



OAH SUSTAINABILITY WORKSHOP INTRODUCTION TO SUSTAINABILITY

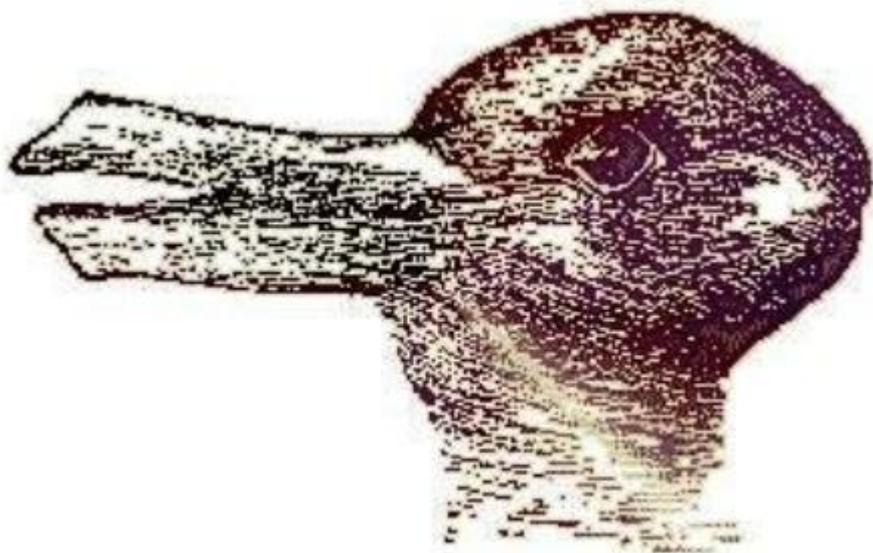
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Jennifer Rackliff, Manager at ICF International*

March 4th-7th, 2014
Washington, D.C.



Let's have some fun early !!

What do you see in the picture?



Let's have some fun early !!

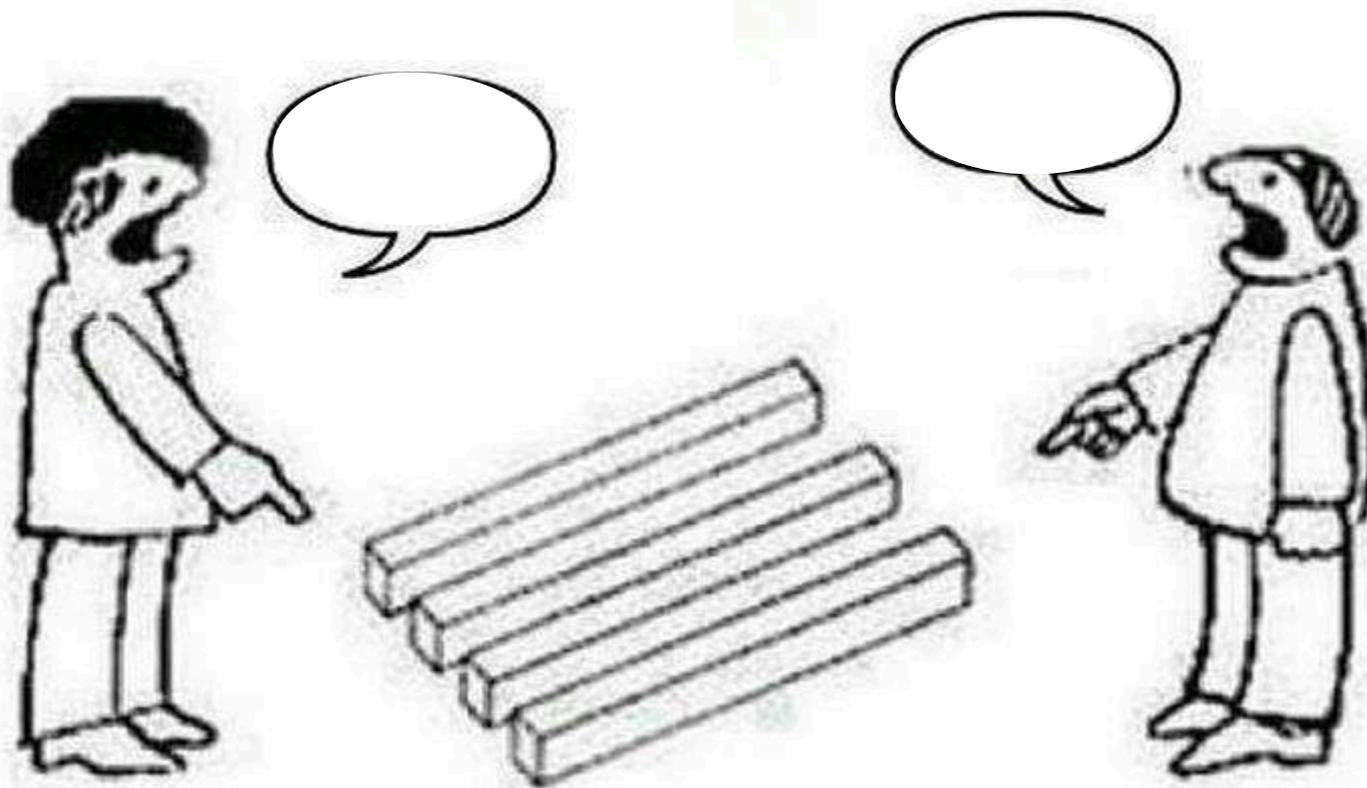
Guess What Is
Written In This Picture?



