



Expanding Our Experience and Expertise:
Implementing Effective Teenage Pregnancy Prevention Programs
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ENGAGING YOUR COMMUNITY:

A Toolkit for Partnership, Collaboration, and Action

Developed by the Office of Adolescent Health
in conjunction with John Snow, Inc.

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Purpose of Toolkit

- To assist organizations with:
 - cultivating strategic partnerships,
 - implementing innovative outreach strategies, and
 - developing robust communications that target the diverse organizations and populations in their communities
- Target audience:
 - organizations that provide services to adolescents



Toolkit Objectives

- Enable organizations to attain the following long-term capacity-building goals:
 - Stronger partnerships with other organizations working with adolescents;
 - Increased awareness of the services offered by your organization; and
 - Expanded access to a wider range of resources for adolescents.



Content

Chapter I

At-a-Glance

This chapter provides information on how to:

- *Bolster your organization's understanding of the diverse types of partnerships*
- *Identify potential partner organizations, negotiate and build strategic partnerships*
- *Maintain these partnerships in a way that is mutually beneficial to both parties*

Chapter II

At-a-Glance

This chapter provides strategies to:

- *Increase your organization's understanding of the community you serve*
- *Enhance the community's general knowledge of your organization's mission*
- *Maintain these partnerships in a way that is mutually beneficial to both parties*
- *Coordinate your outreach to community members*
- *Set objectives for outreach efforts*

Chapter III

At-a-Glance

This chapter contains information to:

- *Assist your organization with determining those key points that will help your audience clearly understand your mission, goals, and strategies.*
- *Provide steps that guide your organization through the process of creating and disseminating your message.*



Toolkit Structure

- Modular

Each Chapter:

- ☐ Tools and Resources
- ☐ Case Study

CHAPTER II: EFFECTIVE OUTREACH STRATEGIES			
Section	Topic	Tool	Page
Performing a Community Assessment to Support Outreach Efforts	Community Assessments	Preliminary Community Engagement Strategy	38
Leveraging Community Assets to Support Community Engagement	Community Assets	Community Assets: Potential Uses and Engagement Strategies	40
Implementing Community Outreach Strategies	Engage Your Human Resources in Outreach Strategies	Worksheet: My Organization and its Community Outreach Activities	41
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Chapter I: Building Strategic Partnerships

- Outlines how to:
 - Determine organizational readiness for forming partnerships
 - Bolster organizations' understanding of the diverse types of partnerships
 - Identify potential partner organizations
 - Negotiate and build strategic partnerships
 - Maintain these partnerships in a way that is mutually beneficial to both parties
- Chapter I case study:
 - Form a strategic partnership to pool resources
 - Develop and use political clout to push agenda



Chapter I: Tools and Resources

Evaluating Potential Partners (EPP)

There are a number of items to consider when strategically choosing partners in order to ensure that the potential partner will assist in supporting and advancing your mission. This worksheet asks questions to guide your thinking process when assessing potential partners.

Questions	Your Answers
Think about what type of organization would be most beneficial to pursue. Is it a nonprofit? Is it religious in nature? Is it large or small? Describe the organization. (Organization Type)	
What audiences are you trying to reach and who would be most helpful in reaching that audience? (Target Audience)	

How do the organization's values fit with yours? You will find managing a partnership much more difficult if your mission and goals do not align with each other. List your organization's values and your potential partner's values and see where they align: (compatibility of values)

Your organization's values	Your potential partner's values



Chapter II: Effective Outreach Strategies

- Outlines how to:
 - Perform a community assessment to increase organizations' understanding of the community
 - Determine community assets
 - Enhance the community's knowledge of the organization's mission
 - Set SMART objectives for outreach efforts
 - Coordinate outreach to community members
 - Engage the organizations' staff in outreach and leverage internal resources
- Chapter II case study :
 - Perform a community assessment in order to delve deeper into their community's issues
 - Run a subsequent campaign to leverage their community's assets and strengths



