



National Community Anti-Drug Coalition Institute



Sustainability Webinar #2

November 15, 2007

- 1. Audio: 888-617-3400, access code 1087989**
- 2. Please put your phones on mute.**
- 3. The presentation and handouts are available for downloading at:**

<http://www.coalitioninstitute.org/>



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Participant Outcomes

Participants will be able to:

- Describe why fostering sustainability is important
- Assess the key elements of sustaining a coalition
- *Identify which aspects of sustainability to address*
- *Create case statements & identify resources*
- Develop funding strategies
- Create plans for the coalition to build capacity



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Definition: Coalition Sustainability



The ability to maintain the human,
social and material resources to
achieve your coalition's long-term goals.



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Sustainability Planning

Sustainability requires a strong coalition that brings together a community to develop and carry out a comprehensive plan to address a relevant problem.

Sustainability planning is the process of identifying and securing the resources to:

- 1. Keep the coalition moving through the SPF**
- 2. Maintain needed strategies / interventions.**



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Six Steps to Foster Coalition Sustainability

1. Identify what must be sustained
2. *Identify what resources are required*
3. *Create case statements*
4. Determine funding strategies
5. Identify potential partners
6. Develop an Action Plan





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Step 1: Identify what must be sustained

The coalition must sustain its “internal vitality”

- the extent to which the coalition can:

- Sustain the efforts of members and partners toward the larger goals of the coalition
- Maintain a functional base of operations by supporting core support roles and administrative resources
- Build key elements of coalition sustainability



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Elements of Sustainability

- Leaders take responsibility for their coalition's success
- Involvement of community leaders, partner organizations, and community members
- Diversified funding from the start
- Solid infrastructure
- A clear focus on the coalition's goals
- Address problems the community cares about & demonstrates results
- Comprehensive Coalition Planning
- Ability to adapt to changing community needs



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Step 1: Identify What Must Be Sustained

Tools to assist in identifying what to sustain

Coalition Sustainability Checklist

- Covers the 8 Key Elements of Sustainability
- Identify where more information is needed
- Identify elements that need to be sustained

Use the Coalition Sustainability Checklist



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Step 1: Identify What Must Be Sustained

Points to consider:

- **Age/maturity of the coalition**
- **Current planning and implementation efforts**
- **Coalition Vision, Mission & Goals**
- **Resources available for the effort**



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Step 2: Identify what resources are required

For each specific element identified to be sustained in
Step 1:

- Describe the element
- Define the desired results
- Determine the major steps necessary to achieve the desired results

Use the Case Statement – Part 1



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Step 2: Identify what resources are required

Identify what resources are required including:

- Human resources
- Social Resources
- Material Resources



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Human Resources

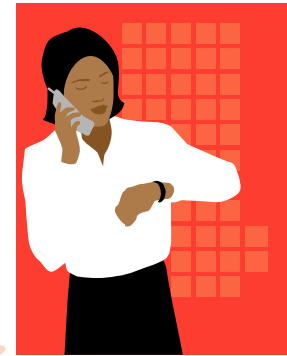
Ideas



Labor



Energy



Leadership



Skills



Time



Experience



Talent



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Social Resources

Social Networks



Connections within the Coalition

Relationships

Connections within the Community



Connections with Funders



Agreements

Connections with the State



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Material Resources

Office Space



Maintenance



Transportation



Meeting Space

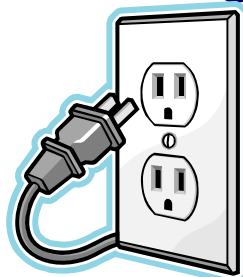


Technology

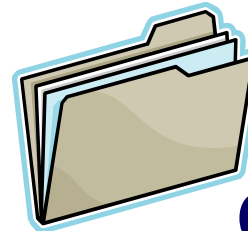


Money

Utilities



Office Supplies



Communication Tools





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Step 2: Identify what resources are required

For each element:

- Review existing coalition resources (use the Coalition Resources Worksheet)
- Identify needed resources

Use the Case Statement – Part 2



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Example 1:

Identify & Cultivate Community Champions

Description: The coalition needs to identify community leaders to support the effort.

Outcomes: 3 to 5 key leaders will become champions for the coalition (e.g., police, mayor, principal).