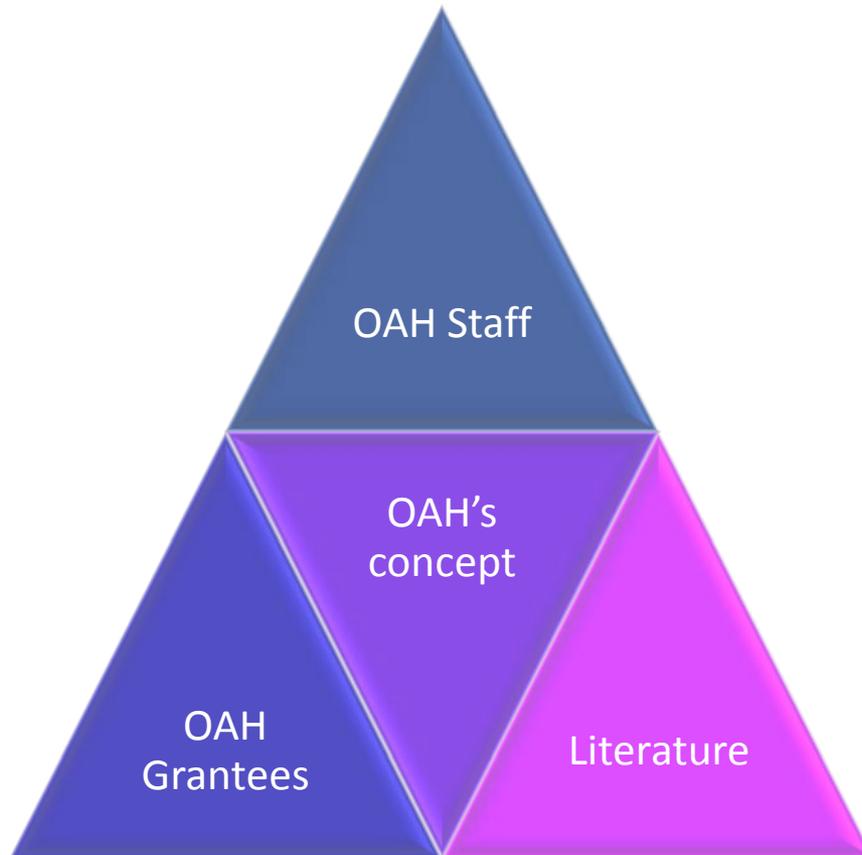
Rail

Liar

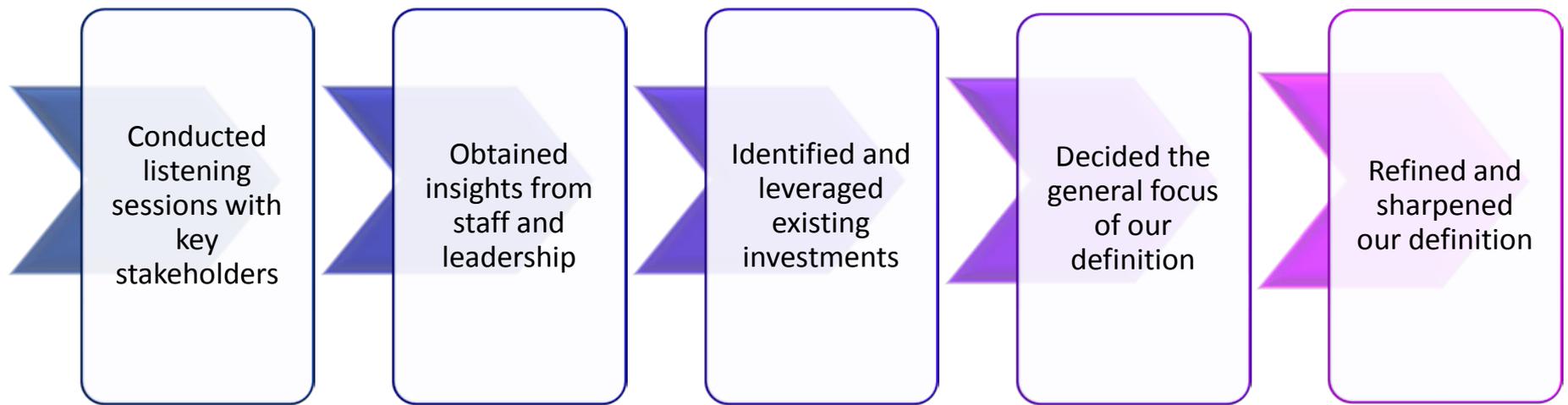
How many blocks do you see?



What is
Sustainability
?



