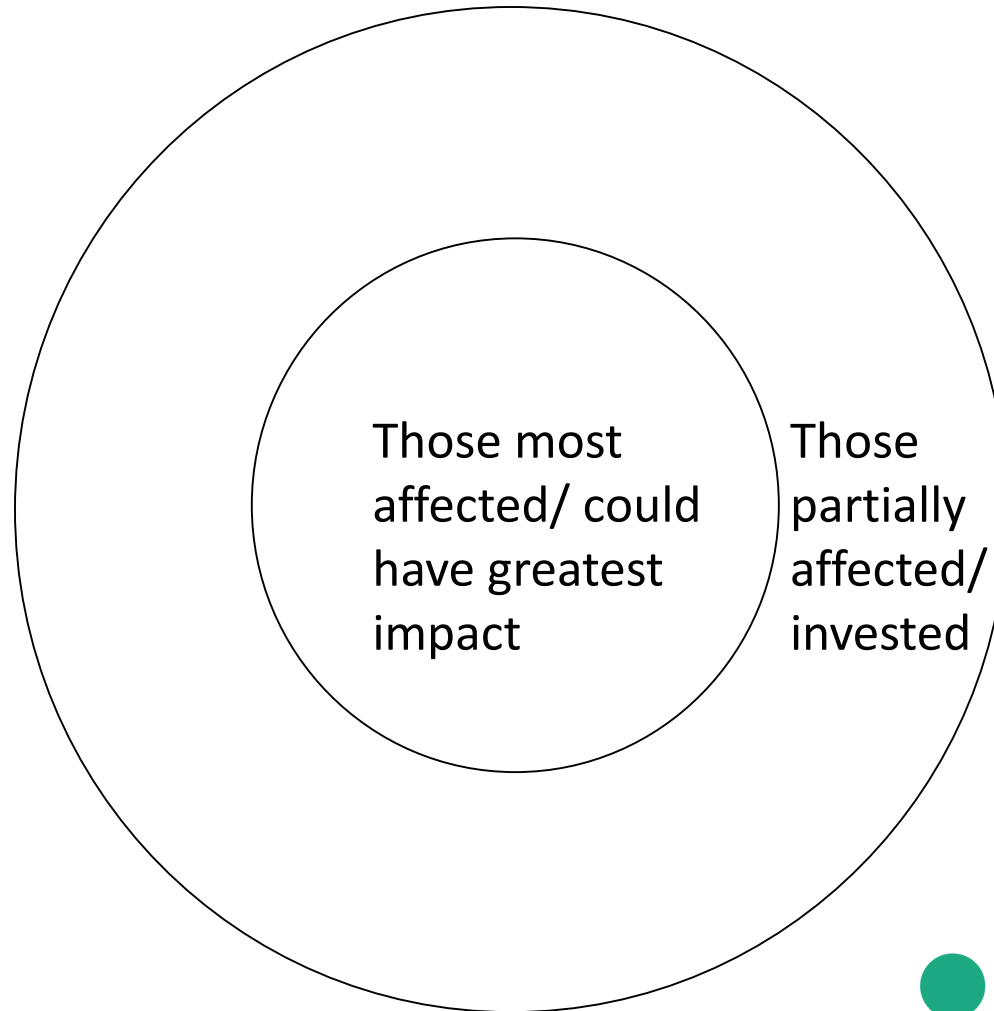


Establishing a Coalition or Partnership

- Assemble potential members
- Briefly outline a vision and mission for the group
- State the objectives, needed resources/relationships, and key agents of change
- Describe potential barriers or opposition
- Describe the probable structure your collaborative partnership will take as an organization



Activity: Identifying Stakeholders



Those likely not affected, but should still be informed/ invited to engage



Guidelines

- Communicate!
- Be inclusive and participatory
- Network
- Set concrete, reachable goals
- Be creative about meetings
- Be realistic about what you can do
- Acknowledge diversity among your members, their ideas and their beliefs
- Praise and reward outstanding contributions
- Celebrate your success!



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“All this will not be finished in the first 100 days. Nor will it be finished in the first 1,000 days...nor even perhaps in our lifetime on this planet. But let us begin.”

John F. Kennedy

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Maintaining a Coalition or Collaborative Partnership

Why maintain your coalition?

- Relationships are complex and evolving
- The environment is ever-changing
- Renewal is basic to organizations



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6 R's for Maintaining Community Efforts

A large, stylized purple letter 'R' is positioned on the left side of the slide. It has a soft, light purple shadow cast to its right and slightly downwards, giving it a three-dimensional appearance.

