Building and Sustaining Stakeholder Support

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Today’s Objectives

- After today’s call, we hope you will be able to:
  - Identify strategies for raising awareness about your program among key leaders and influential groups and individuals in your communities;
  - Differentiate among supporters and identify those who are likely to be most closely involved in your efforts;
  - Identify meaningful ways for all stakeholders to have input through activities that are appropriate for varying levels of involvement; and
  - Describe at least two concrete ways to continue engaging your own community stakeholders through the life of the grant and beyond.
Why Work on Stakeholder Support?

- Part of overall sustainability:
  - Clear vision or mission
  - Share program success
  - Identify financial needs
  - Change as needed
  - Build a broad base of support
  - Identify community champions
  - Accountability and strong management
Getting Started on Stakeholder Education

- Identify key people with substantial influence and reach in your community.

- Determine how teen pregnancy prevention relates to their work, and provide them with information that helps connect your issue to theirs.

- Create opportunities for them to become involved in your work, such as inviting them to events, soliciting their feedback, or offering leadership positions on boards or task forces.

- Continue to nurture the relationship through ongoing outreach and engagement.

- Show your appreciation and reciprocate their support when possible.
Identify Key People with Substantial Influence

- Who are the gatekeepers?
- All supporters are not created equal.
- Consider a mapping exercise to identify people by how influential, level of interest, how involved they would like to be, etc.
- Consider natural allies/like-minded organization and others.
What Do We Mean by Stakeholders?

- Prominent leaders and organizations working on teen pregnancy and adolescent health.
- Prominent leaders and organizations working on social issues outside of teen pregnancy.
- Leaders with influence over members of the community.
- Local decision makers and policymakers.
- Local media outlets and individual journalists, reporters, and media personalities.
- Business leaders and other with a direct influence on the local economy.
Provide Them with Information That Helps Connect Your Issue to Theirs

- Be prepared to make a strong case.
- Data + personal stories.
- Don’t forget media is an important tool.
Create Opportunities For Them to Become Involved in Your Work

- Meaningful opportunities.
- Solicit feedback – and listen.
- Champions.
- Levels of engagement may vary.
Continue to Nurture the Relationships

- Keep reaching out, inviting, seeking feedback.
- Institutionalization.
- Again: media can be key partners.
Show Your Appreciation and Reciprocate the Support When Possible

- Partnership is a two-way street.
- Demonstrate your investment in the community.
- Please and Thank You.
Sustainability Plan

- Organizations that successfully implement long-term efforts have a plan.
- Building stakeholder support and cultivating champions are central to that plan.
- Just as important as balanced books and sound leadership.
Nicole Angresano
Vice President, Community Impact
United Way of Greater Milwaukee
Teen Pregnancy Prevention: 2005-11 — and beyond!
How will we achieve the goal?

- Parental Involvement
- Collaborative Fund
- Faith Initiative
- Schools
- Healthy Girls
So—is it working?

- Births among 15- to 17-year-old girls in Milwaukee have dropped to their lowest level in 28 years.
- In 2011, our largest single year decrease to date.
Sally Swanson
Director of Prevention Programs
Adolescent Pregnancy Prevention Campaign of North Carolina
Gaston Youth Connected: Harnessing the Voices of Parents

- Very specific data from Gaston County Parents
- Stronger foothold for school involvement
- Increased rationale for general support of project aims
Gaston Parents’ Attitudes Sexual Health Education

- Teaching teens sexual health = healthy adults: 95% strongly/agree, 77% somewhat/agree.
- Need svcs where teen can talk to a doctor: 91% strongly/agree, 74% somewhat/agree.
- Stricter guidance reduces pregnancy: 91% strongly/agree, 69% somewhat/agree.
- Church/Place of worship reduces pregnancy: 88% strongly/agree, 66% somewhat/agree.
- Need svcs where teens get birth control: 81% strongly/agree, 55% somewhat/agree.
- Gaston County is not doing enough: 78% strongly/agree, 44% somewhat/agree.
Project Value

- Has provided a precise and essential tool for staff and leadership teams to work with stakeholders, including parents.
Let’s discuss! Any questions?