Learn what was
important to our
key stakeholders



Ensure the Process was Open, Inclusive and Transparent

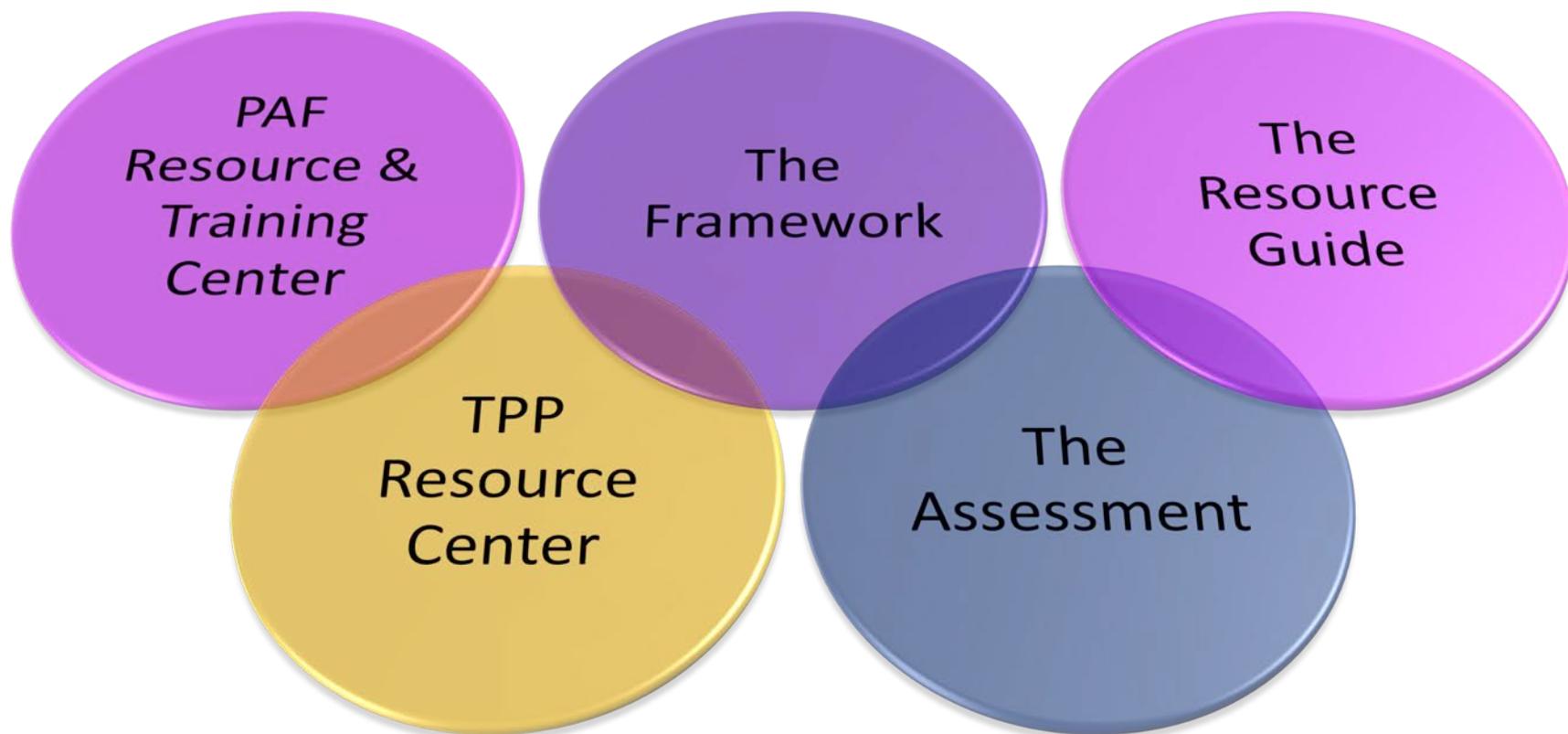
■ Sustainability is...

“The existence of structures and processes that allow evidence-based and evidenced-informed programs and services to continue, effectively leveraging resources to respond to the needs of the community.”



“Effectively leveraging partnerships and resources to continue programs, services and/or strategic activities that result in improvements in the health and well-being of adolescent.”

A Collection of Sustainability Resources





- Read this document to understand OAH's concept of sustainability and to learn about the academic research and support behind the sustainability factors discussed in OAH's sustainability resource guide.

The Framework

The Assessment

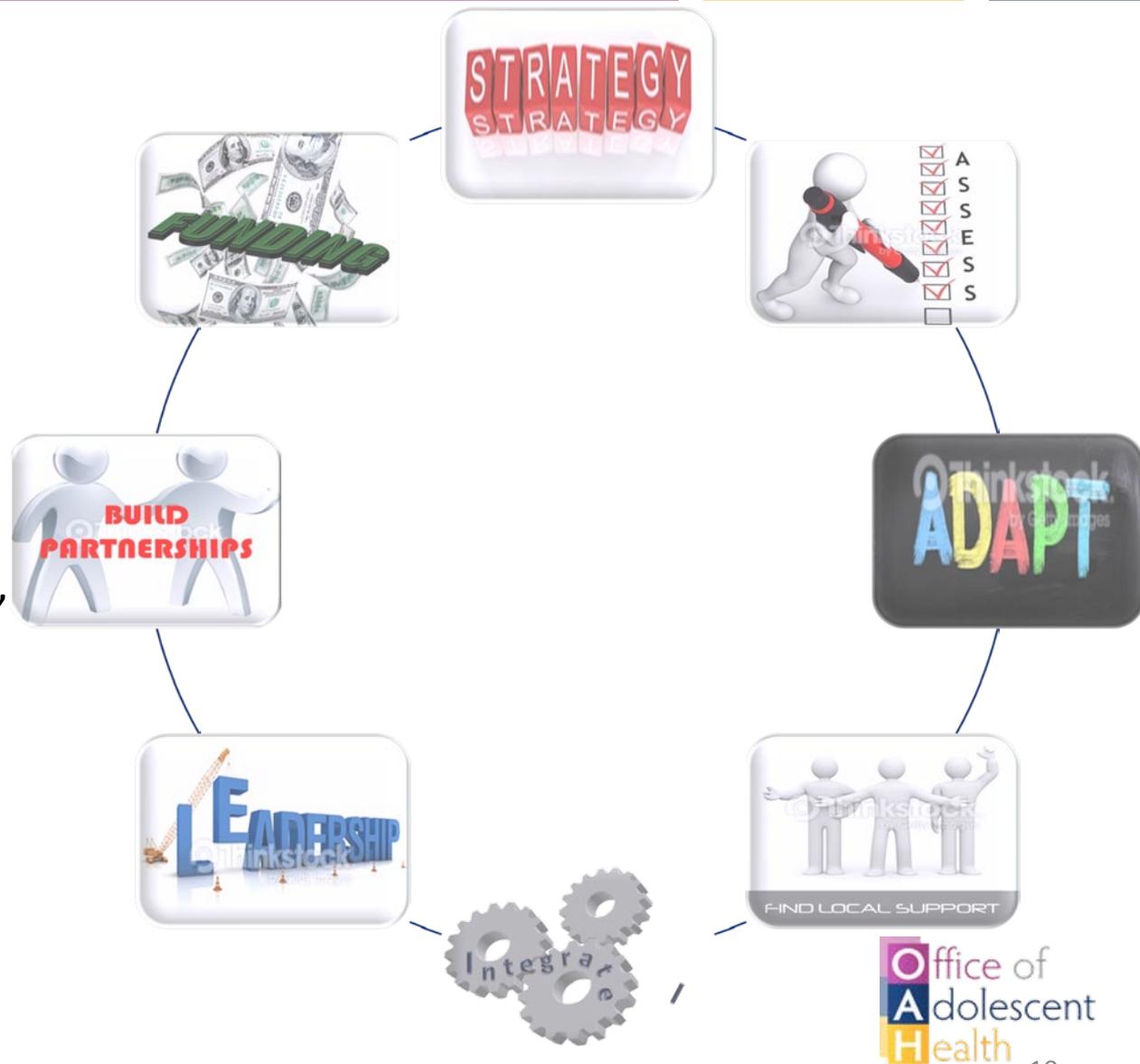
- Complete this tool **before** using the sustainability resource guide as a way to assess your current sustainability efforts and where increased efforts should be made going forward.

