

# Mobilizing Prevention in Minority Communities

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Interact for Health

# PreventionFIRST!

## 2020 Coalition Academy



### Housekeeping Notes:

- Continuing education will only be awarded for those who view the live session
- You must attend the entire training to receive continuing education hours
- Post event evaluation surveys are required to receive continuing education
- For Social Work/Mental Health Counselor credits you must provide your license number in the post event evaluation survey
- For CHES credits, you must provide your CHES ID in the post event evaluation survey
- You will receive your certificate for continuing education by email within **30 days** of this training.

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# Be The Change In Your Community



BUILDING COALITIONS AMONG  
COMMUNITIES OF COLOR

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# Introduction

Today we will learn about a Multicultural Approach prepared for the State Partnership Initiative Office of Minority Health Office and Public health, Science, and Human Services, who suggest we use this type of model and approach that consist of four C's in coalition building among minorities and people of color.





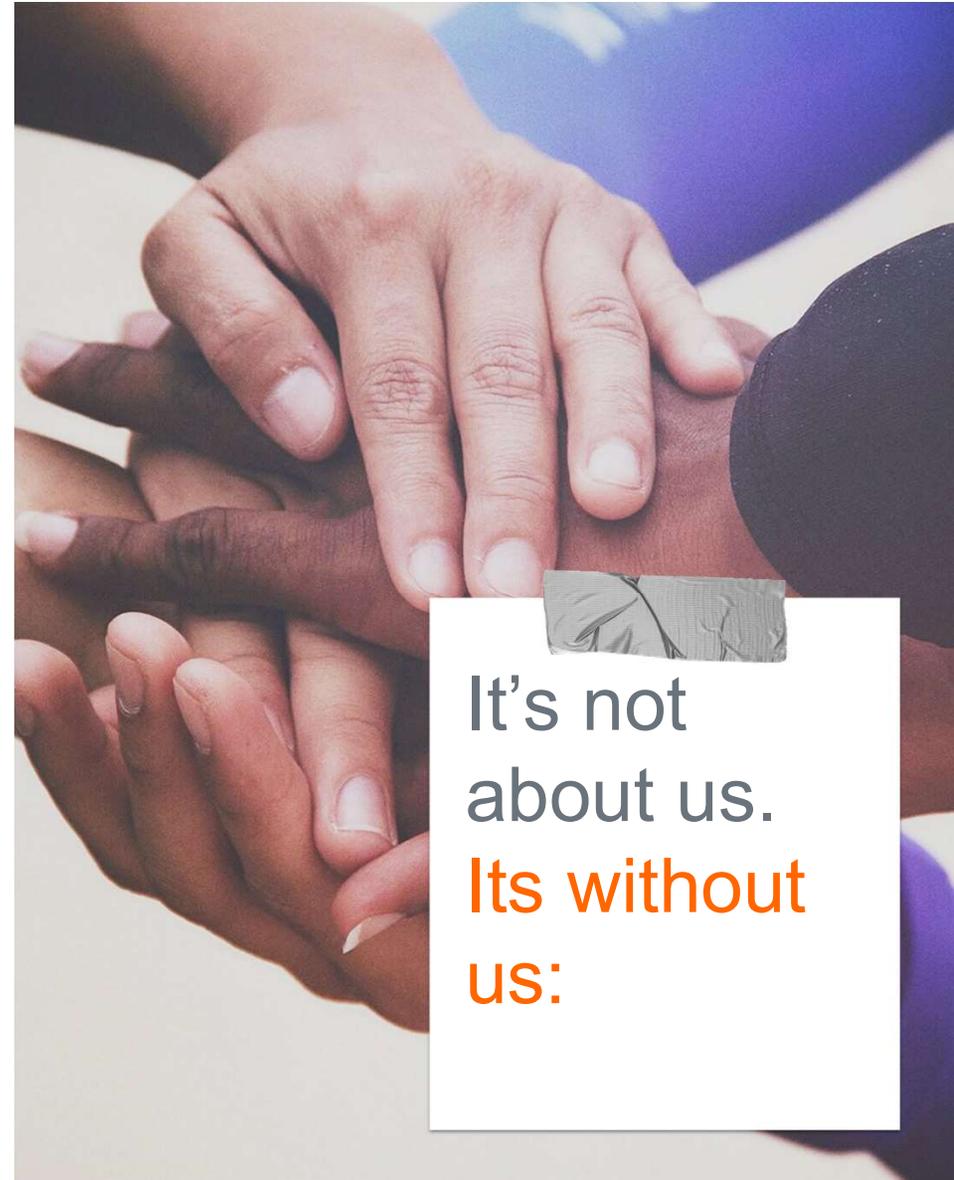
## The 4 C's

- **CREATE- Strategy 1-2**
- **CONNECT-Strategy 3-6**
- **COMMIT- Strategy 7-9**
- **CELEBRATE-Strategy 10**

# Create Strategy 1

## Launch the Coalition:

- Get behind a burning issue in the community
- Support a community problem
- Get behind a community advocate
- Develop and recruit initial core team members
- Recruit true stakeholders
- Always put relationships first



It's not  
about us.  
Its without  
us:

## Create Strategy 2

# Build an Initial Framework for Working Together

- Honor different community styles
- Respect that not all partners will feel the same way about every issue

