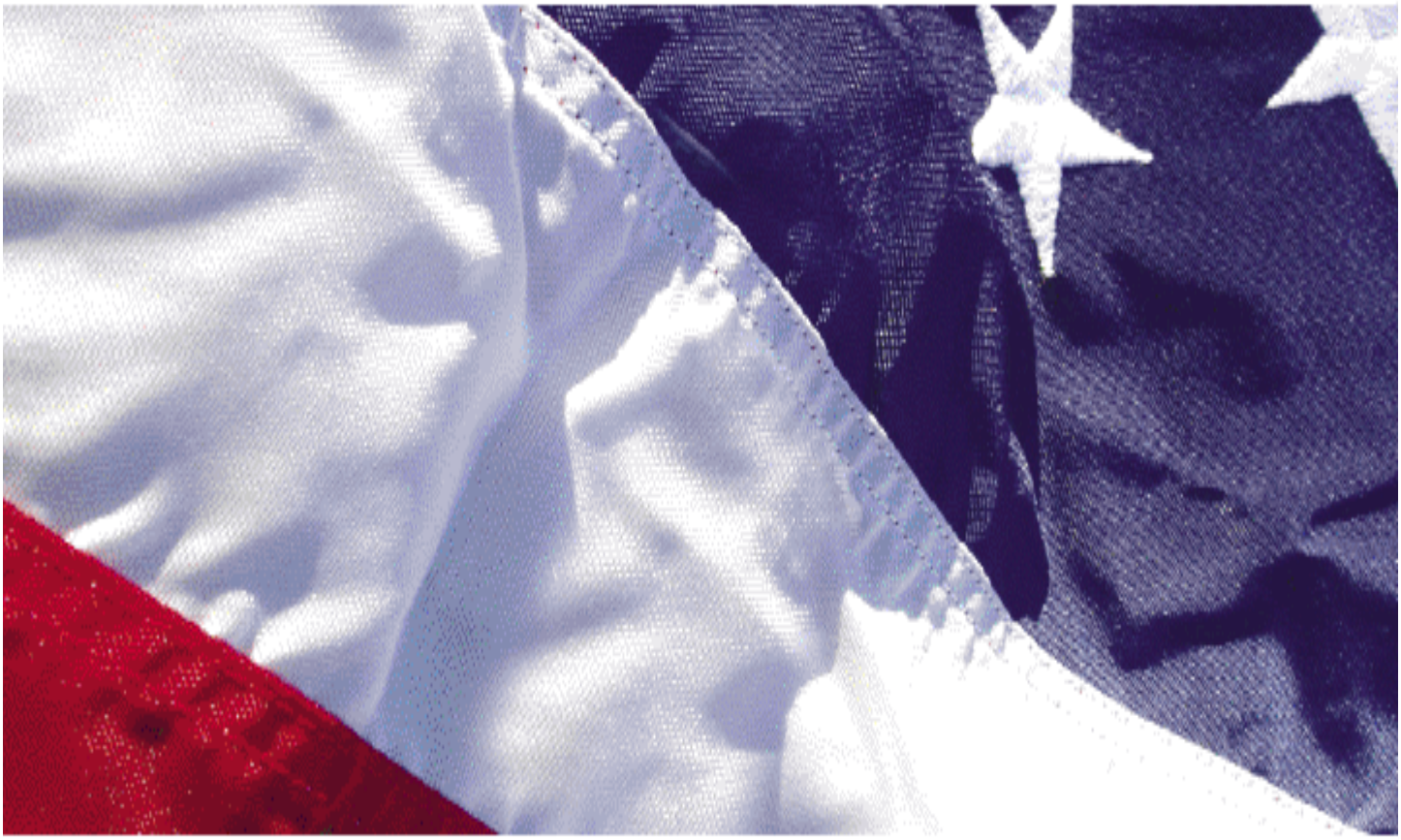
5th Annual

2007 Medical Reserve Corps National Leadership and Training Conference

FORGING POWERFUL PARTNERSHIPS



April 17–20, 2007

Providence, Rhode Island

2007 National Leadership & Training Conference: Forging Powerful Partnerships

SUSTAINING MEDICAL RESERVE CORPS EFFORTS

April 17, 2007

The Medical Foundation

Boston, MA

Sustaining Medical Reserve Corps Efforts

April 17, 2007 - 1:00 p.m. to 3:30 p.m.