- Use this guide to help you develop your own concept of sustainability and begin to create your sustainability strategy.

The Resource Guide

The Framework

- Provides the foundation for understanding sustainability
- Introduces the 8 key factors of sustainability and “Keys to Success” for each
- Describes the process for identifying resources, literature, and research
- Defines the scope of each factor
- Includes an overview of research and literature supporting each factor



The Assessment

What

- Includes eight key factors outlined in Framework

Why

- Gauge capacity and readiness to build sustainability plan
- Understand individual sustainability efforts
- Prepare for using the Resource Guide

When

- Complete after reviewing the Framework and before reading/completing the Resource Guide
- Re-take annually (or more often) to assess progress

APPENDIX

APPENDIX A: SUSTAINABILITY ASSESSMENT

Planning for sustainability is critical to positioning adolescent health programs and services to thrive and have continued impacts over time. This Sustainability Assessment from the Office of Adolescent Health (OAH) will help Teen Pregnancy Prevention (TPP) and Pregnancy Prevention Fund (PPF) grantees gauge their capacity

ment is part of a several (AH) grantees, which

SCALE: 0 = Have not begun. 1 = Are in the planning phases. 2 = Have begun to implement this. 3 = Have made solid progress in implementing this.

FACTOR 7 CREATE STRATEGIC PARTNERS	Notes			
We have an outreach plan for developing and securing strategic partnerships.	0	1	2	3
We have a diverse list of strategic community partners who help promote our programs or services.	0	1	2	3
We involve a diverse group of community stakeholders in our work.	0	1	2	3
We regularly seek out new strategic partnerships in the community.	0	1	2	3
Our roles and responsibilities are clear within the partnerships we have established.	0	1	2	3
We communicate regularly with our strategic partners.	0	1	2	3
Our strategic partners are involved in program planning and evaluation.	0	1	2	3
Our community partners and stakeholders understand and support our work.	0	1	2	3
Our community partners are committed to the sustainability of our programs or services beyond the Federal funding period.	0	1	2	3
Our community partners and stakeholders help market our program and share our successes.	0	1	2	3
TOTAL	What was your score?			

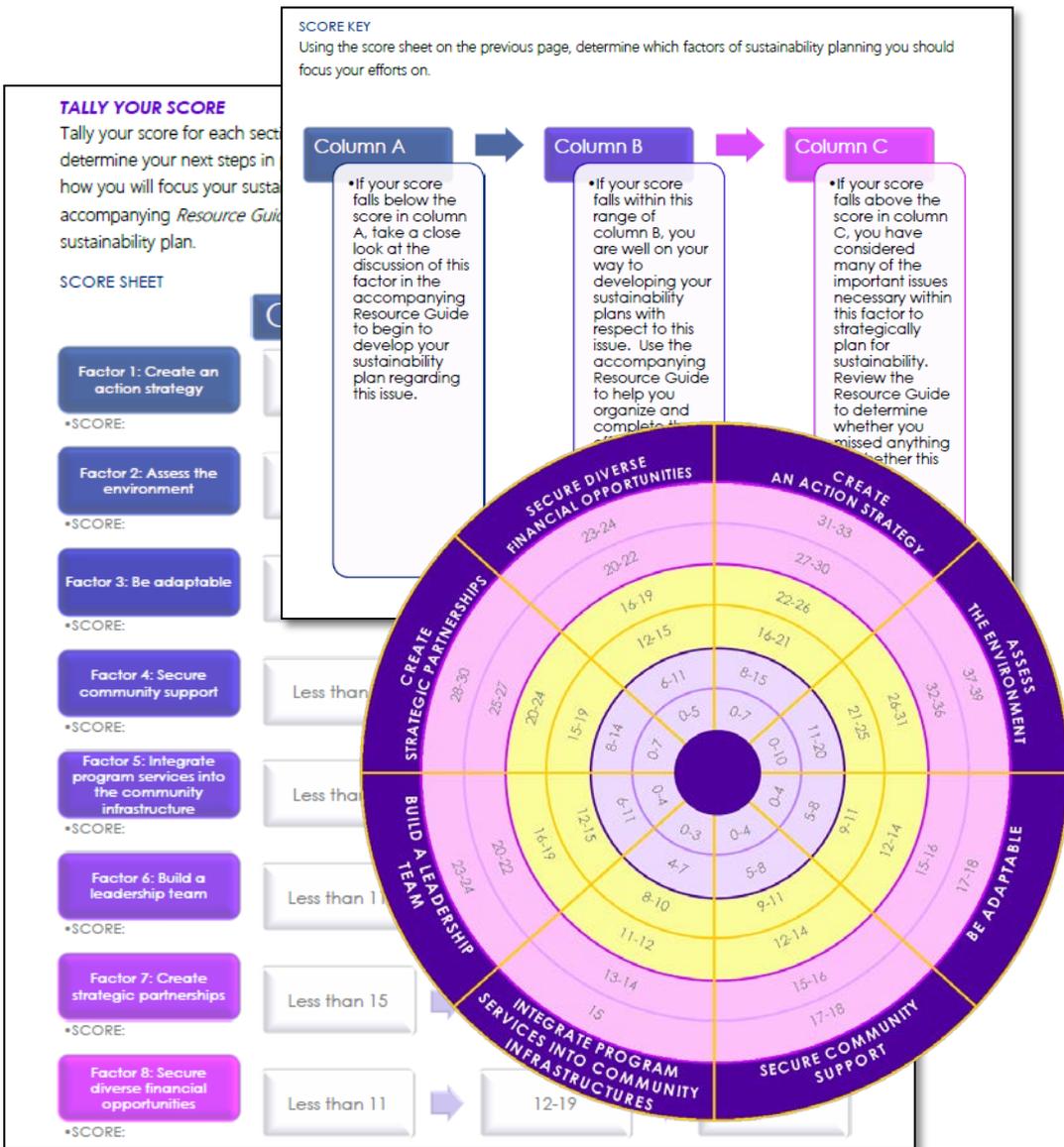
our assessment responses will identify your strengths and areas for greater focus. You could complete this assessment **after** viewing [Building Sustainable Programs: The Framework](#) and **before** reading and completing the worksheets in [Building Sustainable Programs: The Resource Guide](#). Assessing your program's sustainability preparedness prior to working through the Resource Guide, you will be better positioned to use the Resource Guide in a way that will optimize your sustainability planning efforts.