Chapter II: Tools and Resources

Develop SMART Communications Objectives

Communications Objective				
Audience:				
Select One:	<input type="checkbox"/> Inform	<input type="checkbox"/> Engage	<input type="checkbox"/> Motivate	<input type="checkbox"/> Maintain
Desired Action:				
State Objective:				
State how your objectives are:				
Specific: _____				
Measureable: _____				
Attainable: _____				
Relevant: _____				
Time-bound: _____				



Chapter II: Tools and Resources

Preliminary Community Engagement Strategy

Recommended data collection, analyses and interpretation: Use of this tool should be a group process with your staff and your potential partners (if possible). Information for each item should be based on the outcome consensus agreement resulting from discussion. Information for some items may require a review of existing documents and/or consultation with clients or other persons with knowledge or expertise outside of that of you, your staff or partners. Interpretation of each item and overall should focus on providing key information that will guide decisions leading to the formulation of the framework for your outreach strategy.

What is your organization hoping to accomplish through its outreach efforts?

How effective are current programs and services that address the problem in your community/target area?

What were the results of education and outreach projects conducted in the past by your organization?

What has been done by other organizations that have conducted campaigns on this issue? How effective were the campaigns?

Who is the primary target audience – who is most affected, who has the most severe consequences?



Chapter III: Crafting Clear Communications

- Outlines how to:
 - assist organizations with determining key messages that help their audience clearly understand their mission, goals, and strategies
 - Provides the following steps to guide organizations through creating and disseminating their message:



- Chapter III case study:
 - details an organization’s process of setting goals, identifying their target audience, and crafting and tailoring their message to fit their target audience



Chapter III: Tools and Resources

Focusing Your Evaluation

Insert Name of Your Program						
Insert: Program Contact Personnel						
Insert: Data Contact Personnel						
Insert: Contact Personnel						
Insert: Timeframe for Monitoring/Evaluation Effort						
Goals	Objectives	Tasks	Expected Outcomes	Measures (Indicators)	Final Outcomes	Data Source
Insert overall goals of the outreach effort	Insert objectives corresponding to each goal	Insert all tasks corresponding to each objective	Insert expected outcomes for the objective	Insert measures to indicate completion of task	Insert final outcomes as a result of the completed task	Insert data source used to record the task
Increase awareness about father involvement through community outreach and professional education	Educate professionals about the factors that challenge and promote involvement of fathers intervention efforts	Provide written educational information to targeted professionals in southwestern Ohio Provide educational in-services to potential partners in Ohio	Information packets sent to 200 professionals in year 1, 15 in year 2 and 20 in year 3	Number of packets sent Number of in-services per year	225 information packets were sent to providers 7 in-services in year 1	Logs Logs



Chapter III: Tools and Resources

Create a Profile for Your Target Audience

Recommended data collection, analyses and interpretation: Use of this tool should be a group process with your staff. Two key questions this tool can help you answer are: a) What are your audiences' concerns?; and b) What characteristics of your audience are important to your organization (e.g. their education levels, parenting skills; health issues)? Information for each question should be based on the outcome consensus agreement resulting from discussion by you, your staff and your partners (if possible). The answers should focus on providing key information that will guide decisions leading to the formulation of your outreach activities and better targeting your intended audience. |

The questions are:

1. Why is your audience important to you?
2. Why should your audience care about your organization and its issues?
3. What do you want from this audience? What do they want/need from you?
4. How does this audience receive information?
5. Are there particular individuals who have credibility or power over the target audience? If so, identify them.
6. Are there other individuals that can help you better reach this target audience? Who?
7. How will you know if you have successfully reached this audience?



Dissemination

- Toolkit will be available online in PDF format
- Toolkit being developed into an interactive e-learning module (available April 2012)
- Collaboration Toolkit Workshop: April 19th, 2012
 - Karen Ray and Kevin Monroe, presenters



Questions

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