

BETTER TOGETHER

UNITING KEY STAKEHOLDERS



[**https://youtu.be/Collaboration**](https://youtu.be/Collaboration)

DEFINING THE 12 SECTORS

- **YOUTH**
- **PARENTS**
- **BUSINESSES**
- **MEDIA**
- **SCHOOLS**
- **YOUTH-SERVING ORGANIZATIONS**
- **LAW ENFORCEMENT**
- **CIVIC/VOLUNTEER ORGANIZATIONS**
- **RELIGIOUS/FRATERNAL ORGANIZATIONS**
- **HEALTHCARE PROFESSIONALS**
- **STATE/LOCAL/TRIBAL GOVERNMENTS**
- **SUBSTANCE ABUSE ORGANIZATIONS**

YOUTH

- **RECRUITMENT TIPS**

- **CREATING A YOUTH COALITION, SUCH AS SADD, WITHIN AN ORGANIZATION SUCH AS A SCHOOL, CHURCH OR CIVIC ORGANIZATION, HELPS SUSTAIN MEMBERSHIP.**
- **HAVE AN ACTIVE SOCIAL MEDIA PRESENCE**
- **CREATE AN INCLUSIVE ENVIRONMENT IN YOUR OWN AGENCY/COALITION SO THAT YOUTH CAN FEEL SEEN AND HEARD**

- **ENGAGEMENT TIPS**

- **ALLOW YOUTH TO ATTEND RELEVANT TRAININGS THAT WILL EQUIP THEM WITH LEADERSHIP SKILLS**
- **LET THEM HELP WITH COMMUNICATION EFFORTS, SUCH AS PARTICIPATING IN TOWN HALLS OR POSTING ON SOCIAL MEDIA**
- **CREATE INCENTIVES TO STAY ENGAGED, SUCH AS FUN ACTIVITIES OR FIELD TRIPS**

PARENTS/GUARDIANS

- **RECRUITMENT TIPS**

- **A GREAT PLACE TO START IS AT COMMUNITY ACTIVITIES SUCH AS SPORTS EVENTS OR OTHER YOUTH ACTIVITIES.**
- **HAVE INTERESTED PARENTS RECRUIT OTHER PARENTS FOR YOU!**

- **ENGAGEMENT TIPS**

- **INVESTED PARENTS HAVE THE INSIDE SCOOP ON WHAT IS HAPPENING AT THE SCHOOLS AND OTHER PLACES THEIR KIDS GO. ASK THEM TO SHARE THEIR INSIGHTS.**
- **MAKE SURE TO ASK PARENTS HOW THEY WOULD LIKE TO SHARE THEIR GIFTS AND TALENTS WITH YOU.**

BUSINESSES

- **RECRUITMENT TIPS**

- **ASK EXISTING CONTACTS TO REACH OUT TO THEIR BUSINESSES. YOUR COALITION CAN EXPAND EXPONENTIALLY THAT WAY.**
- **CREATE A PERSONAL CONNECTION**
- **THINK OUTSIDE THE BOX – LOCAL BREWERIES, FURNITURE MANUFACTURERS, AUCTIONEERS, ETC**

- **ENGAGEMENT TIPS**

- **ASK TO PIGGYBACK ON LOCAL BUSINESS ACTIVITIES (HANDING OUT INFORMATION ON PARENT NIGHT FOR SCHOOLS, OR AT A FOOTBALL GAME)**
- **FIND BUSINESSES THAT ARE LOOKING TO DONATE TO CHARITY. THINK BEYOND MONETARY DONATIONS – WHAT OTHER SERVICES COULD THEY PROVIDE?**
- **RECOGNIZE YOUR BUSINESS PARTNERS ON SOCIAL MEDIA, PICTURES ON WEBSITES, BANNERS...**

MEDIA

- **LEVERAGE THE “FEEL GOOD” ASPECT OF YOUR WORK WHEN ASKING FOR COVERAGE OF AN EVENT.**
- **PREPARE CONTENT FOR THEM THAT IS EASY TO SHARE ON THEIR VARIOUS PLATFORMS**
- **KNOW YOUR AUDIENCE AND PREPARE THE MESSAGE ACCORDINGLY WITH THE HELP OF THE MEDIA. FOR EXAMPLE, PARENTS ARE A DIFFERENT AUDIENCE THAN A BUSINESS.**

SCHOOLS

- **HAVE EVIDENCE-BASED CURRICULUM AND STAFF OR VOLUNTEERS TRAINED TO FACILITATE PROGRAMS.**
- **CREATE RELATIONSHIPS WITH ADMINISTRATION OF SPECIFIC SCHOOLS. THEY HAVE THE DECISION-MAKING AUTHORITY TO ALLOW SUCH PROGRAMS.**
- **MAKE SURE YOU REALLY FOCUS ON THE PREVENTION ASPECT OF YOUR PROGRAM AND HOW IT CAN HELP DETER PROBLEMS AHEAD OF TIME.**
- **SHARE DATA WITH SCHOOLS, SHOW UP TO BOARD MEETINGS AS NEEDED AND MAKE SURE YOU KNOW THE MISSION AND VISION OF EACH SCHOOL AND ALIGN YOUR PROGRAMS WITH THAT.**

YOUTH SERVING ORGANIZATIONS

- **REGARDLESS OF THE POPULATION YOU SERVE, YOUR AUDIENCE WILL SOMEHOW OVERLAP WITH ALL YOUTH-SERVING ORGANIZATIONS. THIS IS A KEY TIME TO REITERATE HOW WE OPERATE BETTER TOGETHER AND UNITE INDIVIDUAL AGENCY STRENGTHS.**