stone to identify areas for efforts going forward.

is assessment. Respond to that best reflects your factor to determine where provided next to each urces that support your later as you develop your

sustainability assessment: h programs: An assessment dersTool.pdf; and inability Assessment Tool. ork: St. Louis.

The Assessment



- **Who**
 - Program Directors, staff members, partners
- **How long**
 - 45-60 minutes
- **Scoring**
 - Have not begun
 - Are in the planning phases
 - Have begun to implement
 - Have made solid progress in implementing this

- User-friendly text and exercises to begin to strategize and create a sustainability plan
- Information and concepts on 8 factors that complement each other
- Each of 8 factors include:
 - Overview and scope
 - Learning objectives
 - Why is this important
 - Critical action steps
 - Activities



About the Activities

- Each factor has its own set of worksheets
- Worksheets may be completed after reviewing each factor or after reading through the entire Resource Guide
- Worksheets begin with defining (or conceptualizing) sustainability and identifying success measures
- Worksheet sets for each factor include similar concluding questions

What challenges did you face in completing the activities in this section?

What resources would be useful to help you better address these challenges?

What three things can you and your team do right now with the information gathered during these activities to plan for sustainability?

Using the Resource Guide

- Interpret and adapt to meet your needs and interests
- Work through Resource Guide in a way that best meets your needs
 - Factor-by-factor or based upon Assessment scoring
 - In whole or in part
- Use to begin developing your own, unique sustainability approach





Defining sustainability

What is the vision or mission statement?



How is sustainability defined? What is being sustained?



Does the definition of sustainability capture impacts on community?

Find this activity on page 9



Measuring Success

Revenue generating strategies

Find example success metrics on page 8

Policy integration

Public impact

Factor 1: Create an action strategy

- Can help secure buy-in from the community
- Defines long and short-term strategies
- Documents and organizes the approach, data, and other evaluation findings
- Encourages grantees to find in-kind and other financial supports

Find the sustainability plan template on page 23

DEVELOPING A SUSTAINABILITY PLAN
Instructions: Use the template on the following pages to build your sustainability plan. You may wish to complete other activities throughout the Resource Guide and use information from these activities to address some of the components.

Goal _____

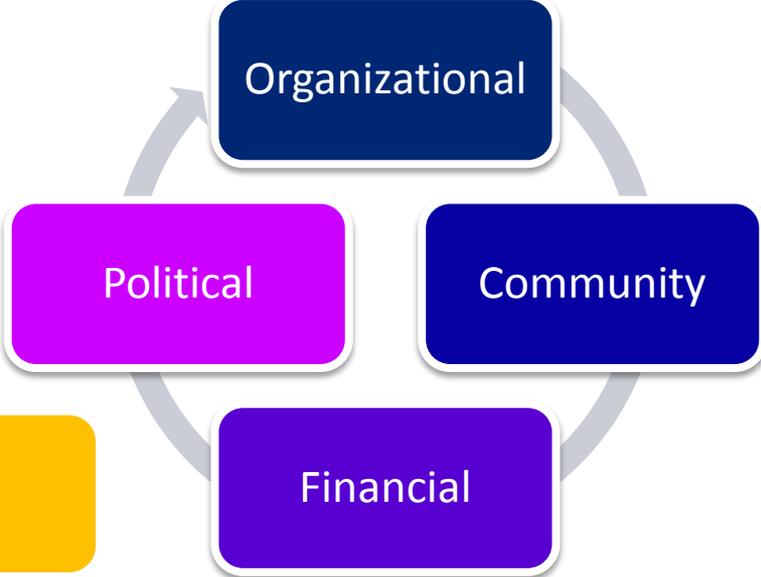
Objective	Activities	Timeline												Measures of success	Person(s) responsible / Resources needed	
		1	2	3	4	5	6	7	8	9	10	11	12			
1																
2																
3																
4																
5																

Check out the *Keys to Success* Page 14

Factor 2: Assess the environment

- Creates a foundation upon which grantees can develop a strong and realistic sustainability plan.
- Helps grantees understand how their services or programs fall within the community environment
- Helps grantees identify strengths and weaknesses

