Learning Module 3: Coalition Building
Welcome!

- If you called in on the phone, find and enter your audio PIN.
- If you have a question, technical problem or comment, please type it into the "chat" box or use the icon to raise your hand.
- If you called in on the phone, find and enter your audio PIN.
Stan Collins has worked in the field of suicide prevention for nearly 20 years. Stan is a member of the American Association of Suicidology’s Communication team and in this role supports local agencies in their communications and media relations related to suicide. In addition, he is specialized in suicide prevention strategies for youth and to suicide prevention. In law enforcement and primary care settings.

Sandra Black, MSW has over 20 years of research and evaluation experience focusing on underserved and unserved communities. She has over six years of experience conducting train the trainer curriculum and materials for community engagement and statewide campaigns including suicide prevention and child abuse and neglect awareness.

Jana Sczersputowski applies her public health background to deliver community-driven and evidence-based solutions in the area of mental health suicide prevention, child abuse prevention and other public health matters. She is specialized in strategic planning, putting planning into action, and evaluating outcomes. Most of all she is passionate about listening to youth, stakeholders and community members and ensuring their voice is at the forefront of public health decision making impacting their communities.

But what is the role of public health decision-making in suicide prevention? A key component is ensuring that the voices of those most affected are heard. This means involving youth, families, and communities in the planning and implementation of suicide prevention strategies. By doing so, we can tailor prevention efforts to meet the specific needs of different communities. Additionally, it is crucial to continue to research and evaluate the effectiveness of these strategies. This allows us to continuously improve our approaches and ensure that we are making a difference in the lives of those we serve.
Strategic Planning Learning Collaborative Overview

Webinar 5: Evaluating and Sustaining Your Efforts
- Tuesday January 15
  10:30am-12pm

NEW DATE!

Webinar 4: Putting Planning into Action: Selecting Interventions
- March 15
  10:30am-12pm

NEW DATE!

Webinar 3: Strategic Planning Framework
- November 6
  10:30am-12pm

WEBINAR 2: Describe the Problem and Its Context
- December 4
  10:30am-12pm

WEBINAR 1: Strategic Planning Framework Overview
- November 6
  10:30am-12pm

WEBINAR 4: Putting Planning into Action: Selecting Interventions
- March 12
  10:30am-12pm

WEBINAR 5: Evaluating and Sustaining Your Efforts
- April 15
  10:30am-12pm

NEW DATE!

Please register for Poll Everywhere:
https://www.polleverywhere.com/register?p=7465T-15T874C7C1L9
Coming Soon!
Coalition Building Guide
Building and sustaining a coalition
Introduction

A suicide prevention coalition can:
• Inform a strategic plan
• Take essential steps to implement strategy
• Monitor progress toward measurable outcomes

Key elements of effective suicide prevention programs (and coalitions!):
• A shared vision
• Integrated strategies
• A strategic planning process
• Clear communication
• Use of data
• A focus on sustainability
1. Establish your purpose
2. Recruit the right people
3. Develop a successful structure
4. Develop activities and maintain engagement

Suicide prevention coalition building

Designing and Sustaining Coalitions
Step 1: Establish Your Purpose

Together

vision for the work you will do

around a common mission and

To help unite coalition members
Write a mission statement

How do you determine your purpose?

Invite more participants

Use data to create goals and objectives for the coalition

Gather a group

Examine your data together
Examples of mission statements:

- To provide leadership in developing suicide prevention projects in Solano County.
- To decrease suicide attempts and deaths in Shasta County through collaboration, advocacy, education, training, and evaluation.
- Through outreach, education, and collaboration, we hope to prevent future suicide in Tahoe-Truckee.

To provide leadership in developing suicide prevention projects in Solano County.
Step 2: Recruit the Right People

Representing a cross-section of your community to inform, make decisions, and contribute to solutions around suicide
Recruiting the right people

Parents, youth, other community members
County behavioral health and/or public health agency
Law enforcement
Faith community leaders
School districts, education department
Agencies and organizations devoted to relevant topics
Funeral directors (coroner or medical examiner)
Local crisis centers, hot line, and/or warm line
A liaison to the child death review team

1. Business leaders and employers
2. Survivors, loss survivors
3. First responders
4. Healthcare, primary care, and hospital administrators
5. Agencies and organizations devoted to relevant topics
6. Police, first responders, and faith communities
7. Public health
8. County behavioral health and/or public health agency
9. School districts, education department
10. Local crisis centers, hot line, and/or warm line
11. Parents, youth, and other community members
12. Liaison to the child death review team

Each community is different, but here are some examples of people you might want to include in your coalition.
benefit both coalitions’ goals. Working group to identify means restriction and public education strategies will.

