NWX-OS-OGC-RKVL

Moderator: Deborah Rose
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1:00 pm CT

Coordinator: Welcome and thank you all for holding. I would like to remind all parties that your lines are on a listen-only mode until the question-and-answer segment of today's conference.

Although this call is being recorded if you have any objections please disconnect at this time.

I will now turn the call over to Ms. Deborah Rose, ma'am you may begin.

Deborah Rose: Thank you. Good afternoon and welcome to the Office of Adolescent Health Webinar Series.

My name is Deborah Rose and I'm a Project Officer at the Office of Adolescent Health.

Today's Webinar Sustainability Through Collaboration and Communication will information on how to improve organizational sustainability by integrating it into collaboration building and strategic communication activity

specific recommendations on how to develop and enhance relationships with potential funders.

This (unintelligible) Webinar build on earlier Webinars and trainings that have been offered by the Office of Adolescent Health.

Our presenters for today are Hope Cooper and Marci McCoy-Roth from the North True North Group and Sarah Kershner Program Coordinator for the South Carolina Campaign to Prevent Teen Pregnancies.

I would now turn it over to Hope.

Hope Cooper: Good morning and good afternoon to everyone. Thanks for joining today's Webinar.

We're excited to have this conversation with all of you and we know that this is a topic that has been covered previously and so we're really looking to build on that and to offer some concrete kitchen examples.

So we have myself and my partner Marci Roth and Sarah Kershner who are going to present to you for the next 30 or 40 minutes and then our goal is really to have some time for your questions at the end.

And we think you'll especially have questions for Sarah she has some great examples to show you from her program so welcome.

Just a quick note before we get started that this Webinar is made possible under a contract from the Office of Adolescent Health to child terms. Marci and myself are subcontractors through child trends and together we're

providing a range of support to the Office of Adolescent Health including these Webinars.

So our goal for today we really have three overarching goals and that is to talk about how strategic communications can support sustainability overall. We know how important that is and we're going to look at the key role that communication plays.

We're going to talk a lot about strategic partnerships and define what that is. And also talk specifically about some best practices in cultivating funders.

So this slide I hope you're nodding along right this is just a snapshot a reflection of what each one of us wakes up to everyday thinking about those many demands you all are involved in programs that are extremely busy places there's never enough time in the day to do all the things that you want to do.

We really understand that and we know that, you know, communications and working on partnerships takes time and it competes with other priorities so our goal today is to talk about how to imbed these types of activates in the existing work that you're already doing as an organization and really (have it) flow on a day-to-day basis and not be something that you try to do towards the, you know, fit in towards the end of when a grant might be closing.

This is just a bit of a motivational so we're advancing the slides. We have -- there we go. So this is just to say that yes indeed we do have time for this all of you are doing communications and collaborations to some extent in your current program and organizational activity.

We just want to emphasize that, you know, it is a communications world today where this is an essential activity for any organization or programs.

Building the infrastructure internally is a really key fundamental step to being able to doing communications externally in a very effective and successful way.

So we really want to talk about how to not think of these tasks as job duties that really has things that touch every position through the program organization and have it be part of the culture of the organization in terms of thinking strategically that's what you're working with and have it be communicating about what you do.

Now before we dive into really talking more about communication strategies and collaboration strategies we just want to take a step back as Deborah said this Webinar is built on earlier Webinars around sustainability you all have heard a lot about this and probably have been working internally quite a bit on your own sustainability planning.

So overall just a snapshot of what it takes to achieve sustainability and long-term success for your programs.

Today we'll be emphasizing the principals of the importance of diverse funding and imbedding your organization as really an essential and valuable part of your community and thinking about how resources and partnerships flow from that position.

(Unintelligible) and some of this information around sustainability generally comes form HHS from the SAMHSA toolkit we'll talk momentarily about

some of the information resources online at OAH and some of its partner organizations in HHS.

So here again from SAMHSA they really outline characteristics of sustainable programs those are the ones that really have a strong foundation the organizational structure supports its long-term success.

Obviously financial support is critical. Effective marketing and communications and planning and we'll talk a little bit more about communications and collaboration planning that feeds into your sustainability planning.

Here is this is just a reference to one of the most recent Webinars around programmatic sustainability. If you missed that Webinar take some time and go back and look at the slides or listen to the full Webinars an outstanding presentations about a whole variety of sustainability models and the different components of those.

There are a number of resources that are on the Websites that you can access toolkits but really this Webinar was a wonderful overview so it's on the website at hhs.gov/ash/oah so be sure to check that out.

And as we said this Webinar is really looking at the communications and collaborations components of those models of sustainability. We're not going to make the case or any particular model the point really is that communications and collaborations cut across some many in most of the models. So regardless of which one your organization maybe using to guide this sustainability these are key components and really critical to your overall success and sustainability.

That sustainability means something different to everyone based on what you're aiming to achieve but here's some examples of what communications and conversations can do.

Obviously you want partners working with you to be implementing your programs. The more you can be spreading and imbedding the program that you're working on throughout your community makes your efforts run deeper into the community and then attracts more partners and more buy-ins.

Getting the local or regional foundations to be watching and to be talking about what you're doing is a critical outcome and they'll do that the more we talk about your own success the more they're able to just take your stories and share them on behalf of your organization or program.

Another example might be, you know, you're taking time to get out the statewide coalitions to be presenting about your successes, about your goals, and having others pick up on what you're saying and invite you to work with them or to be submitting a proposal.

So this is just a snapshot of what collaboration and communication can help you achieve.

And some of what drives these outcomes are the reflection of the work of multiple staff throughout your programs or organizations sustainability and communications does not belong just to one person this is really a collaborative effort internally.

Reaching diverse audiences is a very key goal where your program or your organization and then just being able to demonstrate your value to the individuals and families you're serving and to your community is probably

your ultimately goal in trying to attract funders and attract partners and demonstrate your value.