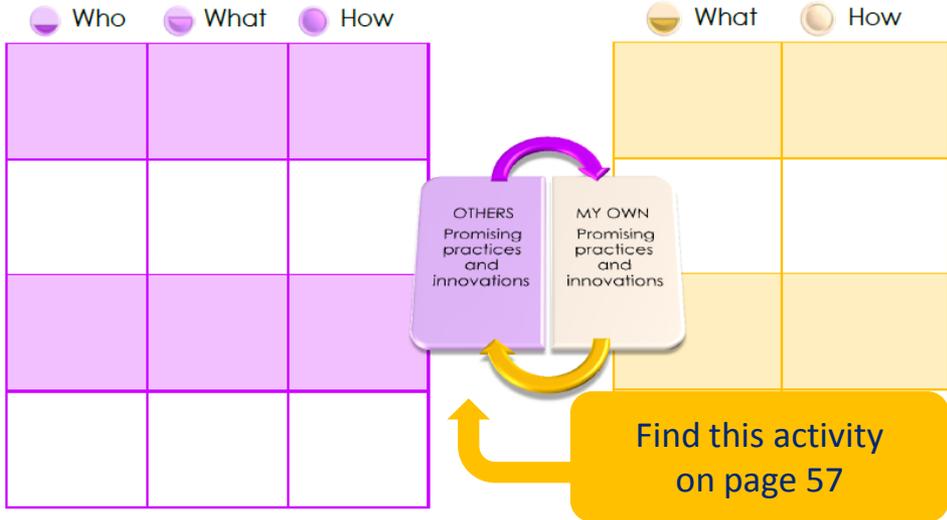
Check out the *Keys to Success* Page 31



Factor 3: Be adaptable

- Helps grantees prepare to adapt their programs and services to the changing environments in which they work
- Explores how to incorporate new and successful practices

Check out the *Keys to Success* Page 52



Check out the *Keys to Success* on page 61



Factor 4: Secure community support

- Helps plan to use champions to spread the word about the value of the program or service
- Provides tools to create strong message to help supporters share stories of success

How are your programs or services being utilized within your community?

This activity is on page 79

...ities are available to better infuse your programs or services into established organizations, such as school systems, community health promotion programs, etc.?

What key linkages are needed to increase the relevance of your programs or services to the communities you serve?

How can you leverage resources, such as support from larger community efforts to continue im

Check out the *Keys to Success* on page 75

Factor 5: Integrate programs and services into local infrastructures

- Helps grantees identify where policies and practices can be restructured and/or simplified
- Helps position grantees to offer programs and services more effectively and efficiently
- Helps grantees garner support from the community

Factor 6: Build a leadership team

- Helps build a strong leadership team
- Promotes the inclusion of external champions
- Encourages a shared sense of ownership among staff, leadership, and outside supporters

Who can articulate our mission, vision and goals to potential funders, external collaborators, civic leaders and community members?

Who can manage our day-to-day operations, including managing budgets and staff resources?

Check out the *Keys to Success* on page 84

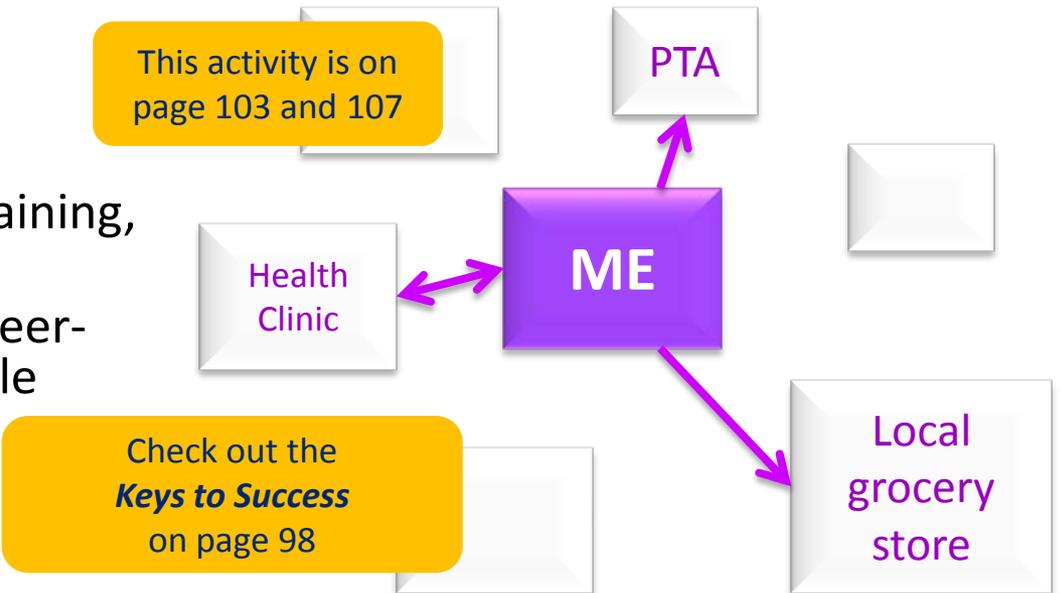
This activity is on page 89

Factor 7: Create strategic partnerships

- Promotes use of external collaborators for support, training, and resources
- Encourages cross-training, peer-to-peer learning, and possible joint financial ventures
- Helps to create linkages to community networks