Forming a joint workgroup, orimilarly if your data shows an increase in suicides by poisoning (drug overdose) and you have a prescription drug use coalition, forming a joint workgroup makes sense to form a joint taskforce or support their efforts.

If you want folks to be involved, you also need to attend their meetings and engage with other coalitions. Think cross-culturally and cross-sectionally.

Who to invite

What challenges have you faced in recruiting coalition members?
Sometimes a person whose suicide loss or attempt is very recent will want to become engaged to help others avoid the pain they have experienced. But it isn’t always helpful to their recovery to do so too early.

You may want to establish guidelines that encourage people to be several years past their loss or attempt before joining the group. Proceed with caution.
Additional Resource

AAS, AFSP, National Suicide Prevention Lifeline.


Best Practices for Presentations by Suicide Loss.
Step 3: Develop a Successful Structure

To guide decision-making, sustainability, and resource allocation
Are you creating a regional or multi-county coalition?

Is a Formal Structure a Good Fit for You?

Do you have a multi-disciplinary group that will be making decisions involving resources (funding and staffing) dedicated to suicide prevention?

Are you wanting to ensure accountability from the participating agencies and stakeholders?

Do you foresee needing to raise funds and/or accept donations?

Do you have dedicated staffing to manage the coalition and ensure that operational guidelines are adhered to?
Is the coalition funded solely by a single agency?

Is it operate without any funding at all?

Is the coalition staffed by volunteers?

Is the focus of the coalition more on information-sharing, input and advising the county agency on its suicide prevention work?

Does the coalition not make decisions around resource allocation?

Is a Less Formal Structure a Good Fit for You?
Coalition Key Factors

- Use Executive Committee to vote on specific matters
- Memoranda of understanding (MOUs) between participating agencies
- Operate by consensus or majority vote?
- Parliamentary procedure such as Robert’s Rules of Order

Determine meetings model:

- Simple guidelines and clear procedures
- Determine meetings model:

larger group for discussion and endorsement
in larger coalition, only bringing certain issues to the
participants.
Regional Coalitions

• Combine efforts with other agencies to maximize limited resources for both staffing and funding.
Plans for succession or sustainability

Leadership responsibilities

Who is in charge? Who has decision-making power?

Coalition's mission

Who focus on a specific element of the coalition's mission.

Task forces or sub-committees

One time per year or for big events where you need full community buy-in.

Key stakeholders' meeting

As your coalition develops...
Additional Resources

The Goodman Center. Resources on storytelling for nonprofits and “good causes.”
www.thegoodmancenter.com

The Prevention Institute. The Tension of Turf.
https://www.preventioninstitute.org/publications/the-tension-of-turf-making-it-work-for-the-coalition

SPRC. Tasks for your initial collaboration meeting worksheet.
https://www.sprc.org/programs/resources-programs/tasks-your-initial-partners

SPRC. Researching prospective partners worksheet.
https://www.sprc.org/programs/resources-programs/researching-prospective-partners

SPRC. Leaving a Legacy: Recommendations for sustaining suicide prevention programs.

SPRC. Member retention/participation tip sheet.
http://www.sprc.org/resources-programs/member-retention/participation-tip-sheet

SPRC. Researching prospective partners worksheet.
https://www.sprc.org/programs/resources-programs/researching-prospective-partners

SPRC. Tasks for your initial collaboration meeting worksheet.
https://www.sprc.org/programs/tasks-your-initial-coalition

The Prevention Institute. The Tension of Turf.
https://www.preventioninstitute.org/publications/the-tension-of-turf-making-it-work-for-the-coalition

The Goodman Center. Resources on storytelling for nonprofits and “good causes.”
www.thegoodmancenter.com
County Panel

- Kings and Tulare County Suicide Prevention Taskforce (SPTF)
- San Mateo County Suicide Prevention Council
- Solano County Suicide Prevention Committee
- Fresno County Suicide Prevention Collaborative
A formal structure with operational guidelines stipulates the terms for the co-chairs and voting members.
When was your coalition formed?