Learning Objectives

Participants will be able to -

- Describe the six elements of sustainability
- Identify their sustainability strengths & challenges
- Develop strategies to address sustainability challenges
- Build a peer support network

Agenda

- Welcome/Purpose
- Introductions
- Elements of Sustainability
- Sustainability - Strengths & Challenges
- Co-consulting
- Group Sharing & Reflections
- Wrap -up

Definition of Sustainability

Weaving a practice into the fabric of the community, or making a permanent home for a practice within the community.

Elements of Sustainability

- **Internal (Institutional) Capacity**
  - Process for replacing members/cultivating new leaders
  - Creating sound organizational structure

- **Strategic Planning and Implementation**
  - Turning your vision and mission into reality

- **Financial Security**
  - Developing resource plan with diverse funding streams
  - Cultivating in-kind (material, human) resources

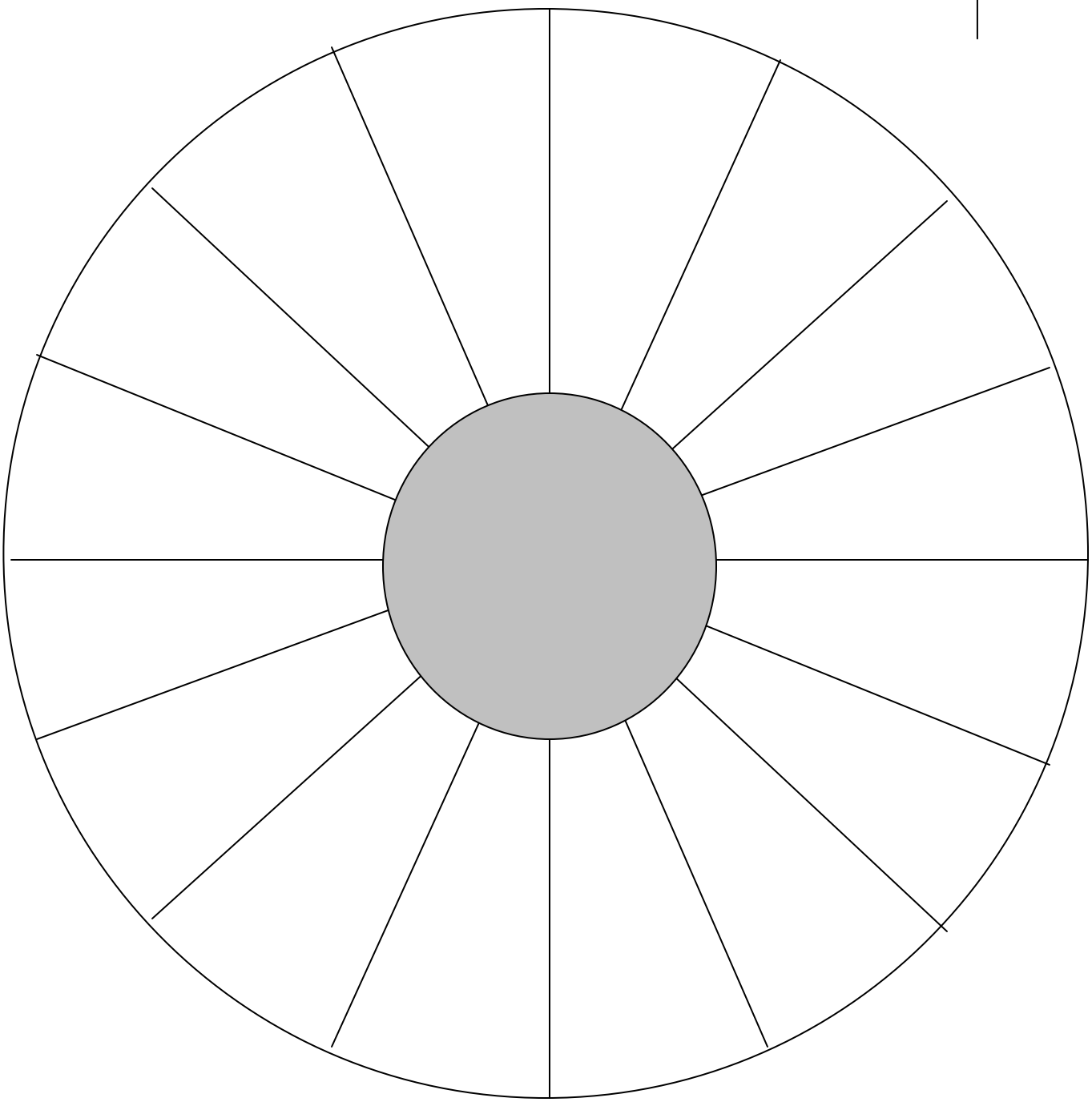
- **Integration of Efforts:** institutionalizing efforts by integrating programs, policies and services into other community initiatives

