

KEY FACTORS TO SUSTAINABILITY

Heather Winklepleck

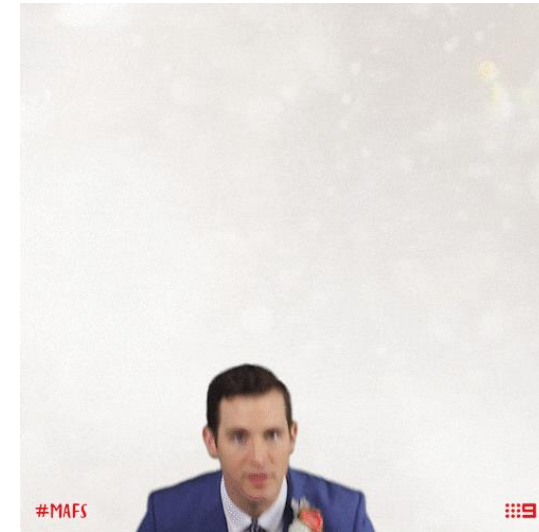
Deanne Armstrong

This or That?

STAND

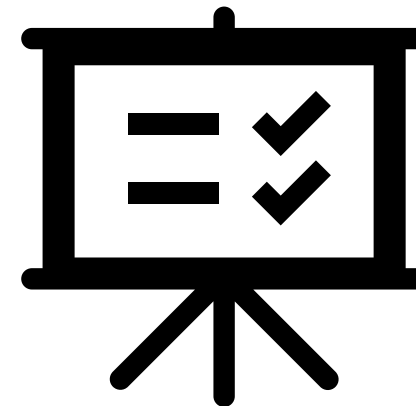
SIT

- Spring or **Autumn?**
- Fruity or Chocolate Desserts?**
- City or Rural?**
- Capacity Building or **Implementing Strategies?**
- Planning or **Evaluating?**
- Presentation or **Handout/Flyer?**
- Fund Raising Events or Earned Money?**



OBJECTIVES

- ✓ **Understand concept of sustainability & its significance to a coalition**
- ✓ **Analyze key factors that contribute to sustainable practices**
- ✓ **Describe and apply three core strategies for achieving sustainability**
 - ✓ Building community support
 - ✓ Enhancing organizational capacity
 - ✓ Ensuring program effectiveness



What do you think of when you hear
SUSTAINABILITY??



What is Sustainability??

“A community’s ongoing capacity and resolve to work together to establish, advance, and maintain effective strategies that continuously improve health and quality of life for all.”

-Center for Disease Control and Prevention

“In the case of substance abuse prevention, sustainability involves prevention systems that promote and support the delivery of effective prevention strategies in order to prevent and reduce substance use, misuse and abuse among whole populations.

Ultimately, sustainability is about maintaining positive outcomes in these populations.”

-SAMHSA’s Center for the Application of Prevention Technologies



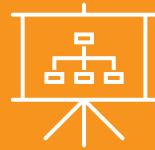
GOOD NEWS!

Sustainability efforts are constant throughout the Strategic Prevention Framework Model

Keys to Sustainability



**Build
Community
Support**



**Enhance
Organizational
Capacity**



**Ensure
Effectiveness**



Followers!!



**Build
Community
Support**



Where to begin?



LISTEN

Hold 3 informal listening conversations

Ask:

- What's working in our community?
- What do families need more of in our community?
- If someone were to start something, what would it be?



**Build
Community
Support**

Where to begin?



**Build
Community
Support**

BE SEEN



- Take public-facing action:
 - Staff a table at an event
 - Write short social media posts or newspaper articles
 - Create flyers or brochures



Build Community Support

Where to begin?

GATHER

Where could you tell the story?

- Host a small, informal gather:
 - Coffee with 2-3 community members
 - Roundtable discussion at a local hangout
- Attend someone else's gathering
 - Conversational presentation at civic meeting
 - Chamber of Commerce
 - Church group
 - PTO
 - Lions Club...



Relationships before Recruitment!

Recruit for purpose not numbers.