What is your structure?

Can you share more about the role of some of your key coalition partners and their role

To provide leadership in developing suicide prevention projects in Solano County.

Solano County Suicide Prevention Committee

When was your coalition formed?

How have you been able to sustain your coalition?

How was your coalition formed?

You have a very defined purpose with eight committee goals. How was this developed?

Can you share a little bit of the process of having recently created a strategic plan and a coalition?

How did they inform each other?

Find a copy of the strategic plan and more information about the Collaborative here: www.Fresnocares.org

Fresno County Suicide Prevention Collaborative
Step 4: Develop Activities and Maintain Engagement

By involving members in purposeful planning, outreach, events, and strategic activities such as workgroups,
Monitor Data

Organizations and Programs Addressing Suicide

- Work with San Diego County to improve classification of suicides and suicide attempts.
- Develop more formal suicide review with the San Diego County.
- Evaluate effectiveness of suicide prevention services.
- Research and evaluate data collection and evaluation and create a data collection plan.
- Identify a position to be in charge of data collection to improve suicide prevention in the county.
- Develop system for accountability tracking and reporting.

Future Recommended Activities for Strategy 4:

- Work with San Diego County to improve classification and accuracy of reported suicide deaths.
- Establish and enhance speed of response and initial review of suicide deaths.
- Build local capacity to receive suicide prevention programs.
- Increase local capacity for data collection, reporting, surveillance and dissemination regarding suicide.

Desired Outcomes for Strategy 4:

- Improve Suicide Prevention Program Effectiveness and Accountability

Strategy 4:

2019 Annual Report to the San Diego County Council on Suicide Prevention

San Diego
BECAUSE YOU MATTER.
A Tuolumne County coalition dedicated to preventing substance abuse, child abuse, and suicide in the community.

1000 272-9457

Tahoe Truckee Suicide Prevention Coalition

What To Do In A Crisis

How You Can Help

Suicide Prevention Month - Past Events

Health Care Services

Like Us on Facebook

Follow Us on Twitter

Become Involved

National Helpline 800-273-8255

San Mateo County Health

NATIONAL Suicide Prevention Lifeline

Suicide Prevention Month - Past Events

Health Care Services

Like Us on Facebook

Follow Us on Twitter

Become Involved

National Helpline 800-273-8255
Outreach and Engagement
Media and Messaging

Suicide Prevention Council Videos:
- Online Resources for Articles Related to Suicide
- Media Reporting on Suicide in San Diego
- Suicide Prevention Council Media Experts Contact List (2015)
- Reporting on Suicide Recommendations (Half-Page)
- Reporting on Suicide Recommendations

Resources for the Media:
Events
Creating a Strategic Plan
Evaluation
Improve through Evaluation

- Regularly assess how your coalition is doing
- Build in processes to measure your success
- For each activity, set measurable goals and track
- Regularly assess how your coalition is doing

Evaluation

Questions

- Does your community know you exist?
- Are your members engaged?
- Over all agenda?
- To planning, strategizing, and moving ahead on an
  networking or information sharing, and how much
- How much of your meeting time is devoted to
- Do you need new members?
- Are your members engaged?

Progress toward them
Additional Resources

Ohio State University Extension. Evaluating Coalition Progress and Impacts. [https://ohioline.osu.edu/factsheet/CDFS-14](https://ohioline.osu.edu/factsheet/CDFS-14)

Topaloff, Enderton and Bregnndahl. Tools to Evaluate Your Coalition. [https://store.extension.iastate.edu/product/Tools-to-Evaluate-Your-Coalition](https://store.extension.iastate.edu/product/Tools-to-Evaluate-Your-Coalition)
Summary: Building and Sustaining a Coalition

Set a structure
Create a strategic plan
Communicate to the community
Establish your purpose
Evaluate your work
Establish data informed priorities
Recruit and engage your members
Create your mission statement

Create your mission statement

Establish data informed priorities

Communicate to the community

Recruit and engage your members

Evaluate your work

Establish your purpose

Set a structure

Create a strategic plan
Funded by counties through the voter-approved Mental Health Services Act (Prop. 63).