

Successful Coalition Building in Rural Settings

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What are the challenges of working in a rural community?

Discussion



Challenges

- ☛ Limited resources
- ☛ Limited number of partners
- ☛ Access to resources

What is collaboration?

- Discuss
- See Collaborative Linkage handout

Collaboration

☛ A process of participation through which people, groups and organizations work together to achieve desired results.

- National Network for Collaboration, 1995

Collaboration

- Shared goals
- Members willing to share resources and responsibility to bring about changes they couldn't achieve independently


Why Collaboration?

- ☛ Move from problem driven to vision driven
- ☛ Move from unclear roles to defined relationships
- ☛ Move from activity driven to outcome focused

Hogue and Miller, 2002

Other Reasons

- ☛ Funding Sources Require
- ☛ Prevents duplication and fragmentation
- ☛ Increases impact
- ☛ Maximizes resources
- ☛ Improves communication and awareness
- ☛ Involves more people



“When a problem extends beyond the boundaries of a single organization and involves others, solutions require activity across – and on the edge of – the organizational boundaries.”

L.K. Bradshaw



Cultural Barriers to Collaboration

- **Knowledge**
- **Professional Socialization**
- **Language**
- **Missions, Values, Beliefs, Rituals**
- **Communities of Knowledge and Communities of Practice**
- **Constituencies and their expectations**

Structural Barriers to Collaboration

- **Mandates & Accountability**
- **Funding Streams**
- **Organization of Resources**
 - Jobs
 - Money
 - Time
- **The burden of routine**
 - What is on the desk when one gets back from a planning meeting

Other Barriers to Collaboration

- **Self-interest**
- **Turf**
- **Management of Change**
- **Agency Driven approaches to planning and evaluation**

Who is Collaborating (Different Dynamics)

- ☛ Agency Collaboration
- ☛ Inter Agency Collaboration
- ☛ Family Agency Collaboration
- ☛ Family Interagency Collaboration
- ☛ Agency Community Collaboration
- ☛ Faith Based and Community Collaboration
- ☛ Inter Agency Community Collaboration
- ☛ Interagency Family Community Collaboration

Three Key Principles

- ☛ People support what they help create
- ☛ Local people solve local problems best
- ☛ Science matters