This activity is on page 103 and 107

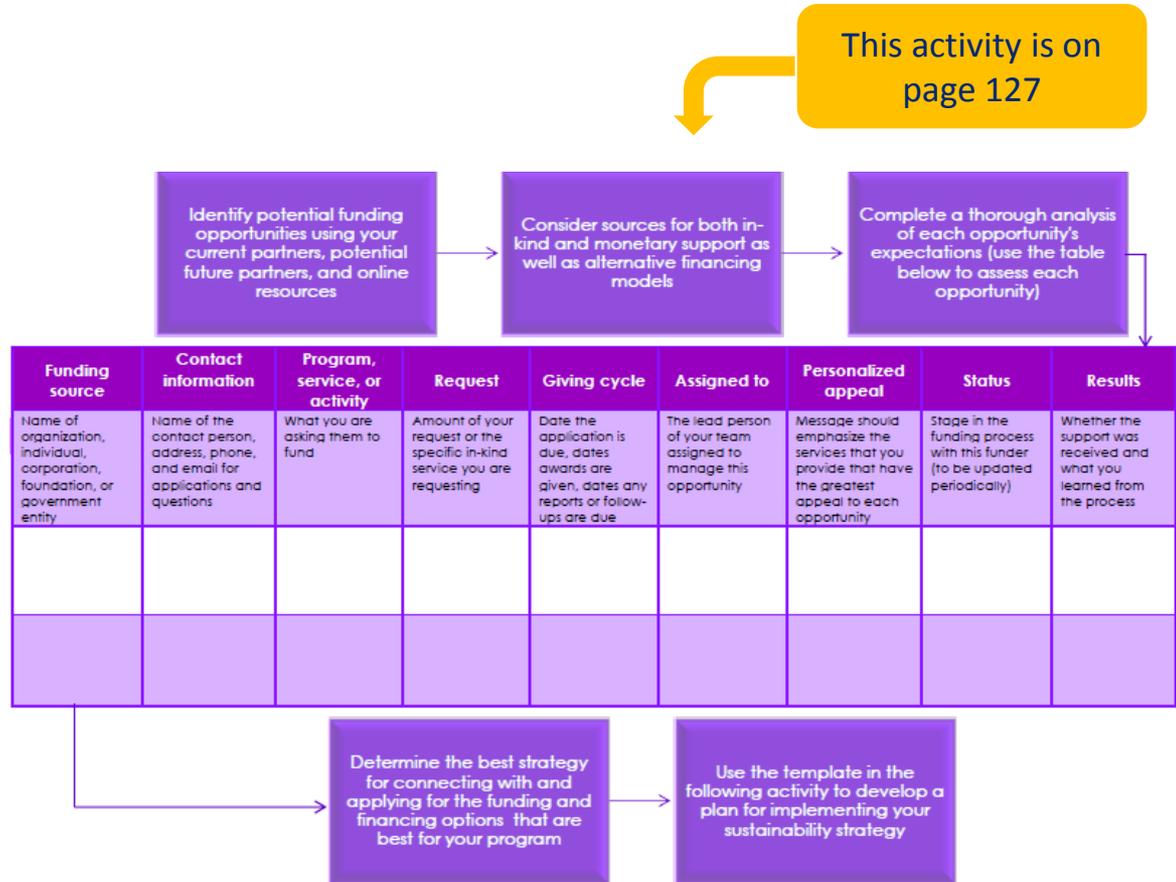
Check out the *Keys to Success* on page 98



Factor 8: Secure diverse financial opportunities

- Highlights the ebb and flow of government and grant funding
- Helps infuse financing research into day-to-day activities
- Helps plan for securing diverse funding opportunities

This activity is on page 127



Check out the **Keys to Success** on page 117

Secure community support



Check out the
Keys to Success
on page 61

Critical action steps

- Formulate a communication approach and message
- Promote the program and its services
- Use program leaders, strategic partners, and community champions to share the message

When reaching out to the community consider:

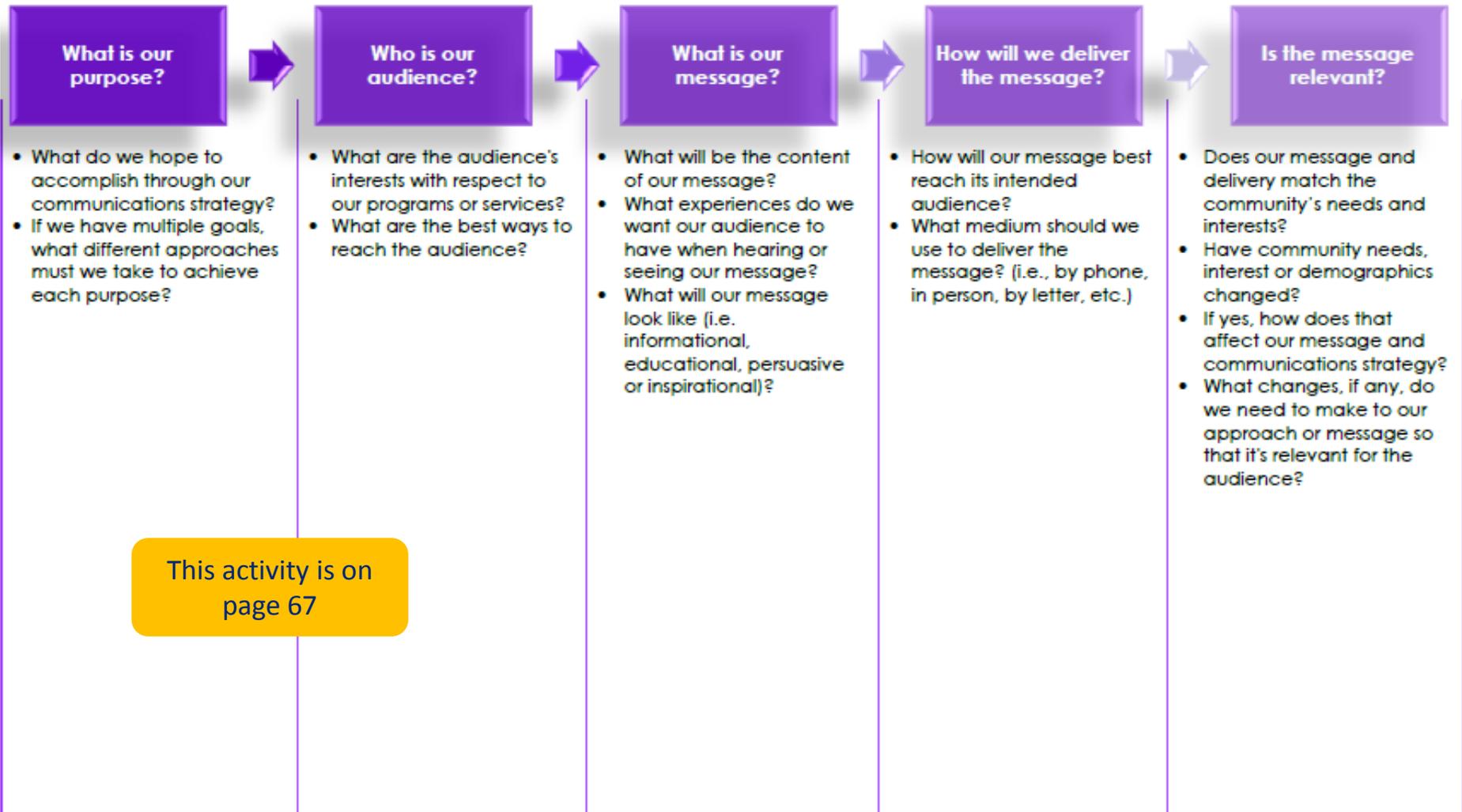
- **The purpose.** What do you hope to accomplish through your communications strategy? If there are multiple goals, distinct approaches may be required.
- **The audience.** Who is your audience, what are they interested in, and what are the best ways to reach them?
- **The message.** What will be the content of your message? What emotion or experience from the audience do you hope to evoke (i.e., educational, persuasive, inspirational)?
- **The delivery.** What medium do you use to deliver the message (i.e., written, in-person, video, phone, social media, etc.) and is that the appropriate medium for the audience?
- **The relevance.** Is the message relevant to the community's needs and interests? Does the message and delivery change when new issues or needs arise?