So at this point we're going to dive in and hear more about communications as a strategy. Be taking notes of any questions that you have as we go through this section of the presentation and we'll take the questions at the end.

So I turn it over to Marci.

Marci McCoy-Roth: Great. Okay thanks Hope and thanks for ones being on the line today. I know it's hard to make time in your schedule so we appreciate your time and you're listening in.

And what I'd like to talk to you about is just a little bit about how communications and how communications strategy in particular can really see to help you with your sustainability efforts.

So we'll talk a little bit about -- let's see I'm trying to do slides and talk at the same time so that maybe a little challenging for me. Here we go.

So I want to start off with why communications is an important part of doing sustainability planning. And basically do the things, you know, that we all kind of know in the back of our heads but maybe haven't focused on it.

So you're communicating well it really supports your project today in terms of getting people to the services that they're looking for and helping you get the information you want to get out to those individuals but it also helps you in the future because it helps build participants and bring people in the door as well as bring in support.

So not only is your target population more likely to know about you but so are other people who can see your successes and understand so they may be in a position and ability to help you.

You know, we really live in a totally different society than, you know, five or ten years ago in terms of information and being connected to one another. It's a network society, there's lots of research going on about what that means for us as humans and that we're developing.

But communicating well with our networks strengthens it and helps extend our reach. So it really makes sense to think about communicating as part of our sustainability efforts.

So now I just want to talk a little bit more detail about communication tips and things that you can try. And the first thing I'd like to cover is what the difference is between a method and a strategy in communications.

And a communications method is really just a technique or a channel that you might use to reach an audience with a message. So let's say you're using Facebook that would be a communications method.

A communications strategy is something that you've thought about okay well: what are we doing; what's our goal; what's the audience in particular we want to reach; which method may be the best to reach that audience; and then thinking finally about the message and how to shape that message so it's effective.

So communication strategy really takes the kind of up a level from just doing a brochure it's a sort of a broader technique.

And the collaboration toolkit that was mentioned before we do it on the OAH Website have the whole section on communications and I know that OAH is working on a new eLearning module that will come out some time this year on strategic communications.

So, you know, check out those resources and be on the lookout because more things are coming.

So some tips that we had for creating our communications strategies that would support issue sustainability. Some critical elements in any communication strategy is you want to have a set of goals we talked about that a little bit.

You want to make sure you outline written down who your target audience is. Think about the message the methods that you want to be transmitting and who the right people are to be sharing that message for you.

You want to use at least one method and possibly multiple ones to get your messages out there. Communication strategies always have a timeline and also having to plan for how you evaluate are we being successful.

And that's something I know that's hard to come back to we're so busy in the day-to-day work but taking that step to say, okay how many people do we really reach with that effort is it important for you in planning for the future about what (unintelligible) on the timeline.

And I'd like to share this with folks I'm talking to about communication strategies and messaging because I think this is a really nice tool that people can use to help get everyone in the organization kind of on the same page about what your key messages are it is a message box.

A lot of policy campaigns and political campaigns use this technique to get their candidates on message and basically what you do is just kind of a tip a memory tip for writing down your message and having making sure if one can remember it.

So you start in that top box which shows what you do and what you do is you would just write in okay our organization is doing is designed to do this like what is it you're, you know, you're supposed to be doing with this project, what are you trying to accomplish?

Then you talk about why it matters, what the problems are, maybe ask specifics that show why this is so critical to be looking at, what the impact is on your communities.

You move to that box sort of to the right that triangle to the right I guess. And then you circle down to the bottom sector which is where you talk about how what you're doing is addressing those problems, you know, how are you succeeding.

Maybe you have some facts that show your impact in the community, maybe you have different stories, stories are very powerful message tools. But in that bottom section as we say what your solution is and how it's succeeding.

And then the last point of the message box would be what you need and what you're looking for and where you're hoping to go with the project.

And just having people sort of outline what those messages are for your organization and making sure that everyone in the organization from the directors right, you know, right throughout the organization to people working

directly with just the pen so that you're kind of on the same point and same messages that's the really critical part to being successful in communicating what you do.

Another critical part of messaging effectively is to keep on sharing, you know, you don't say things one time you have to share it multiple ways multiple times even just having it once in a newsletter it doesn't get you enough you want to make sure you backup those messages in as many places as you can.

Don't be afraid to take the stage to seek out, you know, places that you can tell your story in person, you know, rotary club, coalition meetings, conferences, local events, don't by shy.

Timing's really important you want to be able to watch the environment in your community and see if there are opportunities for you to share your successes to share those messages we talked about.

Letters to the editors can really effective for helping you elevate organizational profiles. Personal correspondence is a nice way just sending a note to a funder or a policymaker or some another organization in your community, which we'll talk more about in a few minutes, it's about collaboration building but doing that for personal correspondence, you know, or a phone call, can be really a great way to get your communication messages out.

And, of course, social media, you know, it's where that it's what I have written here and it's so true. It's something that we can't really ignore anymore, it's kind of taking over a lot of the ways that we're talking to one another these days.

So just to (be) a little bit more time on social media and, you know, is it worth our time. And I've been in a lot of organizations over the past few years where people are like, oh it's got Twitter thing and I don't know if we want to waste our time on it.

And I have to admit I was kind of slow to come onboard with Twitter myself, but social media in general is where people are spending their time and if we're not putting our messages out into those forums then we're missing a great chance to connect with people.

So it's really important to include it in our plans. Some of the challenges are convincing, you know, the people in the leadership in our organizations that's worth the time, you know, and a lot of particular cell communications work with all about controlling the message and that's not really possible anymore no one controls a single message anymore all you kind of do is try to get your message into part of the conversation that's going on already.