Vision

Mission

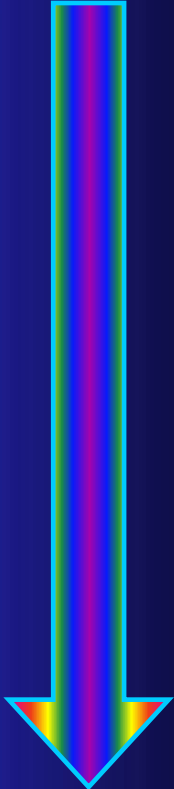
Goal

Goals

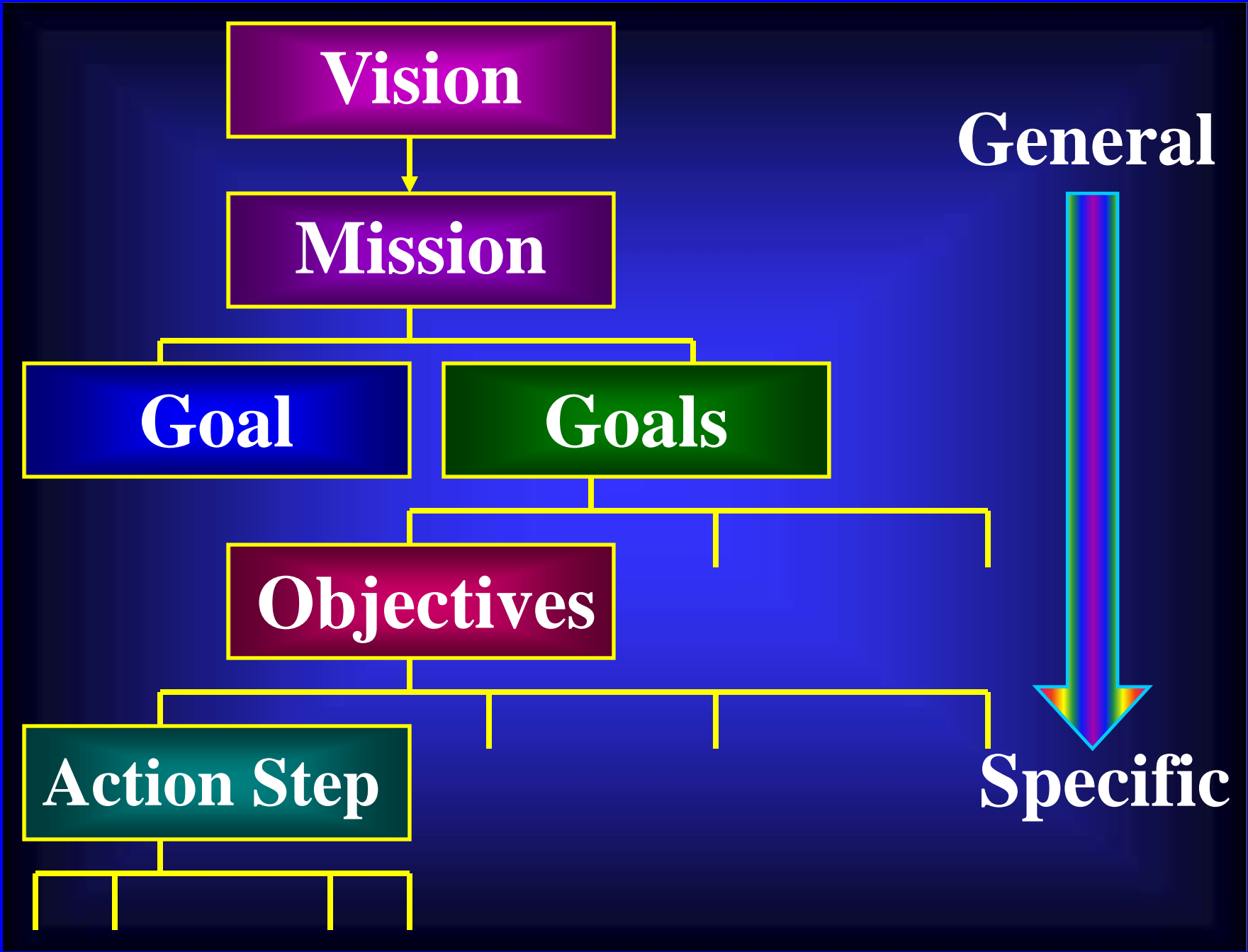
Objectives

Action Step

General



Specific



Measure long-range outcomes

Identify long-range goal

Select strategies and implement

Assess community risk factors

Measure Indicators

Identify baseline data indicators

Select desired outcome

What We've Done in Gage County

- ☛ County of 23,000
- ☛ Beatrice 13,000 in center of county
- ☛ Several smaller towns
- ☛ Five school districts, four small ones

Situation was...

- ☛ Three groups that were “coalitions”
- ☛ Crossover membership
- ☛ Crossover goals
- ☛ Never got past awareness
- ☛ Weren't always aware of each others activities

Strengths at the time...

- ☛ Partnership ventures were increasing
- ☛ Prevention funding was coming into the county
- ☛ Youth and families were valued

Challenges at the time...


- ☛ Ability to identify unified prevention system (funding, public image, etc)
- ☛ Gaps in communication and understanding of what each partner offers
- ☛ Similar approaches sometimes not connected, therefore impact not as great as potentially could be (confuses clients or public, impact less, etc)

Process

- Joint meeting of three partnerships
- Leadership Team put together to plan transition
- Assessment of “System”
- Planning Sessions (see handout)
- Task force committees convened




What our coalition looks like

- Over 40 agencies involved
 - Represent mental health, health, law enforcement, schools, human services agencies, business, etc
- 



Task Force Committees

- ☛ Individuals, Youth and Families
 - ☛ Community Justice
 - ☛ Expanded Education
 - ☛ Healthy Lifestyles
- 



