Strategies for New Coalitions

First National Conference for Caregiving Coalitions

Brian M. Duke MHA MBE
March 5, 2007
Community

- Definition helps to identify reason to convene

- Unique characteristics of individuals or organizations may add value or depth

- Most common ground may be sought to build a collaborative spirit
Why Organizations Come Together?

- Mission compatibility
- Sustainability
- Opportunity
- Community need
- Closer to competition
- Complimentary strengths
- Passion to create or change
Caregiving in Today’s Community

• Services only when needed
• Function/Disease based interventions
• Defined by resources
• Foreign terminology
• Fragmented social and health systems
• Don’t know our neighbor
Different Types of Collaboration

- Networking - Exchanging information for mutual benefit
- Coordinating – Exchanging information for mutual benefit and altering activities for a common purpose
- Cooperating - Exchanging information, altering activities and sharing resources for mutual benefit and common purpose
- Collaborating – Exchanging information, altering activities, sharing resources and a willingness to enhance the capacity of each other for mutual benefit

Empower or Better

• Contribution toward the problem

• Contribution toward the partner
Convening

• Facilitator’s role

• Focus on potential mission of coalition

• Ongoing interest

• Passion
Keys to Building

• Planning
• Vision
• Mission
• Goals and Objectives
• Commitment and Focus
Keys to Building (con’t)

• Structure and Communications

• Leadership

• Decision Making

• Recruiting

• Fundraising
Keys to Building (con’t)

• Projects/Activities

• Evaluation and Sustainability

12 Keys to Building Caregiver Coalitions Training Guide, AARP Foundation Caregiver Coalition Research Project, Administration on Aging, Department of Health and Human Services
Planning

• Why a coalition?
  – Needs assessment
  – Advantages and disadvantages
  – Who to invite?
  – Purpose
  – Scope
  – What is the catalyst for formation?
Planning (con’t)

• Member characteristics

• Capabilities assessment

• Balance with doing

• Organizational meeting
Vision

• Dream statement

• Focus is on the caregiver
Mission

• Purpose statement

• Barometer

• Focus on the coalition
Goals and Objectives

• Assessment of goals

• Steps to achieve goals
Commitment and Focus

• Action Planning
  – Responsibility
  – Timeline
  – Resources
  – Communication
Structure and Communication

• Internal

• External

• Coalition staffing
Leadership

- Structure
- Skills
- Turf Issues
Decision Making

• One Person

• Compromise

• Consensus
Recruiting and Retaining

- Open door
- Out of the box
- Connections and contacts
- Monitor participation
Fundraising

- Budget
- Funding statement
- Diverse sources
- Constant activity
Projects and Activities

- Engaging
- Balance with planning
- Wandering from mission
Evaluation and Sustainability

• Monetary and non monetary

• Outcomes

• Impact assessment
Characteristics of Success

- Open door membership
- Convened in a non-competitive arena
- Simultaneous accomplishments and coalition building
- Agreed upon goals
Characteristics of Success (con’t)

• Mutual support of coalition and partner missions

• Include those served

• Encourage out of box thinking

• Call to action
What We Have Learned

• Relationships can take time

• Avoid the desire to achieve

• A mission built on consensus helps guide the work

• Evaluation should include a review of the coalition
What We Have Learned (con’t)

• Sustainability, leadership and communication should be continuously monitored

• Carefully select projects and activities

• Listen
What We Have Learned (con’t)

• Opportunities exist in all communities

• Turf issues are real even if perceived

• Passion is essential
Where From Here?

• Review your organization’s strategic mission

• Define your community

• Identify key issues

• Commit to explore collaboration
Where From Here? (con’t)

• Invite conveners
• Identify facilitator
• Invite coalition partners
• Plan
• Action
Contact Information

Brian M. Duke MHA MBE
Executive Director
New Jersey Foundation for Aging
176 West State Street
Trenton, NJ 08608
609-421-0206
Email: bduke@njfoundationforaging.org