It's, you know, we're worried about time and they're also privacy concerns about being able to contact people directly through the social media platforms.

On the other hand there's all the opportunities. A lot of reporters and thought leaders and funders as well as policymakers are our social media they're looking to see what connotations are, they're looking to see where their names pop up.

You know, reporters are looking for the next story that they might write so it's a great way to reach people that you might not otherwise have a personal connection with or a direct contact with.

It's less expensive hooray than for the small advertising so that's a nice bonus. Even with having someone on your staff is catching to it it doesn't usually take more than an hour or two a day just to have a Twitter and Facebook page maybe, you know, like around an hour so it's a nice way to do that communication as a way to reach people quickly.

And it's also a continuous process you don't you, you know, with a brochure, you know, you (could) outside you send them out maybe a mailing it's kind of a one time opportunity whereas social media is ongoing it's everyday you have lots of chances to engage.

Okay I just a couple more points on communications and we'll move to collaborations but I wanted to share a little bit about Twitter.

As I mentioned I was kind of slow to come into the game of Twitter. But now I see it as just a wonderful way to get messages out it's kind of a place to (be) press releases of the 21st century I think of it.

Oftentimes I get my news from Twitter before see it anywhere in the mainstream pass and also from organizations that I am interested in and I value their opinion by following their Twitter feeds I'm staying really current with what they're doing and what their priorities are.

I follow a lot of foundations that I find that really interesting to see what they're (Tweeting) about and where their thinking is in social media. It may come very inert specification with as do we all and so it's kind of a little bit of a mix there. But it is a great way to track other people's influence and you do want to be connected to.

So if you're not (Tweeting) (unintelligible) I really would urge you to think about it and think of ways that you could start exploring that platform.

And then Facebook. So Facebook has (between) in the past positionally how long it's been around five or ten years but until the past year or two it's really been a just a social safe for family and friends but more and more organizations are establishing successful networks through Facebook. And it's a great way to build awareness for your cause for your organization for the project.

It's also a great way to create a network of people who are interested in what you're doing that when you do have something that you need them for like maybe you're doing fundraising, maybe there's some kind of ask that you want to make for them to come to an event, or show up at some event where policymakers might be counting on, network on Facebook is a nice way to activate all of the people you know care about what you are doing and activate them quickly.

So as I said it can reach family, friends, and other organizations.

And the last slide I think we have on communications about YouTube and you could just clearly growing exponentially in terms of people's attention because it, you know, and especially for younger people it's a great way to reach them and get content to them.

It's good for fundraising just being able to share your story and have it up there. It really brings to life what you're trying to accomplish.

It's free which is nice as well and you can host the videos on your Website so you can actually load them onto YouTube and then have them appear on your

own Website just by using that piece of little trick widget that YouTube supplies for free.

So it's a nice way to have a place that takes care of maintaining the video you can store it and have it be a part of your visual on your Website or on your Facebook page anything like that.

And, of course, you know, everyone's dream is that your video will go viral but I think so far I haven't had that success, you know, I used to be exceptionally clever funny is always important and then I just think of (unintelligible) blocks but, you know, for the most part of what we're trying to do you just want to be able to share a story and have a presence where people who are looking for video content can can see something about who you are.

Okay so I wanted to take a quick poll make sure everyone's still with us and the first question we wanted to ask was is about sustainability. And we wanted to see how many of those folks on the line have a sustainability plan.

So your choices are yes, no, sort of, but we need to work on it. Give it about two more seconds to fill that out.

That's great. And I think that's exactly what everyone was saying, you know, it's kind of a work in progress, right, like we know we need one where somewhere along the line just thinking about it, but maybe we need to spend more time and I think that's one of the reasons create the OAH is focusing on it as part of the Webinars that they're offering.

And the second part of my question is about communications. So that's, you know, if you do have a sustainability plan or plans to make one it doesn't

include communication strategies or communication approaches. I'll give you guys a few seconds to fill that one out.

All right so yes, a lot of us, no a few of us, and sort of, but we can probably do more in communications. And I think that's just the message for all of us it's great to remember that communications can be a really important support for sustainability planning that we want to do.

Okay thanks for filling those out and I think it's time to turn things over to am I hold there and I might have -- oh and the one last thing sorry about that.

We did identify some resources and we're going to send a pdf out around through the that way it's grantee digested it has all the resources in one place but just a few resources we wanted to mention are the collaboration toolkit which has the communications piece of and then there was an OAH Webinar that was held in April of last year that was really great it described how you can showcase your successes for lots of different audiences.

So you might want to check those out if you haven't seen them yet.

Okay and the final point I think we want to make is that there are five must dos of communicating effectively for sustainability: you want to have a plan; make sure you think about what you're trying to accomplish; try to have a single message a simple message that all staff know who are you and what you're trying to do and how you're succeeding I would add.

You want to do this reciprocal sharing in a social media space it's not just sending your message out but it's also helping your partners and your followers and your friends share their information.

You want to be where the conversations are so you can't forget about social media. And try to engage your stakeholders as messengers (unintelligible).

Okay so now I'm going to turn things over to Hope Cooper and she will talk about collaboration that supports sustainability.

Hope Cooper: Thank you Marci that was really terrific. This next slide gives us a definition -- whoops sorry we're going to talk about a definition here of a strategic partner, but I just want to say as we're thinking about communications and collaborations think about these as complimentary sort of synergistic strategies.

A lot of what you do is build your communications and your messages. For instance if you sat down with your staff and really tried to fill out one of those message boxes that we looked at a few slides back it's a great exercise, it gets you thinking and talking about how you want others to see your organization, what you want them to learn from it. And it's those messages that you really start using as you build collaborations and strategic partners.

Many of you have are implementing your program within a larger organization. Some of you may be in very large organizations or medium or small or you're sort of inheriting the partnerships that the organization has developed over the years.