Northwest Minnesota Council of Collaboratives

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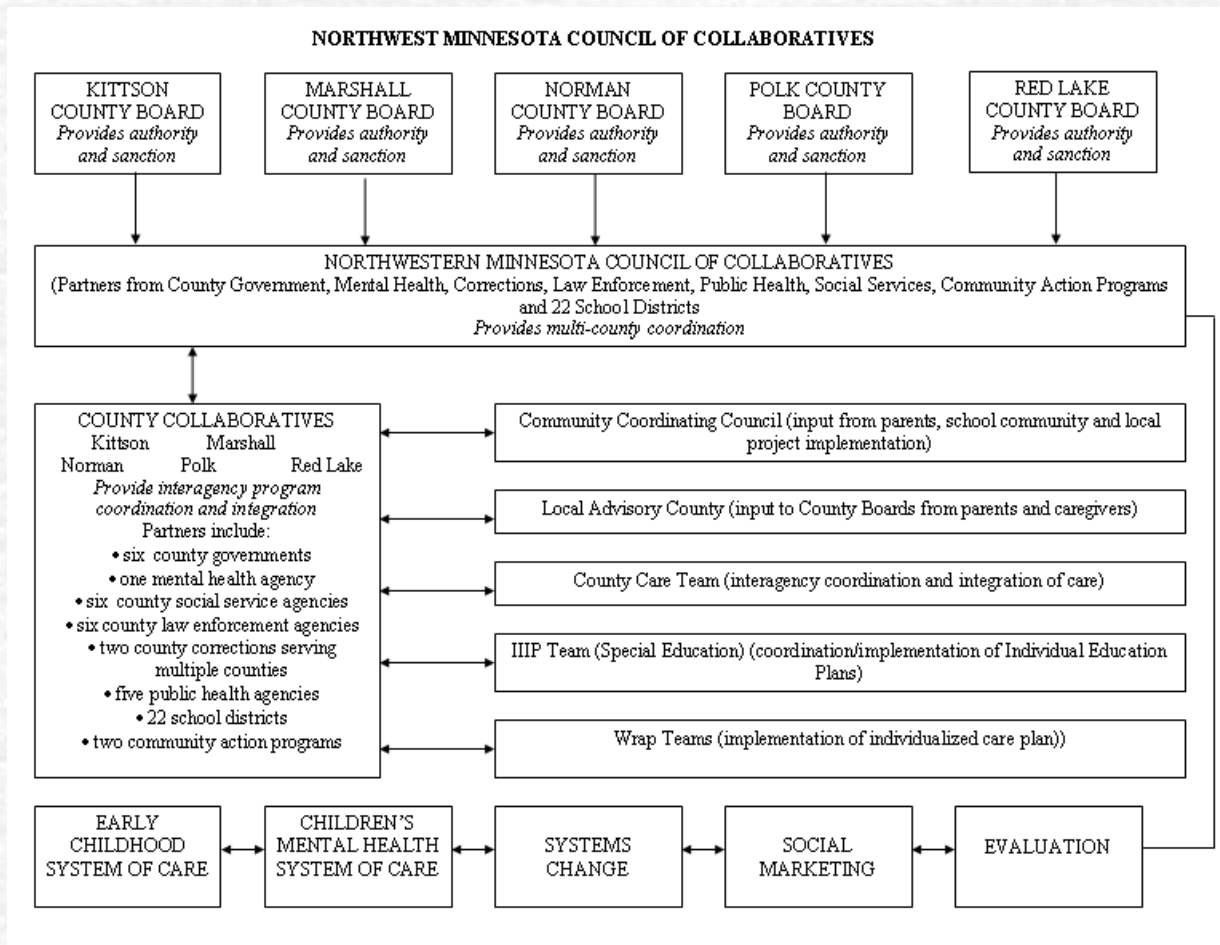
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Northwest Minnesota Council of Collaboratives – Management Structure



Meeting Facilitation and Communications

- | | |
|---|--|
| <ul style="list-style-type: none">Regular MeetingsCoordination of EffortEnhanced communicationsTeleconferencingTelemedicineRelationships beyond our region | <ul style="list-style-type: none">Development of Governing BoardWebsite development:
www.councilofcollaboratives.org and
www.nwmnconnections.orgState and national recognition |
|---|--|



Systems Development

- *Chemical Health* – includes the topic areas of violence, ATOD (alcohol, tobacco and other drugs), academics, mental health, cultural competency, data collection, discipline, restorative justice, family empowerment.
- *Early (childhood) Intervention* – includes mental health, parenting, data collection, cultural competency, child and teen check-ups, screening and family empowerment.
- *System Development* – includes common intake, policies and procedures, access, data development cultural competency, resource ??, communication and family empowerment.



Web Sites

www.councilofcollaboratives.org

www.nwmnconnections.org

- Directory
- Resource Links
- Resource Articles
- Grant Opportunities
- Grants Submitted
- Data and Demographics
- Weekly Digest



Benefits

- ☛ More involvement
- ☛ Public Awareness
- ☛ Agencies more aware of each other
- ☛ Referrals
- ☛ Stigma reduction

Recommended Steps

- Assessment
- Membership
- Planning
- Action

A coalition should be structured to:

- ☞ Involve all key players
- ☞ Choose a realistic strategy
- ☞ Establish a shared vision
- ☞ Agree to disagree in the process
- ☞ Make promises that can be kept
- ☞ Build ownership at all levels
- ☞ Institutionalize change
- ☞ Publicize successes

• Smith and Bell, OSU Fact Sheet

Three types of missions for coalitions


- ☞ Service oriented
- ☞ System oriented
- ☞ Dual Mission (service and system)

- Smith and Bell, OSU Fact Sheet

Questions to ask yourself

- ☛ Why are we here?
- ☛ What is our purpose?
- ☛ If we get it right, what will it look like?

- Bonney, 2004



“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.”

~Margaret Mead



Tools and Resources

- ☛ Assessment Tools
- ☛ The Spider Web
- ☛ The Allies Matrix
- ☛ “Effective Collaboration” Hogue and Miller, 2002