- **Communication:** cultivating buy-in and visibility

- **Turn to community champions**

Source: Getting to Outcomes, SAMHSA, CSAP, June 2000.

Community Wheel



Assessing Organizational Structure and Function Checklist

Complete	Needs Work	Roles
_____	_____	Written expectations for member participation
_____	_____	Written description of roles/responsibilities of board/members
_____	_____	Written description of roles/responsibilities of sub-committee chairs
_____	_____	Job description for staff
_____	_____	Develop balanced expectations for members/officers/staff/other participation in implementing activities

Complete	Needs Work	Structure
_____	_____	Mission and by-laws
_____	_____	Organizational chart
_____	_____	Committee structure to implement goals
_____	_____	Plan for membership, recruitment, turnover and voting rights
_____	_____	Plan for how leaders are selected and succeed one another
_____	_____	Standard orientation for new members
_____	_____	Written agendas at meetings and stick to them

Complete	Needs Work	Functions
_____	_____	Plan for how decisions will be made
_____	_____	Internal communication system
_____	_____	External system to use in communicating with organizations and agencies
_____	_____	Approach to handling conflict
_____	_____	Sense of team spirit so members are committed and involved
_____	_____	Adequate knowledge and skills in community preparedness & public health.
_____	_____	Identified areas members want to know more about
_____	_____	Relevant information and reading material
_____	_____	Training available in community preparedness & public health areas
_____	_____	Others?

Action Plan Worksheet

Name:_____ **Date:**_____

Organization:_____

Desired Outcome:

Action Steps	Person Responsible	Timeline for Completion	Anticipated Barriers	Measure of Successful Completion

What Do Supporters and Funders Look For?

- Organizational history/competence
- Identification and understanding of needs/assets
- Readiness
- Compatibility with the funder’s identified mission
- Evidence-based strategies
- Measurable outcomes/impact
- Accountability
- Consistency
- Collaboration
- Cost effectiveness
- Realistic goals and budget
- Leveraging/matching resources
- Sustainability

What Do Supporters and Funders Look For?

- **Organizational history/competence**—Demonstrate and promote your unit's value through documentation of your unit's activities and accomplishments.
- **Identification and understanding of needs/assets**—Demonstrate that your unit's activities meet identified needs and resources in the community, and support this with needs assessment results, after-action reports, etc.
- **Readiness**—Participate in public health and preparedness training, exercises, and general activities that will prove readiness.
- **Compatibility with the funder's identified mission**—Confirm that your mission, goals, and objectives are consistent with those of a potential funder.
- **Evidence-based strategies**—Adopt realistic, proven strategies that will lead to solid end results and translate to organizational credibility.
- **Measurable outcomes/impact**—Create measurable outcomes to reveal the extent and impact the MRC has made at the community level.
- **Accountability**—Maintain general accountability to all key stakeholders: volunteers and their families, community, sponsoring organization, program partners, and funders.
- **Consistency**—Establish goals and objectives consistent with your unit's mission, and remain focused on the plan.
- **Collaboration**—Collaborate and align with key stakeholder partners to strengthen and develop your MRC unit's mission.
- **Cost effectiveness**—Analyze and compare the costs associated with the mission, actions, and outcomes your MRC is conducting.
- **Realistic goals and budget**—Establish goals and budget objectives consistent with your MRC unit and sponsoring agency's mission.
- **Leveraging/matching resources**—Develop local partnerships and collaborative efforts to ensure a sustainable, integrated MRC.
- **Sustainability**—Demonstrate—to potential funders—that the unit has the capacity to provide its services to the community in the long term—show diversification of financial and material support, stakeholder buy-in, and integration into community plans.