- Coalition strength grows from people, champions, followers.
- Who already cares about the issue?
- Who do people trust?

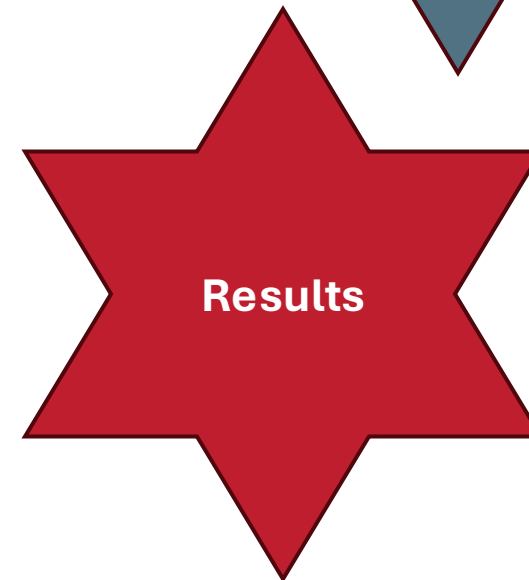
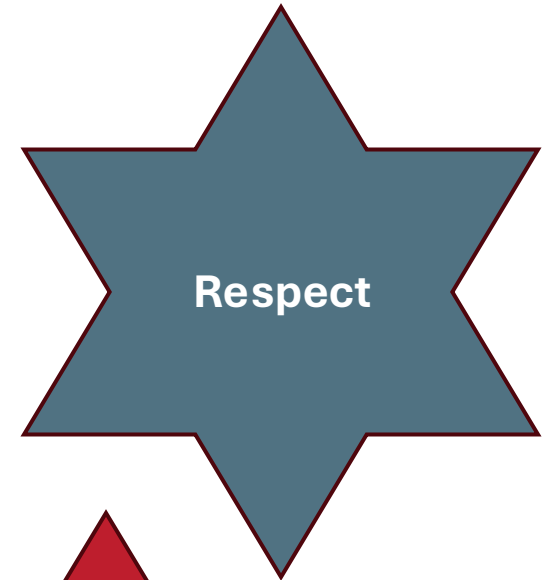
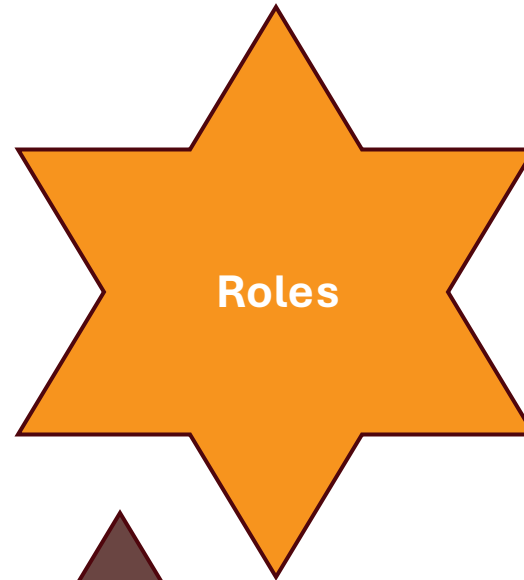
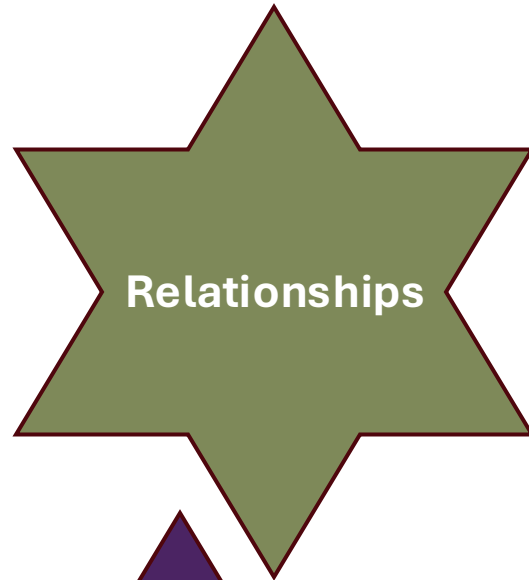


