



# Collaborating with Partners and Building Program Support

*OAH Pregnancy Assistance Fund Grantee Training  
Indianapolis, IN*

*May 15-16, 2012*

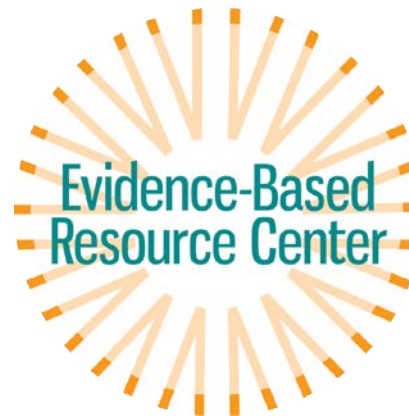
Valerie Sedivy  
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# About Healthy Teen Network

A national nonprofit membership organization that connects professionals to one another in the field of adolescent reproductive health



We offer

- Training and technical assistance
- Resources and publications
- Networking opportunities

***Please join us for our 33<sup>rd</sup> Annual National  
Conference:***

***The Power of Youth: Joining Forces to Achieve Positive  
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...to help front-line staff build skills to engage and collaborate with partners and build support for their program.

- Explain methods for identifying and engaging partners.
- Describe best practices for establishing partnerships.
- Identify strategies for maintaining productive partnerships.

- List the key pieces of information to be gathered before embarking on a plan to build support for a program.
- Describe strategies other PAF grantees have used to build support for their program.

- About the trainers
- Participant introductions
  - Your name
  - Organization
  - Role on project



# Day 1 agenda

- Introduction to collaboration
- Identifying partners
- LUNCH
- Engaging partners
- Establishing and maintaining partnerships
- Challenges to maintaining partnerships

- Group agreements
- Parking lot
- Housekeeping
  - Breaks
  - Restrooms
  - Lunch

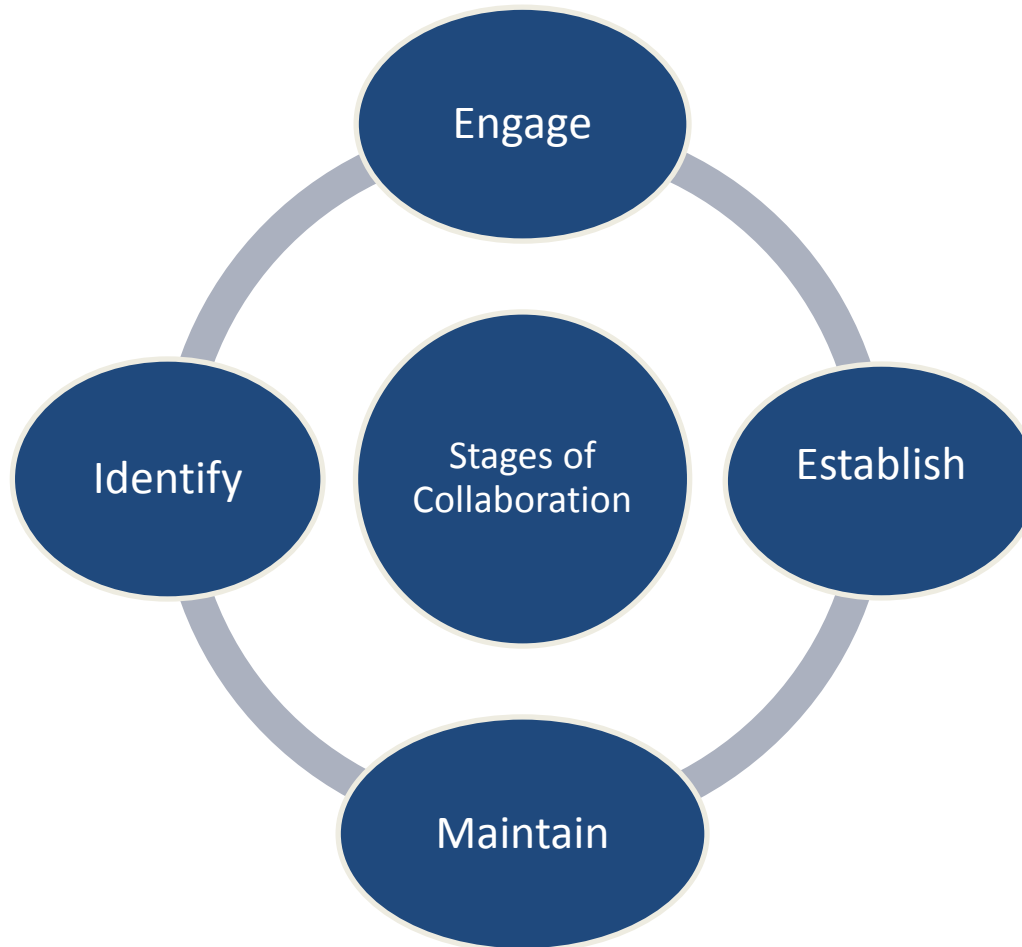
# What is collaboration?

