Built to Last

A Webinar on Programmatic Sustainability

August 23, 2012
About Healthy Teen Network

Healthy Teen Network is a national membership organization focused on preventing teen pregnancy and supporting young families.
Welcome!

- Janet Max
  Director of Education and Outreach
- Vanessa Geffrard
  Training and Technical Assistance Associate
Logistics

Participation is key!

- Chat
- Polling
- Q & A
Objectives

At the conclusion of this session, participants will be able to:

1. Define programmatic sustainability.

2. Describe three (3) common challenges to programmatic sustainability.

3. Identify three (3) best practices that support programmatic sustainability.

4. Name two (2) resources for programmatic sustainability.
Agenda

- Understanding Sustainability
  - Definitions
  - Challenges to Sustainability
  - Best practices
- Resources to Prepare for Sustainability
- Closure
Understanding Sustainability

Participant Poll:

When I think about sustainability in my work I think of…

A. Securing more funding
B. Showing my stakeholders the value of my work
C. Planning, planning, and more planning
D. All of the above
E. None of the above
Understanding Sustainability

- Creating a community presence - indispensible
- Building organizational capacity to meet demonstrated needs
- Continue to reassess how well your programming meets these needs
- Manage and Leverage Resources
- It’s more than money
Understanding Sustainability

Organizational

- Global
- Financially self-reliant
- Pursuit of a defined mission
- Encompasses various strategies, programs

Programmatic

- Specific to individual programming
- Contributes to organizational mission & goals
Challenges to Sustainability

- Difficulty planning ahead
- Lack of documented success
- Lack of stakeholder ownership
- Finite funding streams
Best Practices for Program Sustainability

- Start with the end in mind
- Stakeholders like to see:
  - Well documented programs
  - Successes
  - A willingness to reassess programming
  - Genuine connections with the community members
  - Managing and leveraging resources
Plan (and document) All Work

- Supports the team to do better work
- Indicates where successes are
- Indicates where improvements can be made
Best Practices for Sustainability

Participant Poll

What kinds of documentation are you already using/collecting? (Select all that apply)

A. Implementation Plan
B. Fidelity Logs
C. Debriefing meetings (with notes)
D. Other
E. None
F. I don’t know
Continuous Quality Improvement (CQI)

- Using data to drive changes
- Documenting successes
- Including a variety of perspectives
Self-Assessment: Guiding Questions for Sustainability

1. Should the program we delivered be sustained?
   • SWOT Analysis

2. Does the program continue to address the needs of the priority population and community?

3. Has the program been shown to be effective, or does it have the potential to be effective with feasible improvements?
Empowering Partnerships: The Value of Who You Know

- Develop empowering partnerships with:
  - The community
  - Other organizations
  - Youth
Strengthening the Bottom Line:
Managing & Leveraging Resources

- Diversified funding portfolios
  - Federal
  - Local
  - Private
  - Fee-For-Service
- Support for ongoing partnerships
- Reduce pressure to renew/replace funding
Share Your Success: Toot Your Horn!

- Develop a marketing strategy
- Increase visibility of your work
  - Press releases
  - Conference presentations
  - Case studies
  - Community outreach
Sustainability Resources

A SAMPLING OF SOME AVAILABLE SOURCES. (NOT SPECIFICALLY ENDORSED BY THE OFFICE OF ADOLESCENT HEALTH)
Resources

What to look for in a sustainability resource:

1. A framework with a holistic approach

2. Simple enough that program staff AND administration can get on board
Examples of Resources

- Nonprofit Impact
  - www.nonprofitimpact.com
Examples of Resources

“Sustainability Means More Than Money!” National Service Resources

http://www.nationalserviceresources.org/sustain-more

- Get Things Done Well
- Develop and Support Strong Community Partnerships
- Re-Examine Program Design
- Empower Communities
- Share Program Impacts with Government Offices and Funders
- Increase Awareness of the Program in the Community
- Toolkit available on their website and noted on accompanying tipsheet
Examples of Resources

- “Getting to Outcomes” (GTO)
Examples of Resources

- **Building Capacity & Sustainable Prevention Innovations: A Sustainability Planning Model**
  
Examples of Resources

- **Sustaining Grassroots Community-Based Programs**
  - SAMHSA: [http://store.samhsa.gov/product/Sustaining-Grassroots-Community-Based-Programs/SMA09-4340](http://store.samhsa.gov/product/Sustaining-Grassroots-Community-Based-Programs/SMA09-4340)

- Assess funding gaps
- Develop strategic marketing strategies
- Initiate and establish strategic relationships
- Analyze program costs and fund development strategies
- Diversify funding
- Execute fundraising plan
Closing

- Thank You!

- Citations
Contact Information

Janet Max
Janet@healthyteenetwork.org

Vanessa Geffrard
vanessa@healthyteenetwork.org