Steps: 1) identify the leaders, 2) invite the leaders to a key leader breakfast, 3) follow-up the meeting, 4) establish regular communication.

Resources Required: Volunteers, staff time, breakfast, communication tool.



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Example 2:

Establish A Community Drug Surveillance Network

Description: The coalition needs to keep current on local trends in drug use.

Outcomes: Identify key indicators (5) and people (3) to interview, on-going data collection and analysis, monthly reporting.

Steps: 1) identify indicators and people, 2) establish reporting system, 3) create reporting mechanism.

Resources Required: Network w/organizations, staff & volunteer time, computer, communication.



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Example 3:

Obtain Office Equipment and Supplies

Description: Office equipment and supplies are necessary to run the coalition.

Outcomes: 1 year inventory of office supplies, updated computer, fax and copier machine (\$15,000 value).

Steps: 1) obtain cost estimates, 2) identify 10 target businesses to sponsor, 3) make appeals, 4) thank and recognize donors.

Resources Required: Volunteers, staff time, \$, in-kind.



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Step 2 Activity: Write A Case Statement

Write Case Statement Parts 1 & 2:

- **Description:**
- **Outcomes:**
- **Steps:**
- **Resources Required:**



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Step 3: Create a Case Statement

The rationale section states **WHY** the element is needed. This section includes:

- **Why** the element is needed.
- **Benefits** to the coalition/community.
- **Harm** if Lost/Not achieved.
- **Partners** to be involved/Stand to benefit

Use the Case Statement – Part 3



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Step 3: Create a Case Statement

Case statements should:

- Be written In language you would use to explain the topic to a neighbor or friend
- Tell a story about why the element is needed
- Be able to be used in a variety of situations:
 - Funding requests
 - Grant proposals
 - Presentations



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Example 1:

Identify & Cultivate Community Champions

Why? Key leaders are critical to making policy changes and supporting other coalition efforts.

Benefits? Greater influence and ability for coalition to achieve overall goals and specific outcomes.

Harm? Coalition will not be able to influence community norms/policies and have access to fewer resources.

Partners? Coalition board of directors, organizations of the key leaders to be targeted (e.g., police, city government, school district).



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Example 2:

Establish Community Drug Surveillance Network

Why? The coalition must remain current on local trends in drug use.

Benefits? The coalition can respond to new trends and mobilize the community/resources quickly.

Harm? Related health consequences if drug threat is not addressed, loss of creditability to the coalition.

Partners? Organizations that routinely collect data or respond to drug use (e.g., law enforcement, hospital/clinics, school counselors).



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Example 3:

Office Equipment and Supplies

Why? The coalition must support initiatives and communicate with members and the community.

Benefits? Less time and effort needed seeking funding for the items, greater flexibility to support coalition efforts.

Harm? Coalition may be limited in how it communicates with members and the community.

Partners? Coalition board of directors and the 10 businesses that will be targeted for support.



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Step 3 Activity : Write A Case Statement

Write Case Statement Part 3:

- Why is the element is needed?
- What are the benefits to the coalition/community?
- What will be the harm if lost/not achieved?
- What partners need to be involved/will benefit?



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Next Steps: Engaging Your Coalition

Ways to engage the coalition in building sustainability:

- **Educate / train the coalition**
- **Create a Sustainability work group/committee**
- **Conduct a Sustainability retreat**
- **Address individual key elements at coalition meetings**



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Next Steps

Taking it home- Sustainability

1. How should you engage the coalition?
2. When should you do it?
3. Who should be involved?
4. What training and information do they need to participate?





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Resources

CADCA – Community Anti-Drug Coalitions of America

www.cadca.org

**CADCA National Community Anti-Drug Coalition
Institute:**

www.coalitioninstitute.org

Primer Series & Other Resources

http://www.coalitioninstitute.org/Coalition_Resources/CoalitionResourcesHome.asp



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CADCA National Community Anti-Drug Coalition Institute

Help & Technical Assistance

Contact:

Shannon Weatherly

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sweatherly@cadca.org



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CADCA National Community Anti-Drug Coalition Institute

Sustainability Webinar #3:

January 17, 2008

3:00 PM – 4:30 PM EST