That's wonderful, that's an advantage, you can move on those partnerships immediately if they're the right ones for your programs, but you may also need to stop and think and plan about okay what new partners do we need.

The organization may not have cultivated these over the years, but now with your program in mind it may be really strategically important to start developing new partnerships and new collaborations.

So why is it important and that's what this slide really tells us. And these are things that you already know this is what's motivating your planning process, your sustainability planning process and that is that collaborations help build capacity.

And we're going to hear from Sarah in just a few minutes she has a wonderful story to share with all of you about how they're communicating and collaborating to strengthen their program and really imbed it in the communities.

But it's, you know, collaborations are key to building capacity depending on what where you need help with capacity building that will drive the texts of collaborations you seek.

Pooled resources. This is an era of very tight resource availability whether it's public or private dollars. And so thinking really strategically around, you know, what types of partnerships you can develop where you maybe able to access funds that you wouldn't otherwise if you come together in a joint effort.

It's a collaboration is a great platform for communicating and as Marci mentioned it gives you the opportunity or platform to share your successes or your goals and it also it's a two-way relationship right.

So if you start implementing the communication strategies Facebook, Twitter, or your Listserve or whatever techniques you're using to get your message out

one, you know, one valuable offer you can make to partners is that you'll be sharing their successes and their news.

So it's a mutual leveraging of the relationships and the communications standpoint.

And just relationship building I think the one thing that we've all learned from trying to raise funds and maintain those funds is that a lot of it comes down to having trusted relationships having those funders really feel like there's that they know you, that they feel comfortable in what's in investing because there's a level of trust there.

And so I think thinking about how you build and be that trusted partner in a community is a good foundational strategy to be implementing and that's really just an ongoing effort.

So I think, you know, we can talk here about it's a long-term of aspect of collaborations, you know, what's you're trying to do on the long-term basis there are always like-minded organizations and those will be some of your longest partners where you share your goals, you share a common cause.

And I think it's important to be cultivating those and maintaining those and we'll talk in a moment about the importance of assessing the partnerships that you have and some of the strategies that you need to start implementing to really think about investing your time in the most important valuable partnerships.

Okay. Again we want to encourage everyone to spend some time on the resource center there's great information in the toolkit.

As you all know you probably have partnerships and collaborations that run across the continuum from sort of the informal you coordinate you, you know, you share you see each other in the community, you you're familiar with each other's programs all the way up through maybe formal partnership where you may have, you know, a memorandum of understanding between your two organizations you may be doing proposals or doing having financial arrangements.

So there's a whole continuum of partnerships and there's a lot of information on the resource center around how to develop and pursue those and how to know kind of which ones to pursue for what purposes.

So we won't go into that much detail here but here's an example or a snapshot of where you can find this information on the Website that just take a minute to think about which of those might be helping you given where you are in your sustainability planning.

So here's our definition of a strategic partner and take a moment just to kind of reflect on that and maybe in your own mind think about can you name two or three strategic partners to your program.

Be thinking about who those are and have you thanked them recently or do they do you acknowledge those partnerships, how do you cultivate those?

And the benefits like we've mentioned a bit here it can really expand your reach in terms of what you're trying to achieve programmatically.

It can increase awareness around the services that your organization is providing that really gets out establishing your value, your high value to the community.

It expands your ability to tap resources that your program or organization might not have, but is a strength of another organization in the community so sort of thinking about sharing resources or leveraging, seeking advice on how to develop a certain type of resource.

So there's a lot of different levels and varieties of ways to leverage those partnerships.

So you're thinking about your own partnerships here there is a poll question for you. Have you developed a partnership to support your long-term sustainability of your programs?

This is great a lot of you, I mean, I'm not surprised it says the field that we're in, you know, it invites partnerships, it's really great to see that so many of you have partnerships and you're working on them so kudos to you.

And as you know it's just an ongoing process of maintaining those partners, selecting new partners, and doing all the work that it takes to cultivate new trusted partners.

So the -- here is just, you know, some to dos to think about how to move forward and it really goes in to underscoring the importance of having a plan around your collaborations. It shouldn't be overly detailed, it should be really something that can you can actively use to help you think about who your strategic partners are, which ones you need to be developing, what's the goal of those, and how do you assess those partners over time on a periodic basis.

You should really evaluate the partnership that you are spending time on and what those are yielding for your program and be thinking about where the

gaps are most importantly is it the it's a tremendously important way to think about growth and expansion and really imbedding your program in the community.

And I think internally you want to think about who are the right people in your organization to be developing the relationships it does not all have to rest on the director.

There's many different ways to build the relationships and to maintain them and maybe Sarah can help talk a little bit about how that's done in her program.

And again we want to point to these resources if you're ready to dive into a memorandum of understanding or if you're looking to really get to the next level of a certain partner, check out the resources online and have that help you especially the assessment tools.

It might be nice to see how you satisfied you are with your current partners and which ones that you would like to be building.

And again here's that this ones will come to you following the Webinar, but it's a whole series of additional resources to guide you to work.

I think we're going to turn things over to Sarah. Sarah are you ready?

Sarah Kershner: I am thank you so much Hope.

My name is Sarah and I'm with the South Carolina Campaign to (Prevent) Teen Pregnancy and I am representing a great team of folks here working on It's Your Game...Keep It Real Project.

We are a tier one grantee and we were funded to replicate the It's Your Game...Keep It Real curriculum in 24 middle schools around South Carolina.

We're using each of our associates as our outside evaluators so we have some tools that the we're using with them and that they've developed and so when I talk about those I'll make sure to note the ones that ETR developed.

We have two aims of our project one of which is to implement It's Your Game with fidelity and the second was to sustain It's Your Game curriculum with our partnering tools after the grant funding ends.