FACTOR 4: SECURE COMMUNITY SUPPORT | ACTIVITY 1: CREATING A COMMUNICATION STRATEGY AND MESSAGE

Instructions: Use the following chart to develop a communication strategy and message that will speak to the community, garner its support and ultimately help sustain your work.



Using the Resource Guide: Spotlight on Factor 4

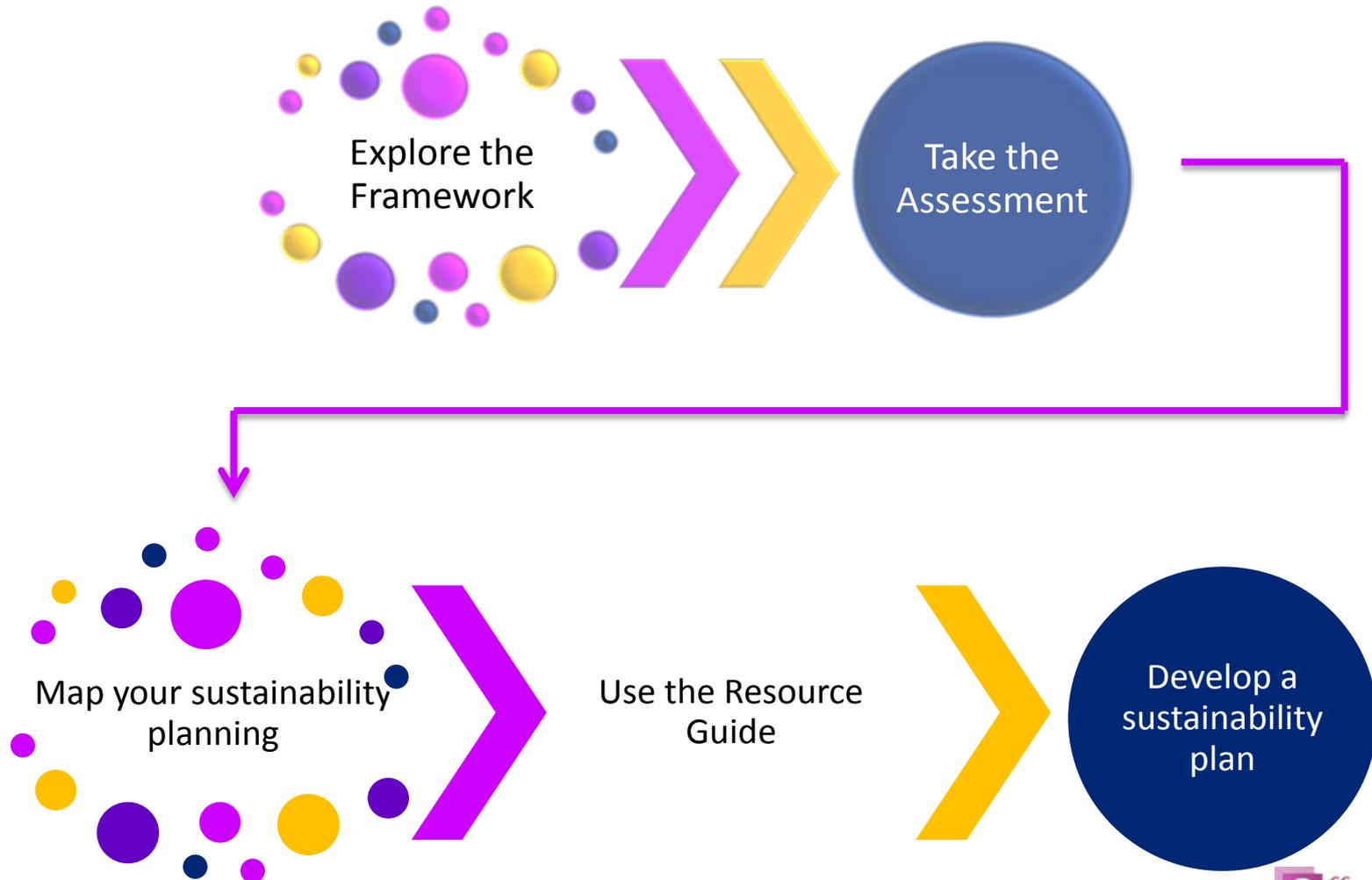


FACTOR 4: SECURE COMMUNITY SUPPORT | ACTIVITY 2: USING COMMUNITY CHAMPIONS

Instructions: Use the following table to help you determine how and when you will use your community champions to help fulfill your outreach goals.

Organization or individual's name	What sector of the community does this community champion represent?	What are the champion's communication strengths?	What message do we want this community champion to deliver and why?	What method should we tell our champion to use when delivering the message?	To whom and when do we want the message delivered?
This activity is on page 69					

What's Next



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