

ARCH SUSTAINABILITY PLANNING LEARNING COLLABORATIVE

FORMING, BUILDING, AND MAINTAINING COALITIONS



The Community Toolbox

Center for Community Health and Development

University of Kansas

#2. Foundation of Sustainability

Collaborative Partnerships

- State Agencies/Systems Building and Repairing
- Formal partnerships (MOAs and MOUs)
- **State Coalitions***
- Grassroots Partnerships
- Leadership Teams
- Planning Groups
- Work Groups
- Evaluation Groups

* Grantees identified as top priority when surveyed





A FIVE-PART SERIES OF COALITION DEVELOPMENT GUIDES:

1. PRE-FORMATION
2. FORMATION
3. IMPLEMENTATION
4. MAINTENANCE
5. INSTITUTIONALIZATION

<https://ctb.ku.edu/en/table-of-contents/assessment/promotion-strategies/start-a-coalition/main>

COALITION BUILDING 1: STARTING A COALITION

- ◆ To address an urgent situation
- ◆ To empower elements of the community — or the community as a whole to take control of its future
- ◆ To actually obtain or provide services
- ◆ To bring about more effective and efficient delivery of services and eliminate any unnecessary duplication of services
- ◆ To pool resources
- ◆ To increase communication among groups and break down stereotypes
- ◆ To revitalize the sagging energies of group members who are trying to do too much alone
- ◆ To plan and launch community wide initiatives
- ◆ To develop and use political clout to gain services or benefits for the community
- ◆ To create long-term, permanent social change

Barriers to starting a coalition:

- ◆ Turf issues
- ◆ Bad history
- ◆ Domination by professionals or some other “elite”
- ◆ Poor links to the community
- ◆ Minimal organizational capacity
- ◆ Funding
- ◆ Failure to provide and create leadership in the coalition
- ◆ The perceived or actual costs of working together outweigh the benefits for coalition (and perspective coalition) members

Who should be part of a coalition?

- ◆ Stakeholders
 - Those affected by the issue
 - Formal and informal helpers
- ◆ Community Opinion Leaders
- ◆ Policy Makers

HOW DO YOU START A COMMUNITY COALITION?

- ◆ PUT TOGETHER A CORE GROUP.
- ◆ IDENTIFY THE MOST IMPORTANT POTENTIAL COALITION MEMBERS.
- ◆ RECRUIT MEMBERS TO THE COALITION.
- ◆ PLAN AND HOLD A FIRST MEETING.
 - Introductions all around.
 - Start defining the issue or problem around which the coalition has come together.
 - Discuss the structure of the coalition.
 - At least start the process of creating a common vision and agreeing on shared values about the direction of the coalition.
 - Discuss a procedure for forming an action plan.
 - Review the things to be done before the next meeting and who has agreed to do them.
 - Schedule at least the next meeting.
- ◆ FOLLOW-UP ON THE FIRST MEETING.
- ◆ NEXT STEPS.

GENERAL GUIDELINES FOR GETTING A COALITION OFF THE GROUND.

- ◆ Communicate, communicate, communicate.
- ◆ Be as inclusive and participatory as you can.
- ◆ Network like crazy.
- ◆ Try, at least at the beginning, to set concrete, reachable goals.
- ◆ Be creative about meetings.
- ◆ Be realistic and keep your promises.
- ◆ Acknowledge diversity among your members, and among their ideas and beliefs.
- ◆ Praise and reward outstanding contributions and celebrate your successes.



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