Sustainability Plan Worksheet

Name:_____ **Date:**_____

Organization:_____

Desired Outcome:

Action Steps	Person Responsible	Timeline for Completion	Anticipated Barriers	Measure of Successful Completion

Communications Planning Tool
Step 1: Develop the Message

Guidelines for developing your message:

- The message is clear and consistent.
- The message is a part of all communication that emanates from the group.
- The message reflects the passion of the members.
- The message reflects a problem that will engage all members of the community.
- Personal anecdotes are part of the message.

Summarize the group's media message, making sure that it reflects the above guidelines

Does the message:

__ Command attention?

__ Cater to the heart and the head?

__ Call others to action?

__ Clarify the message?

__ Communicate a benefit?

__ Create trust?

__ Convey a consistent message?

Communications Planning Tool
Step 2: Know Your Audience

Consider how your community's media covers the news:

- Is it conservative or aggressive?
- Is it primarily proactive or reactive?
- Is there a group message tailored for both types of news?
- How do they differ?

Communications Planning Tool
Step 3: Develop Media Strategies

Where should the message go? Develop a list of media contacts:

Television Stations:

News Market	Type of Outlet	Name Station/Channel	Name of Contact	Deadline Information

Print Media:

News Market	Type of Outlet	Name Station/Channel	Name of Contact	Deadline Information

Radio:

News Market	Type of Outlet	Name Station/Channel	Name of Contact	Deadline Information

Communications Planning Tool Step 4: Consider Non-Media Communication

Type of Venue	Notes on Suitability for our Group	Date Initiated / Notes on Success
Posters		
E-mail campaign		
Pamphlets		
Newsletters		
Stickers		
Cinema spots		
Calendars		
Billboards		
Booklets		
Town meetings		
Entertainment events		
Sports activities		
Stamps/bumper stickers		
Exhibits/displays		
Presentations		
Red Ribbon activities		
Signature events		

Co-Consulting

Another teaching technique employs a co-consulting method. Through this approach, workshop participants are able to identify additional issues impacting their respective coalition. This technique is especially helpful when you may not have time to cover every issue within the workshop.

The premise behind this technique is to engage the workshop participants in brainstorming a list of “questions/issues” they maybe be facing with regards to coalition work. This brainstorming happens effectively in small group settings. In addition, the small group must figure out a way to prioritize the identified questions. Finally, the small group is provided an opportunity to work through a particular issue.

To effectively utilize this technique, have workshop participants cluster into small groups of 6-8 individuals. Also make sure you have an even number of groups when you begin this exercise.

Small Group Brainstorm (10 minutes)
Have each group brainstorm a list of questions they have as it relates to their coalition work. Once the brainstormed list is complete, have small groups prioritize questions from most to least important.

Sharing of Question (2 minutes)
As each group identified its most important question, have small groups share its question with a neighboring group. In turn, have neighboring group share question with initial group.

Co- Consulting (15 minutes)
Allow each group the time to read and discuss question. Also have group “collectively” work to respond to question posed to them. Provide marker and paper so this information can be recorded.

Co-Consulting (15 minutes)
Have both groups come together as two groups of consultants to review their respective question and answer. Allow enough time for both groups to share information with each other and engage in discussion.

Conclusion (5 minutes)
If time permits, bring groups back together and facilitate a larger group discussion around learnings from the exercise.

Web Resources

- **Centers for Disease Control and Prevention** http://cdc.gov/
- **Community Tool Box** http://ctb.ku.edu/
- **The Foundation Directory Online** http://fconline.fdncenter.org/
- **Grants.gov –** http://grants.gov/
- **Forum for Fundraising** http://forumforfundraising.com/
- **Fundsnet Services Online** http://fundsnetservices.com/
- **Grantmakers in Health –** http://gih.org/
- **Medical Reserve Corps –** http://medicalreservecorps.gov/
- **National Association of County and City Health Officials –** http://naccho.org/