- To work jointly with others, especially in an intellectual endeavor
- To cooperate with an agency or organization with which one is not immediately connected

# Why collaborate?

- Expand reach of services / program
- Increase program support
- Increase sustainability of program
- Shared access to staff expertise/resources
- Exchange of in-kind services

# 4 stages of collaboration



# Who are your partners?



## HOW?

- How did your organization identify partners?
- Who was involved?
- What worked well?
- What would you change about the process?

BREAK





# Identifying partners



## Best practices

1. What are the needs of the target population?
2. Where are the program, services and resources most needed?
3. Who is providing these services, resources, or programs in areas of highest need?
4. Are these potential partners a good match with your organization?

## What are the needs of the target population?

Ask key stakeholders

- Staff in your organization
- Staff from other organizations
- Parents, community leaders
- Clients / target population

## Classify needs you uncover:

1. Needs you can meet
2. Needs a potential partner could meet
3. Needs outside scope of project

## Where are services most needed?

- Key stakeholder interviews
- Gather data from
  - Census
  - School
  - Health departments
  - Others?

Who is providing services where most needed? Find them via...

- Key stakeholder interviews
- Other organizations
- Community publications
- Internet
- Other sources?

## Are they a good match?

- Mission compatible?
- Culturally compatible?
- Actually serving target population?
- Numbers served?
- Operating hours / costs / other logistics
- Other information needed?

## SMALL GROUP DISCUSSION:

### Role of front-line staff

- What can front line staff do to help identify partners?
- What support is needed?
- Challenges to this process?



# LUNCH



# Engaging partners



Preparation is key! Ask:

1. What are the benefits of collaborating with this partner?
  - Will it further the mission or goals of your project?
  - How will it benefit your target population?
  - Why is this partner the best choice?

## 2. Has your target population had past experience with this partner?

- What was positive about the experience?
- Were there any negative experiences?

3. What are community perceptions of this partner?
4. What are potential challenges to collaboration?

## 5. What can you offer to the partner?

- Staff expertise
- Resources
- Funding opportunities
- Personalize for each partner

## 6. Whom should you meet with and how often?

## What is the role of front line staff in engaging partners?

- Information gathering
- Brainstorming benefits and challenges
- Serving as additional connection point

## The initial meeting: should involve

- Sharing information about your program
- Learning more about the partner
- Discussing benefits to collaboration
- Assessing mutual interest
- Next steps



# Developing a personalized story: What should be included?

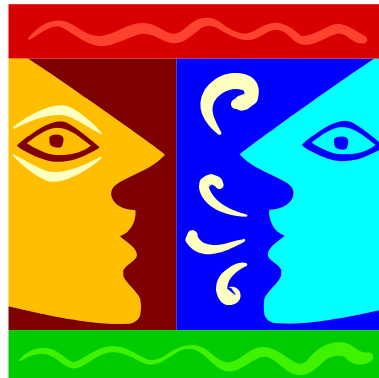
## The context:

- Statement of the problem as it applies to your community or target audience
- How the issue affects the population the partner serves
- What are the ongoing efforts in the community?