**Build
Community
Support**

“6 R’s” to building community support



**Build
Community
Support**



ACTIVITY

1. Listen

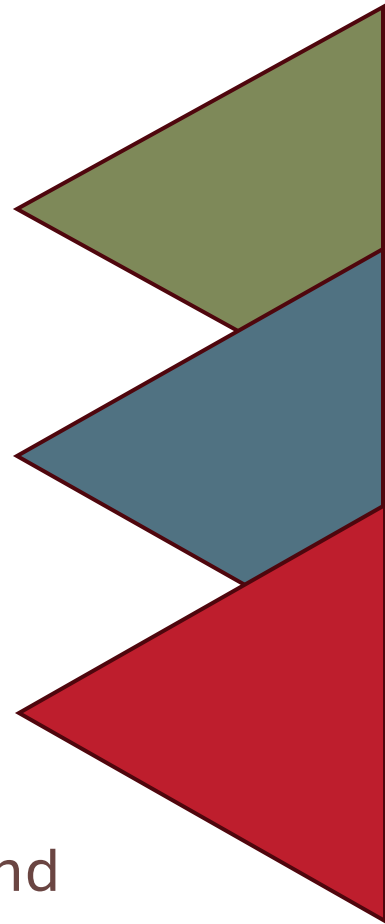
1. Who are the trusted voices you want to hear from?
2. Who might be some of your first followers?
3. How and when will you engage with them?

2. Be Seen

1. How will you let people see prevention in action?
2. How will the community know about the coalition, its purpose and actions? What will you do publicly?

3. Gather

1. Where could you tell the story?

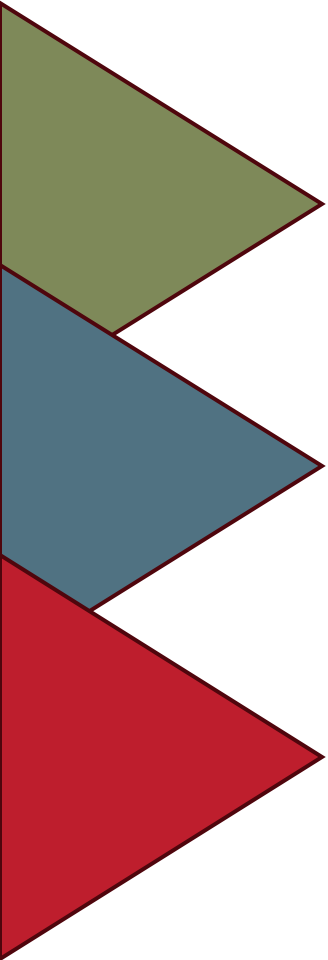


Marathon NOT a Sprint!

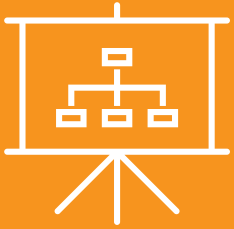
PROTECT the flame!

- Who is a peer you can call on
- Clear boundaries
- Low-lift wins to accomplish and celebrate
- Refill your cup activities
 - What fills your cup?
 - Your stamina and energy are part of the coalition's infrastructure!

Progress = visibility + trust + relationships



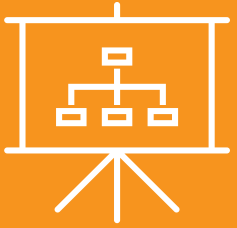
FOUNDATION!!



Enhance
Organizational
Capacity



The Importance of House Foundations



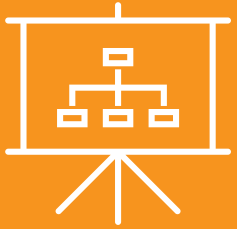
Enhance
Organizational
Capacity

A foundation's primary function is to offer stability to the house by distributing the structural load evenly across the soil or rock on your property. An appropriately designed foundation inhibits any potential tilting, shifting, or significant structural damages caused by natural phenomena such as floods, earthquakes, or soil erosion. Besides structural support, foundations also help in isolating the building from moisture, insects, and harmful soil gases.