# CONNECT Strategy 3

## Expand the Circle

- Determine the extent of consensus in decision-making (this ensures that all opinions, ideas and concerns are taken into account and everyone can live with it)
- Agree on criteria or coalition candidates
- Compile a list of potential coalition members
- Plan and hold organized meetings of the coalition

# CONNECT Strategy 4

## Build Trust and Mutual Respect

- Establish boundaries of acceptable behavior (established parliamentary procedures) building trust and mutual respect are the “glue” that holds the group together
- Hold cultural celebrations
- Share personal experiences of the representatives
- Plan events/activities where people can experience success in working together
- Remember the personal touch

# CONNECT Strategy 5

## Cohesiveness

- Organize around a Vision, Mission, and Goals that promote change and continuity

# CONNECT Strategy 6

## Evaluate

- Establish an evaluation committee
- Hold a group discussion about how evaluation could and should be used

# COMMIT Strategy 7

## Solidify the Community Minority Coalition Organizational Structure

Decide on the life span of the coalition and re-validate that decision often

Provide training, as needed, to strengthen coalition capacity and skills

Examine and determine options available and suitable for organizing the coalitions (non-profit designation, a Network, such as Mothers Against Drugs, or more recent, Black Lives Matters.org)

(i.e.. community organization based on the vision, mission, goals and objectives)

Hire an appropriate level of staff to work on the minority coalition's behalf

Share Leadership



## COMMIT Strategy 8

### Plan for and Establish Financial Stability

- Develop short-and longer-term budgets
- Develop marketing and fundraising plans
- Identify acceptable and non-acceptable donors

## COMMIT Strategy 9

### Communicate Effectively

- Speak with one voice
- Develop an internal and external communications plan
- Address members' special communication skills
- Develop a logo and other trademarks