## Where your program fits in:

- How your organization got started
- Purpose and mission
- Services your organization offers
- Your target population
- Goal of the project
- Success stories

Practice telling your story  
to a partner!



BREAK



# ESTABLISHING PARTNERSHIPS





# ESTABLISHING PARTNERSHIPS

Specify

- Roles and responsibilities
- Key staff
- How success will be defined
- How partnership will be monitored

## **Roles and responsibilities: specify**

- Scope of work for each partner
- Limits / boundaries
- Staff positions responsible for
  - Communication
  - Data collection
  - Reporting
- Level of effort



## Key staff: include

- Project directors and coordinators
- Staff responsible for
  - Communication
  - Data collection
  - Reporting
- Level of effort for each position

## How will you define success?

- Deliverables and deadlines
- Indicators of success – e.g.
  - % of eligible population who participates
  - # referrals
  - Others?

## How will partnership be monitored?

- Frequency of communication
  - Must be regular, routine
- Who will communicate?
- Consequences if deliverables are not met

## Put it in writing!

- Letter of Agreement (LOA) or Memorandum of understanding (MOU)
  - If funds are exchanged, an LOA or MOU is a must
  - Reinforces the importance of the collaboration
  - Helps to protect partnership in the event of staff turnover
- Set schedule to review

# MAINTAINING PARTNERSHIPS



- Meet regularly using standing agenda
  - Include purpose of collaboration
  - Circulate prior to meeting for additions
  - Include sufficient detail
  - Collect data
  - End with success stories

- Look for opportunities to share expertise
- Share resources
- Send documents / links of mutual interest
- Plan an event together
- Other ways?

ACTIVITY:  
SHARING AND ADDRESSING CHALLENGES TO  
MAINTAINING PARTNERSHIPS



## SHARING AND ADDRESSING CHALLENGES TO MAINTAINING PARTNERSHIPS:

Discuss

- What challenges have you experienced?
- If time permits:
  - How could they be addressed?
  - How could you prevent them?

# REFLECTIONS

- Key topics covered
- Parking lot
- Day 2 agenda
- Feedback forms

## Key topics covered:

- Benefits to collaboration
- Stages of collaboration and capacity required
- Best practices for identifying and engaging partners
- Establishing and maintaining partnerships
- Challenges to maintaining partnerships



# Thank you!

Valerie Sedivy  
and Janet Max  
Healthy Teen Network





# **Collaborating with Partners and Building Program Support**

***Welcome back!***

***May 16, 2012***

Valerie Sedivy  
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Healthy Teen Network



# REFLECTING ON DAY 1

Share with your group:

- What particularly struck me about yesterday was...
- One thing I will take away from the training yesterday was...
- One thing I will incorporate into my work is...

## ACTIVITY: CHALLENGE SCENARIOS

- How will you address challenges in your scenarios?
- Why will you choose that strategy?

# BUILDING SUPPORT FOR YOUR PROGRAM





# Why?

PURPOSE: make it CLEAR and SPECIFIC

- Engage new segments of the community
- Coordinate efforts to address the issue
- Correcting misperceptions about program
- Addressing controversy
- Loss of momentum
- Sustainability

## Among whom?

- Why is your program relevant to community?
- What are potential benefits to supporting your program?
- What factors might affect their support?
  - Cultural, religious
- How can you address these factors?

## Learning about community perceptions

- What are the views about the extent of the “problem”?
- How does the community feel the “problem” should be addressed?
- How does the community perceive your program and why?
  - Benefits? Concerns?

## Goal and objectives

- Goal: A broad statement
- Objectives: Must be SMART!
  - Specific
  - Measurable
  - Appropriate
  - Realistic
  - Time-bound

BREAK



# PAF grantee panel

## Q & A

# CLOSURE

- Key points
- Objectives - review

- Explain methods for identifying and engaging partners.
- Describe best practices for establishing partnerships.
- Identify strategies for maintaining productive partnerships.



- List the key pieces of information to be gathered before embarking on a plan to build support for a program.
- Describe strategies other PAF grantees have used to build support for their program.

# CLOSURE

- Parking lot
- Questions?
- Feedback forms



# Thank you!

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