The Importance of a Coalition's Foundation

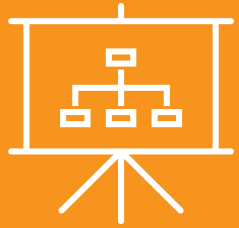
You write
the answer!

The coalition foundation's function is ...

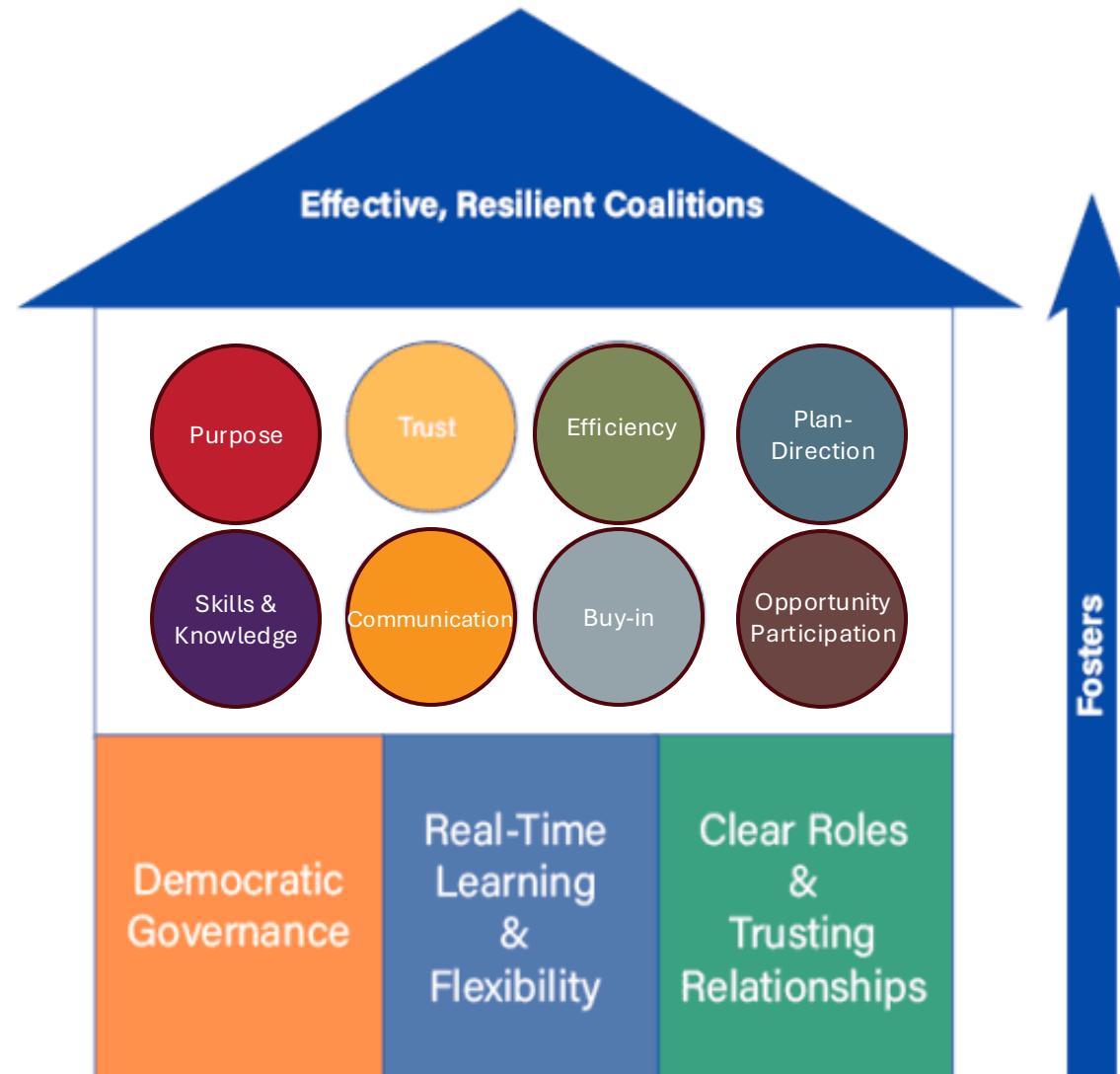


Enhance
Organizational
Capacity

What is Organizational Capacity?