The campaign does not directly serve these, but we partner with schools and community-based organizations to provide technical assistance and training to increase partnering organization's capacity to implement evidence-based curricula.

So for the current project we're partnering with ten school districts and that represent 24 middle schools across the state of South Carolina. And our research design is the randomized control trials so we have 12 schools that are currently implanting.

And then we have 12 schools that are considered our delayed interventions be a free to implement after our valuation studies study moves through next Spring.

In some of the tools that we've used we have several tools here on the It's Your Game project some of which were outcome data and then some we used for a process information.

And the ones that are related to sustainability are the ones that they're shown here on the screen and because of the second aim of our project being around sustainability we conducted a literature of you on ways to assess the likelihood of a program being sustained.

And we ended up adapting a survey that was previously used to assess likelihood of implementation to also assess barriers associated with sustainability.

So the survey that we've called it the implementation survey but it asks questions where schools about what barriers that they foresee in sustaining It's Your Game program.

So do they think that funding will be a barrier; do they think that staff or support from the district? And so it really gauges kind of how likely is it that they will sustain and then what are some barriers that they foresee to sustain the program.

The survey was administered to two site coordinators which are our school contacts and they range anywhere from an assistant principal to a guidance counselor and then the survey was also administered to teachers.

And we've done the survey once in the Fall of 2011 and Fall of 2012 and then we'll do a third survey of an end to point one more time so that we can compare the three time points.

We really were able to see a lot of the information from this survey but one of the one thing that really helped to gauge whether schools were going to be or were likely to sustain was we asked the question, how likely is your school to

continue implementing It's Your Game...Keep It Real act as a grant project had ended.

We got a really great response rate from our schools out of the 27 survey participants surveyed at the beginning and then we had 30 of complete the survey at the mid-point.

And it -- the survey will be administered once more so we'll be able to compare three time points over half of the respondents at baseline which is 72% and at mid-point which was 69% indicated that it was at least somewhat likely that their school would continue It's Your Game after the project ends.

And so this really gave us a sense I mean a mid-point in this grant funding that our schools are very likely to sustain and at least have the intention to sustain It's Your Game after the grant funding ends.

We also ask questions about what resources were needed to sustain It's Your Game so we wanted to get a sense of did the schools feel like they need computers It's Your Game is a curriculum that does involve some computer lessons.

We also ask about how complex is the curriculum to implement.

So we really just ask a series of questions to better get a sense of how likely the program will be sustained, how complete is the program, and how do teachers perceive the level of support from school administration and district administration.

We really see a fidelity being a core component of whether sustainability is achieved. We believe that monitoring the degree to which fidelity is

maintained in a program is important when assessing whether a program will be sustained because we certainly want our schools if they are just the same we want them to sustain it with fidelity so it so that we can produce the same positive health outcomes.

Ideally fidelity is monitored in real time. Unfortunately I believe with a lot of projects this is a challenge it's hard to get teachers to fill out the logs in real time, it's hard to collect the data, it's hard to review it, it's very timely and costly to do that.

But thankfully we had an opportunity to use a database that (unintelligible) monitor fidelity in real time.

The monitoring in real time also allows for issues to get addressed immediately implement fidelity.

So if we see a teacher have some trouble with classroom management instead of hearing about that after completed we're able to see it midway through implementation and alter fidelity hopefully increase fidelity by helping the teacher with strategies to address classroom management.

So it allows for technical assistance in training effort to target specific areas of weakness and also highlight areas of success. So when we see on the logs that some of your teachers have some tips we share that with other teachers so that all of our teachers can kind of be in the loop and hear from other people doing the program.

But a one way that we've monitored fidelity or kind of our strategy for monitoring fidelity is a model that we put together that we have termed the fit model it's fidelity through informed technical assistance and you probably

will not see anything about it in the literature we've completely made it up, but it is our process for monitoring fidelity.

So we are able to obtain teacher observations through external trained observers that ETR trained and hired. And we're also able to review teacher completed fidelity logs through the online database.

And with both of those sets of data we do a weekly review and identify any issues that may impact fidelity. And once we are we identify those I send out what we call a technical assistance request and then that issue is addressed through some of the message shown on the screen.

So in addition to measuring the factors directly related to sustainability we also measure the fidelity to the curriculum so that we can build the capacity of goals that sustain with fidelity to the design program.

So that's for monitoring fidelity data and using the findings to inform technical assistance message because our collected in real time we're able to address these issues that may impact fidelity almost immediately.

I usually review these twice a week so we're able to identify these issues and send out the TA requests to our regional technical assistance specialist who then addresses issues either through a phone call or an email or a site visit with our sites.

But this model has ultimately yielded at a 98.6% fidelity rate across all of our classes last year.

It's one that's really worked for us and we're very grateful to have the online database because it does allow for the real time monitoring of the fidelity data.

We also use a system called FileMaker Pro to track all of our technical assistance activity. So once implementation and observation data are reviewed any issues that may impact fidelity are tracked in a central database using this software FileMaker Pro.

We have this on our computers as well as iPads so for our regional technical assistance specialists that are out in the field most of the time they're able to track their times spent with sites and what strategies were used with sites while being out in the field.

We can identify themes that are common among schools and districts so that we can tailor trainings and technical assistance efforts.

So, for instance, last year we saw that among our school districts we among the participating schools one theme that came up was classroom management.

And so through this tracking and being able to identify kind of the frequency of that theme or that issue occurring we were able to contract with a trainer from healthy team with network so that she could come in and do a training specific to classroom management for our schools.

So through this we're also and by region, by schools, and by technical assistance provider.

So on the screen I have it divided up by a variable to break it down to a little bit more specific.

So we also use fidelity that to inform factsheets and publications that we put together here at the South Carolina campaign.

