Engaging Sectors to Create and Update Objectives

WORKING REMOTELY DURING A PANDEMIC
COVID-19

The COVID-19 global pandemic has brought about some unique challenges for each sector in our community.

GET BACK TO THE BASICS

• Planning is important for coalitions
• It is a balance to dedicate time away from implementation for planning
• Identify ways to engage partners remotely
## Sector Engagement

<table>
<thead>
<tr>
<th><strong>YOUTH</strong></th>
<th><strong>PARENTS</strong></th>
<th><strong>LAW ENFORCEMENT</strong></th>
<th><strong>SCHOOLS</strong></th>
<th><strong>BUSINESSES</strong></th>
<th><strong>MEDIA</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide entertainment</td>
<td>Be solution-focused</td>
<td>Be appreciative</td>
<td>Be champions</td>
<td>Be supportive</td>
<td>Be influential</td>
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<tr>
<td>Snap/Insta</td>
<td>Google Docs</td>
<td>Thank you</td>
<td>Highlight remote opportunities</td>
<td>Recruit businesses that are closed</td>
<td>Provide relevant content to offer variety</td>
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<tr>
<td>Tik Tok</td>
<td>Zoom</td>
<td>Encourage</td>
<td>Focus on staff with time</td>
<td></td>
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<tr>
<td>GroupMe</td>
<td></td>
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<thead>
<tr>
<th><strong>YOUTH-SERVING</strong></th>
<th><strong>RELIGIOUS</strong></th>
<th><strong>CIVIC</strong></th>
<th><strong>HEALTHCARE</strong></th>
<th><strong>GOVERNMENT</strong></th>
<th><strong>OTHER</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Be strategic</td>
<td>Be creative</td>
<td>Be open to new ideas</td>
<td>Be sensitive</td>
<td>Be proactive</td>
<td>Be aware</td>
</tr>
<tr>
<td>Offer ideas</td>
<td>Brainstorm ways to connect</td>
<td>Orgs are being creative to connect</td>
<td>Ask for support ONLY if they are laid off or not working</td>
<td>Find the right people</td>
<td>Capitalize on opportunities</td>
</tr>
<tr>
<td>Recruit staff</td>
<td>Provide content</td>
<td></td>
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*cadca.org*
The Good News

We don’t have to wait to meet in person
We can utilize technology to enhance some of our coalition products now.
Coalition Products

CREATE—REVIEW—ENHANCE

Coalition Products

- Community Assessment
- Logic Model
- Strategic and Action Plan
- Evaluation Plan
- Evaluation Communication Plan
- Sustainability Plan
Free Platforms

Google Docs
https://docs.google.com/

Asana
https://asana.com/

Trello
https://trello.com/

Zoom
https://zoom.us/

Kahoot
https://kahoot.com/
Engaging Sectors to Update Products

As effective and sustainable coalitions, we should be continuously updating these products.

SOLICIT MEMBERS/VOLUNTEERS

• Work within committees
• Depending on capacity, operate multiple committees simultaneously
• Identify best method(s) of communication
Coalition Objectives

BASICS:
What do you need to write objectives?

1. Logic Model
2. Data mapped to each part of logic model
Objectives

Spell out the specific, measurable results the coalition intends to achieve. Allows the coalition to set targets for changes in community conditions based on the problem, root causes, and local conditions.

TIMELINE

Long-term Objectives relate to the Problem Statements (3 – 10 years)
Intermediate-term Objectives relate to the Root Causes (1 – 4 years)
Short-term Objectives relate to the Local Conditions (6 – 24 months)
Local Condition

"But, why here?"

Root Cause

"But, why?"

Problem

- Data 1 & Source
  - Data 2 & Source

Intermediate
(1-4 years)

Short-Term
(6-24 months)

Local Condition

"But, why here?"

- Data 1 & Source
  - Data 2 & Source

Local Condition

"But, why here?"

- Data 1 & Source
  - Data 2 & Source

Local Condition

"But, why here?"

- Data 1 & Source
  - Data 2 & Source

Long-Term
(3-10 years)
Objectives

Coalition Objectives should clarify:

• What will be changed?
• By how much?
• How will it be measured?
• By when?
• What is the baseline (starting point)?
Objectives should be:

Coalition Objectives Should Be:

1. Specific S
2. Measurable M
3. Achievable A
4. Relevant R
5. Timed T
6. Community Level +C
Sample

To [increase/decrease] [indicator] by #/% by [month/date/year] as measured by [data collection instrument/question or measure] from [baseline/year] to [target/year].
Examples

Short-term:
To decrease retail alcohol sales to minors by 12% by July 31, 2021 as measured by County Sheriff Alcohol Compliance Checks from 38% failure rate in 2020 to 26% failure rate in 2021.

Intermediate:
To decreased youth perceived easy access to alcohol by 4% by August 20, 2023 as measured by perception of easy access to alcohol from Pride Student Survey from 36% easy/very easy to 32% in 2023.

Long-term:
To decrease underage drinking by 3% by October 30, 2027 as measured by 30-day use of alcohol from Pride Student Survey from 24% in 2020 to 21% in 2027.
Take a moment to brainstorm how you might engage coalition partners to collaborate on your objectives.

1. Who will be involved?
2. What platform could you use?
3. When should you begin?
4. What is the deadline?
5. What resources does the team need?
You’ve got questions?
We’ve got answers!