Enhance
Organizational
Capacity



Work SMARTER not HARDER!



Ensure
Effectiveness



How does your coalition ensure effectiveness?

- Use [mentimeter.com](https://www.mentimeter.com) cloud maker (set up 2 - 14 days before training)



Ensure
Effectiveness



**Ensure
Effectiveness**

**What parts of
the SPF do you
think of?**

Process Guidelines

SPF Steps	What Worked*	What Did Not Work*	New Processes Needed*	Task Force Role*
<i>Assessment</i>				
<i>Capacity</i>				
<i>Planning</i>				
<i>Implementation</i>				
<i>Evaluation</i>				

Sustainability Action Plan (in SPF Guide)

What needs to be sustained?	What is needed to sustain this?	Action Steps	Individual Responsible	Target Date
<u>Assessment</u>				
<u>Capacity</u>				
<u>Planning</u>				
<u>Implementation</u>				
<u>Evaluations</u>				

It's easy right!??



SUSTAINABILITY





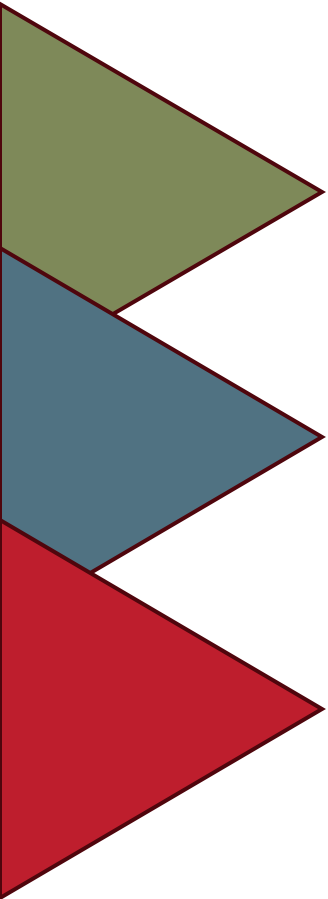
What
about
money?

Strategy Review Worksheet					
Strategies	Activities done	Evidence of effectiveness –	Evidence of internal capacity –	Evidence of community support or institutionalizing strategy	Coalition Role/Responsibility

Projected Costs Worksheet

All Strategy/Activities to be sustained	Required Resources		
	Personnel need & cost (can be in-kind)	Supply/material need & cost (can be in-kind)	TOTAL cost needs

How is everyone feeling about Sustainability now?

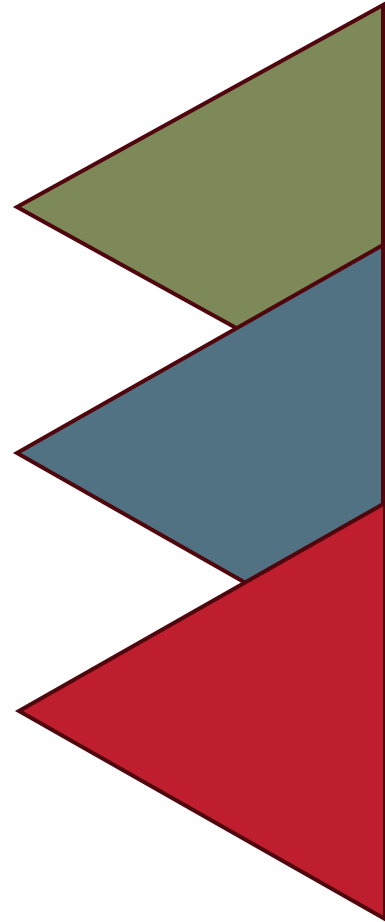


Wrap up!

What is one thing you found interesting?

What are you going to do differently?

How are you going to use information from today moving forward?





**THANK
YOU**