LAW ENFORCEMENT

- **ASK THEM TO GET INVOLVED! LAW ENFORCEMENT GENERALLY APPRECIATES THE EFFORT TO BRIDGE THE GAP BETWEEN NEGATIVE PUBLIC IMAGE AND THE REALITY THAT LAW ENFORCEMENT WANTS TO HELP PREVENTION EFFORTS.**
- **SHARING DATA BETWEEN YOUR COALITION AND LAW ENFORCEMENT CAN BE MUTUALLY BENEFICIAL AND CAN HELP YOUR GRANT-WRITING EFFORTS AS WELL.**

CIVIC-VOLUNTEER

- **REACH OUT TO CIVIC LEADERS AND BE ABLE TO ARTICULATE HOW PARTNERING CAN BE BENEFICIAL.**
- **HAVING CIVIC LEADERS ON YOUR BOARD IS A BIG ASSET.**
- **MAKE SURE YOUR COALITION HAS APPROACHABLE LEADERSHIP.**

RELIGIOUS-FAITH BASED

- **TELL THEM “WHAT’S IN IT FOR THEM” ...MORE PEOPLE ATTENDING CHURCH, REACHING A NEW AUDIENCE.**
- **PROVIDE HIGH QUALITY TRAINING FOR CHURCH LEADERS THAT CAN BE BENEFICIAL TO THEIR OWN ROLES WITHIN THEIR CHURCH.**
- **PROVIDE MEALS TO VOLUNTEERS**

HEALTHCARE

- **FOCUS ON THE SHARED VISION OF LONG-TERM HEALTH OF THE COMMUNITY MEMBERS YOU BOTH SERVE.**
- **SHOW THEM HOW THEY CAN WORK MORE EFFICIENTLY IN PREVENTION EFFORTS BASED ON YOUR EXPERTISE. IE, A TOBACCO-FREE CAMPUS, EDUCATING PHYSICIANS ON PRESCRIBING PRACTICES, INCENTIVIZING HEALTH-RELATED GOALS OF THEIR EMPLOYEES.**

LOCAL/STATE GOVERNMENT

- **MAKE SURE TO REACH OUT TO UNDERREPRESENTED AREAS.**
- **LEARN ABOUT THE OBJECTIVES AND AGENDAS OF YOUR LOCAL REPRESENTATIVES AND PRESENT THEM OPPORTUNITIES THAT ALIGN WITH THEM.**
- **MAINTAIN THE RELATIONSHIP!**
- **MAKE SURE TO GIVE YOUR REPRESENTATIVES WHO VOLUNTEER PLENTY OF RECOGNITION.**

SUBSTANCE MISUSE ORGANIZATION

- **THEY ARE USUALLY THE EXPERTS IN SUBSTANCE MISUSE STATISTICS. UTILIZE THEIR EXPERTISE AND DON'T REINVENT THE WHEEL.**
- **THIS SECTOR IS KEY IN SUBSTANCE MISUSE PREVENTION EFFORTS. IF ONE DOES NOT EXIST IN YOUR COMMUNITY, CREATING ONE IS A CRUCIAL STEP.**

GETTING BACK TO THE BASICS

- **KNOW YOUR MISSION. YOU NEED TO BE ABLE TO DEFINE THE PURPOSE OF YOUR INITIATIVE/PROJECT BECAUSE THEN YOU'LL BE ABLE TO ASSESS WHERE YOU COULD USE HELP WITH SUPPLEMENTATION.**

A FEW EXAMPLES

- **POSITIVE ACTIONS**
- **PARENT RESOURCE NAVIGATORS**
- **SOCIAL WORKERS IN SCHOOLS**
- **POP-UP FARMER'S MARKET**

GROUP ACTIVITY

- **HOW DO YOU/WOULD YOU BUILD RELATIONSHIPS WITH COMMUNITY SECTORS THAT TRANSCEND INDIVIDUALS (I.E. REGARDLESS OF WHO IS IN THE ROLE)**
- **DISCUSS AND HAVE SUGGESTIONS READY TO SHARE**

STAYING POWER

- **THIS LEVEL OF COLLABORATION IS ESSENTIAL FOR THE LONGEVITY OF YOUR ORGANIZATION. PEOPLE COME AND GO, BUT THE MISSION REMAINS. HAVING ORGANIZATIONAL RELATIONSHIPS BUILDS A FOUNDATION FOR LONG-TERM SUCCESS.**

LET'S TALK ABOUT IT

- **HOW DO YOU COLLABORATE WITHOUT DIVULGING SENSITIVE DATA OR SHARING PRIVATE, AGENCY-SPECIFIC INFORMATION?**
- **HOW DO YOU BALANCE THE BIG-PICTURE COMMUNITY-CENTERED MISSION WITH AGENCY-SPECIFIC SUSTAINABILITY.**

THE TAKEAWAY

- **THE MISSION IS ALWAYS “PEOPLE-CENTERED”; PEOPLE ARE ALWAYS THE MOST IMPORTANT. SO IT IS OUR JOB AS PREVENTION PROFESSIONALS TO FIGURE OUT THE BALANCE BETWEEN OUR AGENCY’S SELF-PRESERVATION AND THE OVERALL PREVENTION/RECOVERY OBJECTIVES IN YOUR COMMUNITY.**

BUILDING BRIDGES-GROUP ACTIVITY

- **LIST THE SECTORS WITH WHOM YOU HAVE DEVELOPED GOOD WORKING RELATIONSHIPS.**
- **LIST SECTOR RELATIONSHIPS YOU NEED TO PUT MORE FOCUS ON DEVELOPING**
- **WHAT ARE SOME PRACTICAL WAYS TO BUILD BRIDGES TO ACCOMPLISH THOSE RELATIONSHIPS THAT NEED STRENGTHENED?**

QUESTIONS?