So one way is you'll see on the left-hand side of the screen is through an email that we call our It's Your Game tips and tricks email. And this email is sent to all of our teachers and site coordinators and it includes tips and tricks identified in the implementation logs or through working with other It's Your Game teachers.

So we'll get some feedback from teachers using the logs. We also get some great information from the observation logs where a teacher might have used an example such as Facebook for to show the difference between a real friend and a not so real friend which is something that comes up a lot in the curriculum.

So any helpful hints that we see or lessons learned we include it in these tips and tricks email so that teachers can learn from each other. And also they can recognize that the implementation logs are not just a way of us monitoring them but it's also a way of sharing some helpful information with other teachers.

In addition to the tips and tricks emails we also put together a factsheet and publications one of which is shown on the screen on the right is our Lessons Learned Factsheet and we actually have three of these that are all around our work but the with the It's Your Game project.

But it's short publications that we use for program improvement and we also use this for support for the project. So when we meet with school districts we'll share these publications with them and factsheets in an effort to support program sustainability and program improvement with our schools.

Another way that we use the information that we've collected is the creation of the (unintelligible) sustainability plan so using the findings from the tools

that I've mentioned we've developed sustainability activities and we've do our existing implementation plan such as how will we continue to provide trainings and technical assistance for partnering life of the grant.

So really just thinking about what will our relationship with these schools look like after we're no longer receiving federal funds. So what will we be able to provide to them? Will we still be able to provide training and technical assistance?

And one of the things that we've developed here at the campaign is a standard menu of services. So if any school walks in off the street and wants to work with us to implement program what does that relationship look like. And that's something that we need to be clear with our schools now because the relationship will change when the grant funds end.

So we just want to make sure to prepare them for that and have that already in their sustainability plans and in our sustainability plan.

So in addition to our internal sustainability plan we will also have school specific sustainability plans. And so these are tailored to address the individual needs of schools. It they'll these work plans will address self-identified barriers sustainability and also address their needs moving forward.

So using the data that we're collecting from the surveys and from interviews that we're doing with principals we're able to identify some of those issues early on so that in two and a half years when the funding ends we they already have a plan in place as to how they're going to get materials and how they're going to sustain the program without our financial support.

One other way that we maintain kind of our relationship with the schools is we set up Google Alerts so that any time any of our schools have transitions such as the superintendent or any other school staff a lot of times it will come up in the paper.

And so we've set up Google Alerts so that we get notified when there's turnover at the district or any type of news story around the district.

And so that gives us a leg up to be able to contact the district and set up a meeting with the new staff person so that we can maintain that relationship and make sure that the a priority for the school.

That was pretty fast and furious. You definitely want to see more of everyone and would love to talk more with everyone about what we're learning here at the campaign.

Some of our team members and myself will be at the OAH Grantee Conference on May 20th and (Leslie Craft) and (Mary Prince) will be presenting Taming the Monster in developing tangible sustainability plans. And myself and (Leslie) and (Mary) and (Chris Rolison) I'll have presentations with a panel that using process data to improve program delivery panel at the OAH conference.

So we would love to see everyone there and this is just a completely shameless plug for our presentation, but we would definitely love to talk more and see what other folks are doing around this but thank you so much.

I'm going to turn it back over to I believe Marci.

Hope Cooper: Thank you Sarah I know hopefully we'll have some time to take some questions here but that was a really wonderful snapshot of how you all are addressing sustainability and working, you know, really closely with partners and using communications strategies to stay on top of things.

I think that a Google Alert is a great tip around how to stay on top of current events that are important to your programs.

So Marci pointed talk a little bit about the funding relationships and then we'll take some questions.

Marci McCoy-Roth: Wonderful and I would just echo would hope that Sarah that was really terrific it's amazing the way you put a piece together and pull together the different strings of communications and collaboration and building and planning for the future so that your program can continue and the curriculum can continue to be used that's really great.

Thank you.

Sarah Kershner: Thank you.

Marci McCoy-Roth: I would like to talk a little bit about cultivating funder relationships because, of course, funding is an important part of sustainability so that's kind of the last piece of what we'd like to talk about today.

Hope (unintelligible) time worked at the foundations before so we have sort of been on the other side of the isle or the fence on this issue as well. And we wanted to kind of approach this as the funding dance and, you know, we think about getting the right funder is sort of like finding the right dance partner,

you know, everyone's looking for who's the next person is that they're going to dance with, what the next revenue source is.

One of the challenges with finding sponsors is that oftentimes they keep changing their tune what we were dancing to before is now different because they've reassessed their priorities, they did some strategic planning internally, and now they no longer do x and you have to think about the new areas with and how what you're doing fits in with that.

So just keeping in step and making sure you're in sync with where the funder is going.

It's important to keep looking for the next dance partner and to diversify your dance card try to find additional funding so that, you know, we're not all reliant on just that one funder who when they go away the program goes with it it's nothing new to everyone on the line I'm sure.

And to know what time is right to find the next dance partner. And we just as we've said before and some of the things we've talked about communication and collaboration are really important fundamentals that can help support you in this funding dance to find the right funding partner.

So just some tips that we've seen along the way of could be helpful for cultivating funders and this is kind of the getting to know all about you theme.

Try to stay no a (unintelligible) to funder priorities. They often have unique approaches to grant making and what they're willing to fund so try to be aware of that as you're making approaches or talking with them.

Get to know who they trust and who their circles are, you know, see where they're presenting the conferences or where they're what conferences they're attending. And you get to see a sense of where the their funding priorities are moving.

And then try to ask them what you're learning. Again personal relationships can't be beat, you know, try to connect as much as possible, share information, not just when a time for a funder report but pick up the phone and share some successes, ask for feedback, and buy some tiers and some meeting.