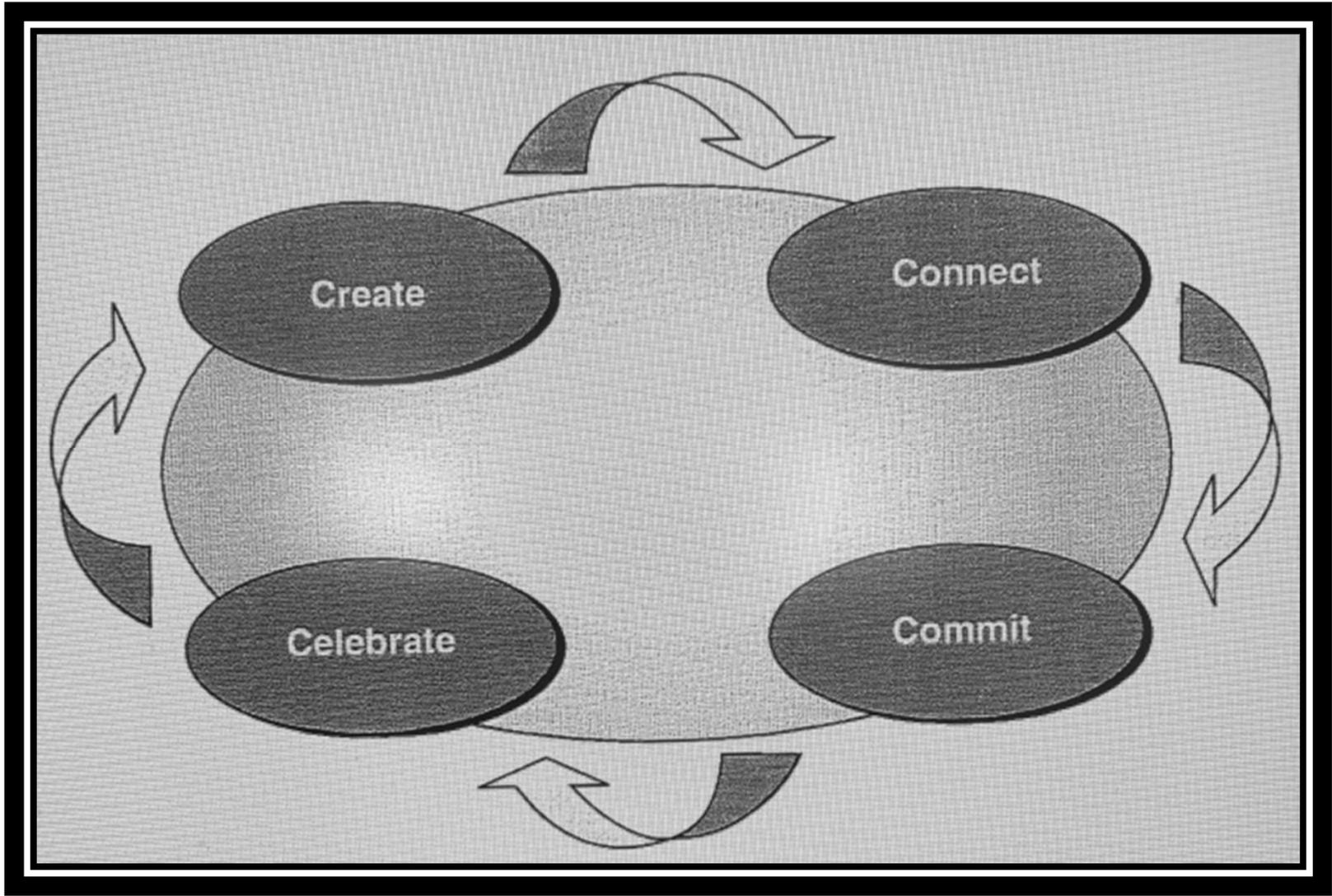


## **CELEBRATE** **Strategy 10** **Build on** **Success**

Identify opportunities for victory along the way

Invite the community to share in the celebrations

Celebrate individuals too!



A large green parallelogram graphic on the left side of the slide, slanted to the right. It contains the text 'INTERACT FOR HEALTH' in white, uppercase letters.