- Recognition
- Respect
- Roles
- Relationships
- Rewards
- Results



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CTB Sections on Encouraging Involvement in Community Work

Home » Table of Contents » Communications to Promote Interest and Participation » Chapter 7. Encouraging Involvement in Community Work

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Chapter 7. Encouraging Involvement in Community Work

Learn how to promote participation.

- Section 1. Developing a Plan for Increasing Participation in Community Action
- Section 2. Promoting Participation Among Diverse Groups
- Section 3. Methods of Contacting Potential Participants
- Section 4. Writing Letters to Potential Participants
- Section 5. Making Personal Contact with Potential Participants
- Section 6. Involving Key Influentials in the Initiative
- Section 7. Engaging People Most Affected by the Problem
- Section 8. Identifying and Analyzing Stakeholders and Their Interests



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Toolkit: Creating and Maintaining Coalitions and Partnerships

Home » Learn A Skill » Toolkits » 1. Creating and Maintaining Coalitions and Partnerships

1. Creating and Maintaining Coalitions and Partnerships

This toolkit provides guidance for creating a partnership among different organizations to address a common goal.

🏠 Outline

📍 Examples

1. **Describe the multiple organizations that have come together in common purpose.** Who are you and why is a coalition needed to accomplish your purpose?

- a. Name the problems or goals that have brought together multiple organizations in common purpose.
- b. Describe who you are or what groups you represent. Include:
 - i. Who is represented in your group, including those most affected by the issue
 - ii. Why and how is the group in a position to make a difference
- c. Describe why creating a partnership is needed to accomplish your goal. Some possibilities include:
 - i. Your organization's efforts cannot effectively accomplish your goal
 - ii. The problem or goal is complex and is influenced by multiple factors
 - iii. Related agencies are duplicating efforts and thus resources are not being used to their potential
 - iv. Your goal is significant improvement in community-level outcomes and multiple sectors of the community will need to be engaged for success
- d. Why is a partnership needed to accomplish your goal?

Related resources:

[Analyzing Community Problems](#)

[Defining and Analyzing the Problem](#)

[Involving People Most Affected by the Problem](#)

[Identifying Targets and Agents of Change: Who Can Benefit and Who Can Help](#)

Featured Toolkit Example



EQUAL MEMBERS COLLABORATE FOR LONG- TERM COMMUNITY CHANGE

Some coalitions are born of a crisis.

Others, like EQUAL (the East Quabbin Alliance), in Barre,

Troubleshooting Guide: There is not enough community participation

Home » Help Taking Action » Troubleshooting Guide » 5. There is not enough community participation.

5. There is not enough community participation.

1. DO WE KNOW WHAT THE COMMUNITY NEEDS AND IS CONCERNED ABOUT?

- [Toolkit: Assessing Community Needs and Resources](#)
- [Assessing Community Needs and Resources](#)
- [Developing a Plan for Identifying Local Needs and Resources](#)
- [Conducting Public Forums and Listening Sessions](#)
- [Collecting Information About the Problem](#)
- [Leading a Community Dialogue on Building a Healthy Community](#)
- [Understanding People's Needs](#)
- [Gathering Data on Public Opinion](#)
- [Analyzing Community Problems and Solutions](#)

2. HAVE WE DETERMINED THE REASONS OUR ORGANIZATION WANTS OR NEEDS ADDITIONAL MEMBERS?

- [Assessing Community Needs and Resources](#)

3. HAVE WE IDENTIFIED THOSE WHO NEED TO BE INVOLVED IN ORDER TO ACCOMPLISH OUR GROUP'S OBJECTIVES OR SPECIFIC PROJECTS?

- [Involving Key Influentials in the Initiative](#)
- [Involving People Most Affected by the Problem](#)
- [Identifying Targets and Agents of Change: who Can Benefit and Who Can Help](#)

4. HAVE WE CREATED CONDITIONS THAT WILL ALLOW THE GREATEST DIVERSITY OF PEOPLE AND ORGANIZATIONS TO PARTICIPATE?

- [Toolkit: Increasing Participation and Membership](#)
- [Encouraging Involvement in Community Work](#)
- [Developing a Plan for Increasing Participation in Community Action](#)
- [Promoting Participation Among Diverse Groups](#)
- [Methods of Contacting Potential Participants](#)

5. HAVE WE MADE THE PARTICIPATION AND INVOLVEMENT MORE REWARDING OR ATTRACTIVE?

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