Funders love to be on the ground and see what the dollars that they're giving are supported. You know, again the social media platforms, the network organizational relationships try to connect with them through those platforms, re-tweet what their message are. Look for a (unintelligible) opportunities we could host a Twitter chat that they might be a co-host with.

And then ask them for support to help you advance your common goals. Ask if there are any important part of us to funding dance.

But also look beyond the grant, you know, the funders have a lot of they have networks themselves and they maybe be able to help you find other funders who might be interested in what you're doing.

So it doesn't hurt to ask if they know anyone else or if they're they would be willing to do interceptions for you.

And funders like to see that the dollars are being leveraged so be sure to share how you're collaborating with different partners and how that kind of impact collaborations are affectively stretching their dollars farther.

And then again never stop talking about your successes and what your need value add is to this field this area of work.

So just our top five ways to build a relationship with the funder, know the funding priorities, invite them to events, be sure you share your successes with them regularly, and don't just wait for the annual report at the end of the year and that would be if that's the only contact with your funder during the year that's too infrequent.

Try to sit down with them together, think about new ideas, new approaches, new things that you might want to try out, and be sure to thank them just directly, you know, acknowledge them or reports and press releases and that kind of thing.

So again there's some resources for finding new funders or finding learning more about the funders you know and this will go out by email to most (unintelligible) because we are getting kind of short on time.

We just want to do one last poll and then we'll open up for questions. So the last poll is on funding support and basically wanted to ask which of these methods listed below have been the most effective for you in identifying and eventually securing funding of support for your projects.

So open the poll up. Got one response so far, thank you. But applying for grants, you know, is one of your options Website search will cull networks, newsletters or (unintelligible) page to the best.

So which of these methods have been the most effective would you say that you rely on primarily?

Okay I'm not sure this polling method is working because we're not getting very many responses but thank you for being patient with us on that.

Okay so I think the next thing we want to do is to just mention that we're available to respond to questions. You know, we could take some questions out we have about five minutes left of this session.

But Sarah's kindly shared her contact information and Hope and I are also available so, you know, just feel free to drop us an email or give us a call, but now I think we can open up the mics and see if there are any questions from the audience.

Coordinator: Thank you. At this time if anyone would have a question please press star 1 on the touchpad of your phone. You will be prompted to record your name.

Please be sure your line is unmuted and speak your name clearly so I may introduce your question. Star 1 please.

We have a question from (Rebecca Seelove) your line is open.

(Rebecca Seelove): Yes thank you very much for a lot of very great information, I'm really grateful for the pdfs that we'll be getting later so I couldn't keep up with all the notes I wanted to have.

Two questions I thought OAH had said that we could define sustainability pretty broadly and that it doesn't require us to focus on just having schools continue to provide the evidenced-based program that we've been providing.

We're in Tennessee and 26 counties and we've been focusing on the developing a sense of what are the priorities in each of these counties related to team wellness.

So in some counties it maybe pretty far removed from our curriculum. And then hand in hand with that is that our what some people call teachers our prevention specialists are really not very comfortable with many aspects of the program that we've adopted. We've been using making a difference curriculum and there are many ways in which it just seems out of sync with our culture and so and with our times.

And so they've expressed some concerns about having that particular curriculum being continued. And so that's a big part of the conversation that we've been having this year so I appreciate if you could give some feedback on this to kind of hand in hand problems.

Thank you.

Marci McCoy-Roth: Sure and I don't think that I can speak for OAH directly, but I can say that in terms of preparing for this Webinar they definitely were talking about sustainability in that broader sense and how to open for the grantees to define the (unintelligible).

I don't know Deborah if you would want to respond to the question or does anyone else from OAH who might be able to respond?

Deborah Rose: It sounds like the call should talk with their project officer about that in more detail.

Marci McCoy-Roth: Okay.

(Rebecca Seelove):   Okay thank you very much.

Marci McCoy-Roth: Yes thank you for the question, I'm sorry that we can't give you a better
                     answer right now but I...

(Rebecca Seelove):   No that's fine thank you.

Marcy McCoy-Roth: I do appreciate it and understand that there's nuances there that you're
                    working through. So thank you.

(Rebecca Seelove):   Thank you.

Coordinator: Our next question comes from (Dee) your line is open.

(Dee):   Hi I was wondering what types of funding entities people are using to find
                    funds? I mean adolescent sexual health is a really sticky wicket it's really
                    difficult in fact one of our partners had a funder that funds other parts of their
                    program pull out once they found out that they were engaged in this
                    discussion.

                    So I'm just, you know, I try to answer the poll, I do the Google searches, I
                    look for grantee, you know, opportunities lots of places, but I'm having a
                    struggle kind of seeing who funds this on an ongoing basis.

                    And I'm really interested to hear from South Carolina how they either now
                    support or plan to support post grant the campaign.

Hope Cooper: Great. So I think that is a great question and you're spot on with the, you
                    know, issue being one that takes some special work.

You know, it's probably we'll hear from Sarah possibly about some of their partners, but I would say this is one where having a funder who's in the space comfortably in the space helps things through that would be really helpful.

And maybe we can follow up a little bit offline or add some actually foundation names to one of the slides so if you're not in touch with them they might be good places to start just in terms of having the guidance, you know, to national foundation that regional as well that are, you know, are approachable and available for this...

(Dee):   That would be awesome.

Hope Cooper: And Sarah so let's hear from you.

Sarah Kershner: The funding for the (unintelligible) campaign we received funding from the state where a sub it's a funding through with in part with DFS and with the (unintelligible) for years. We also receive funding from CDC and, of course, OAH.

We also have private donors and private foundations that we receive funding for so our funding is pretty diversified. We've been in existence since 1994 and so we've (unintelligible) our funding extremes have certainly grown since then but we really receive kind of a diverse funds from different folks here.

