OAH SUSTAINABILITY WORKSHOP

INTRODUCTION TO SUSTAINABILITY

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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
Let’s have some fun early!!

How many blocks do you see?
Learn what was important to our key stakeholders.

What is Sustainability?
Conceptualizing Sustainability: A Process and Strategy

- Conducted listening sessions with key stakeholders
- Obtained insights from staff and leadership
- Identified and leveraged existing investments
- Decided the general focus of our definition
- Refined and sharpened our definition

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

- PAF Resource & Training Center
- The Framework
- The Resource Guide
- TPP Resource Center
- The Assessment
Building Sustainable Programs

The Framework

- 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 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.

The Resource Guide

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

Measuring Success

Revenue generating strategies

Public impact

Policy integration

Find example success metrics on page 8

Find this activity on page 9
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

Using the Resource Guide: Sustainability Factors

Check out the Keys to Success
Page 14

Find the sustainability plan template on page 23
**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.

**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 31
Find this activity on page 57
Using the Resource Guide: Sustainability Factors

- **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

- **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

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

Using the Resource Guide: Sustainability Factors
**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

<table>
<thead>
<tr>
<th>Funding source</th>
<th>Contact information</th>
<th>Program, service, or activity</th>
<th>Request</th>
<th>Giving cycle</th>
<th>Assigned to</th>
<th>Personalized appeal</th>
<th>Status</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of organization, individual, corporation, foundation, or government entity</td>
<td>Name of the contact person, address, phone, and email for applications and questions</td>
<td>What you are asking them to fund</td>
<td>Amount of your request or the specific kind of service you are requesting</td>
<td>Date the application is due, dates awards are given, dates any reports or follow-ups are due</td>
<td>The lead person of your team assigned to manage this opportunity</td>
<td>Message should emphasize the services that you provide that have the greatest appeal to each opportunity</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Determine the best strategy for connecting with and applying for the funding and financing options that are best for your program

Use the template in the following activity to develop a plan for implementing your sustainability strategy

Check out the *Keys to Success* on page 117

This activity is on page 127
Secure community support

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

Check out the *Keys to Success* on page 61
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.

What is our purpose?
- What do we hope to accomplish through our communications strategy?
- If we have multiple goals, what different approaches must we take to achieve each purpose?

Who is our audience?
- What are the audience’s interests with respect to our programs or services?
- What are the best ways to reach the audience?

What is our message?
- What will be the content of our message?
- What experiences do we want our audience to have when hearing or seeing our message?
- What will our message look like (i.e., informational, educational, persuasive or inspirational)?

How will we deliver the message?
- How will our message best reach its intended audience?
- What medium should we use to deliver the message? (i.e., by phone, in person, by letter, etc.)

Is the message relevant?
- Does our message and delivery match the community’s needs and interests?
- Have community needs, interest or demographics changed?
- If yes, how does that affect our message and communications strategy?
- What changes, if any, do we need to make to our approach or message so that it’s relevant for the audience?
This activity is on page 69
Using the Resource Guide: Appendices

<table>
<thead>
<tr>
<th>FACTOR</th>
<th>CREATE AN ACTION STRATEGY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Notes</td>
<td></td>
</tr>
<tr>
<td>We developed a sustainability plan early in the implementation of our program or services.</td>
<td>9 1 2 3</td>
</tr>
<tr>
<td>We have a shared understanding of what sustainability means for our program or services.</td>
<td>9 1 2 3</td>
</tr>
<tr>
<td>We have an individual or team to focus on sustainability planning efforts.</td>
<td>9 1 2 3</td>
</tr>
<tr>
<td>We identified our sustainability goals.</td>
<td>9 1 2 3</td>
</tr>
<tr>
<td>We identified ways to measure whether our sustainability goals are being implemented.</td>
<td>9 1 2 3</td>
</tr>
<tr>
<td>Our program governance and planning teams are aware and understand our sustainability stakeholder goals.</td>
<td>9 1 2 3</td>
</tr>
</tbody>
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APPENDIX B: ADDITIONAL RESOURCES
Advocates for Youth. Sustainability through community-wide initiatives model. Centers for Disease Control and Prevention Division of Reproductive Health: Washington, DC.

APPENDIX C: OAH GRANTEE EXAMPLES OF SUSTAINABILITY

EXAMPLE 1

NEW MEXICO EXPECTANT AND PARENTING TEEN PROGRAM: GRADS+ MAKING CONNECTIONS FOR SUCCESS
New Mexico: Public Education Department
One of our program's goals is to promote effective collaboration by creating "strategic" partnerships that support the GRADS program and expectant and parenting teens. We formed a GRADS+ leadership team that includes key state-level partners who support the goals of our program. The statewide leadership team includes representatives from the attorney general's office, teen pregnancy coalition members, the Department of Health and the forum for youth in community among many others.

At the local level, we developed partnerships with school districts, family access service agencies, and educational and social services. Each site has a local advisory council that defines program priorities and strategies.
What’s Next

Explore the Framework

Take the Assessment

Map your sustainability planning

Use the Resource Guide

Develop a sustainability plan
Use OAH’s Award Winning Website
http://www.hhs.gov/ash/oah/

Follow Us on Twitter
@TeenHealthGov

Sign up for E-Updates

Watch us on YouTube
http://www.youtube.com/teenhealthgov