(Dee):   And is that specific to oversight of this curriculum and the data management that it sounds like you all are doing?

Sarah Kershner: Well the this project is funded by OAH. Our I mean said everything I talked about on the Webinar is completely within our tier one project. And the online

database was already developed we're using that from with ETR associates that they developed it and they've given us access for it for this project.

And we've talked to them a little bit about what that will look like outside of this funding so we're preparing for that as well, but yes that was the one thing that we didn't have in place that we are using from them.

(Dee): Okay. So the project itself though I mean we're also an agency that has multiple funding streams and diversity of funding. But many of them are specifically tied to specific areas of service delivery.

And so, you know, my question I guess is as you kind of look forward to the things that you've been able to provide through this OAH grant how do you foresee funding these types of resources for the schools that you're working with into the future?

Sarah Kershner: Yes we do have some funding as an organization where if the school were to come to us and want to come to, for instance, our which is our annual conference during the summer or if there's somebody that wants to come to a training.

We do have money available say in foundation money and in our budget that we can provide scholarships. It's on the scale that we are able to do with this funding but we will still be able to provide technical assistance.

We have regional technical assistance specialists that are located throughout the state and so they're assigned to different regions. And so if there's a school that wants support and technical assistance and information we would have the ability to still go out and meet with them and help them determine the best curriculum for what their population is.

So we do have some state funding for general TA and training.

(Dee):   Okay, thanks.

Coordinator: Our next question comes from (Viola January), your line is open.

(Viola January):   Thank you, I think someone has already asked my question about getting a
                   copy of the PowerPoint because it was so difficult to take notes.

Marci McCoy-Roth: Yes absolutely we'll send out the PowerPoint and also get the one pager
                   that has those three courses all in one place so you can click through and find
                   some of those things that we were pointing to.

((Crosstalk))

(Viola January):   Thank you.

Marci McCoy-Roth: You're very welcome.

Hope Cooper: And on that response to the question from the previous person and, you know,
                   I think your question about, you know, what to do what funders can step into
                   the stage to for continuity of existing program services that are covered now
                   under the federal grants.

                   And I think this is something that private foundations liked to be asked to do
                   the start thinking about that. What, you know, there are a number of important
                   leading national foundations who are thrilled to see this work going on and is
                   the implementation of these evidence based programs.

And I think thinking about hosting some of those organizations that talk about this challenge. I think this is an invitation to them to help you all think through this and in plenty of time so that they can be talking amongst their funder circles about, you know, they may not be keeping track of when funding streams federal funding streams end.

So I think it's -- I would encourage you to think about how to communicate that to them and that this is just a big challenge and is there something they as foundations supporters can help think through.

Sarah Kershner: And I actually forgot to mention we're working with the (Unintelligible) Foundation specifically on sustainability. And so that's a foundation that's definitely interested in sustaining these programs and, you know, in these communities.

Hope Cooper: Right and that's the type of foundation that could help host and sponsor, you know, a small convening to, you know, hear from some of the grantees and the safe and so it might be something you work with each other to organize and think about, you know, representing a variety of the different programs and coming together to talk with gays and others who, you know, at that scale can really, you know, step in and make a difference.

Marci McCoy-Roth: And I don't want to preview it but the, you know, OAH has been working on the teen pregnancy prevention resource center and through that there will be a place for you to be able to connect (unintelligible) directly through LinkedIn and to find the other grantees through that platform.

So just keep that in mind as it will be coming shortly in a few weeks I think.

Coordinator: Our next question comes from (Jenny Diaz) your line is open.

(Jenny Diaz): Hi I heard my question asked now twice about getting the PowerPoint presentation. I just want to say it's actually phenomenal and I really look forward to getting those notes.

Hope Cooper: Thank you very much.

((Crosstalk))

Hope Cooper: You guys are the phenomenal ones you're doing amazing work. It's keep up the good work to everyone.

I think we do have to close we're a little bit over and maybe we can take one more question if there's one in the queue, but then I think we probably need to wrap up.

Coordinator: We do have one final question from (Dwayne Brown) your line is open sir.

(Dwayne Brown): Hello everyone.

((Crosstalk))

(Dwayne Brown): Can you hear me?

Hope Cooper: Yes hi.

(Dwayne Brown): Just a quick question. We talked you guys talked a lot about forming the strategic partnerships and I was wondering at the national level are there any strategic partners that you have that may be able to trickle down and help us on the ground level moving forward with this sustainability?

Hope Cooper: That's a great question and, you know, I think several national coalitions come to mind. You know, one of the National Campaign to Prevent Teen and Unplanned Pregnancy, you know, there's a lot of state level partners there but, you know, they play a really important national role with at multiple levels.

And I think, you know, so much of what this work does is it's helping to, you know, strengthen that the positive development positive youth development and I think going to that youth development sector like the National Collaboration for Youth and many of you might be familiar with that, you know, represents many youth serving organizations of all types.

And so I think, you know, this is where communication comes in making sure that the organizations that are members to those collaborations know about the work that you're doing how important that is because as it bubbles up to the national coalition, you know, they can help share your successes be thinking and sharing your concerns around funding the (unintelligible) meeting that type of thing.

So that's a great question and maybe we'll try to add some of those to the resource list that goes out.

(Dwayne Brown):   Thank you.

Woman: Great thank you so...

Deborah Rose: And I would say the school coalitions too given those that work that you're all doing. We would think of the youth and the Health and Human Services sector but absolutely the education networks too.

So we'll try to put some of those in the resources.

Coordinator: And that does conclude the Q&A session of today's conference.

Marci McCoy-Roth: Wonderful thank you all for joining us today and we look forward to being in contact in the days ahead.

Coordinator: That does conclude today's conference. Thank you all for joining. You may now disconnect.

Woman: Okay great Marci.

END