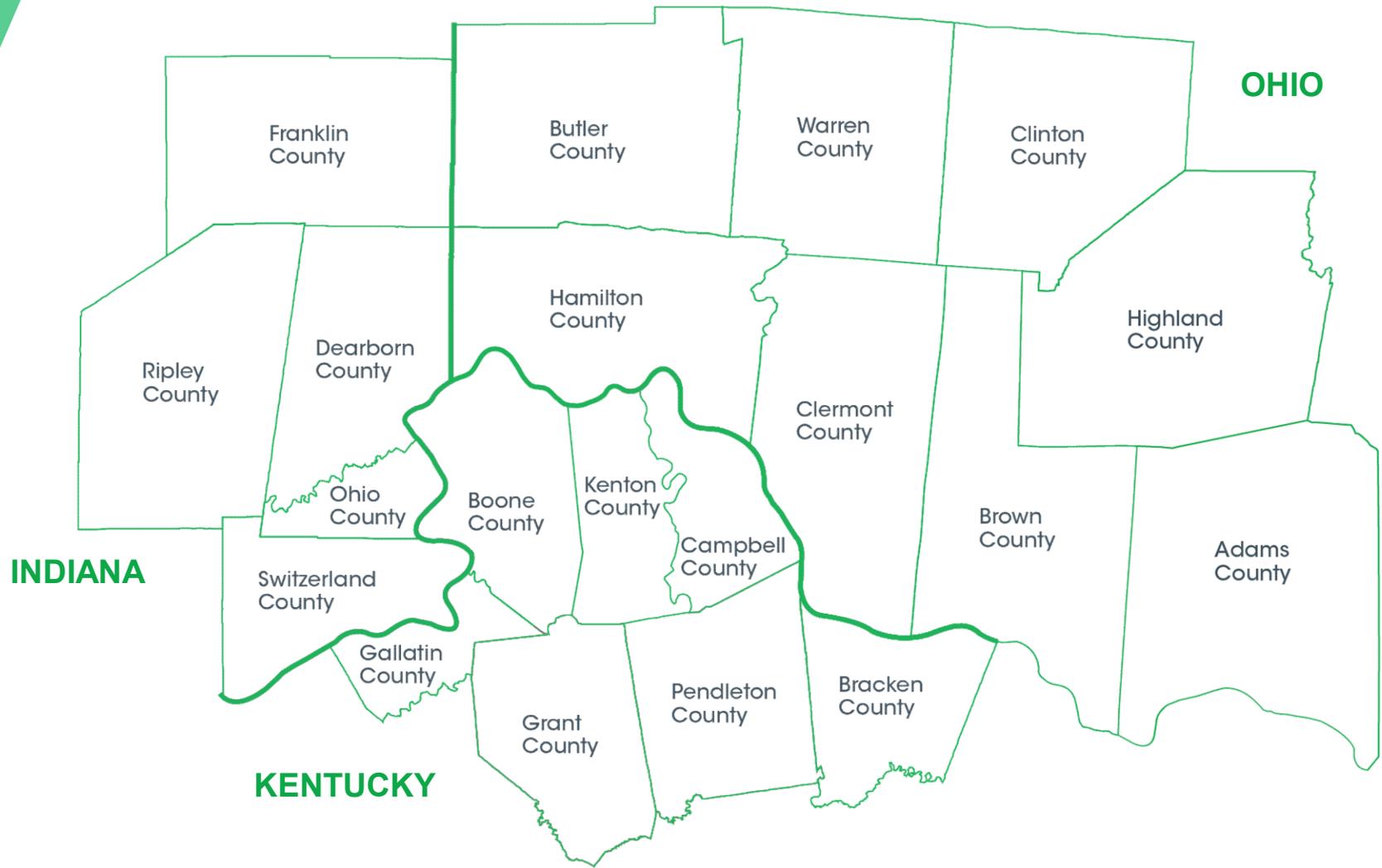
INTERACT  
FOR HEALTH

# Changing Tactics for Changing Times

September 30, 2020



**INTERACT FOR HEALTH PROMOTES  
HEALTH EQUITY TO IMPROVE THE  
HEALTH OF **ALL PEOPLE** IN OUR REGION.**



**GRANTS**

Education

Research

Policy

Engagement

Grants

**EDUCATION**

Research

Policy

Engagement

Grants

Education

**RESEARCH**

Policy

Engagement

Grants

Education

Research

**POLICY**

Engagement

Grants

Education

Research

Policy

**ENGAGEMENT**

# REDUCING TOBACCO USE

**HEALTHY LUNGS AT PLAY!**



THIS IS A SMOKE & VAPE FREE PARK



WE APPRECIATE YOUR COOPERATION



**Miami Township**



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**ADDRESSING  
THE OPIOID  
EPIDEMIC**

# SCHOOL-BASED HEALTH CENTERS





**OHIP**

Ohio Health Issues Poll





**KHIP**



Kentucky Health Issues Poll





**NO  
TOBACCO  
PRODUCTS  
ALLOWED**



# A lot of Life has happened in 2020

## **Covid-19**

- Many have been sick, hospitalized and there are many deaths

## **Economic volatility**

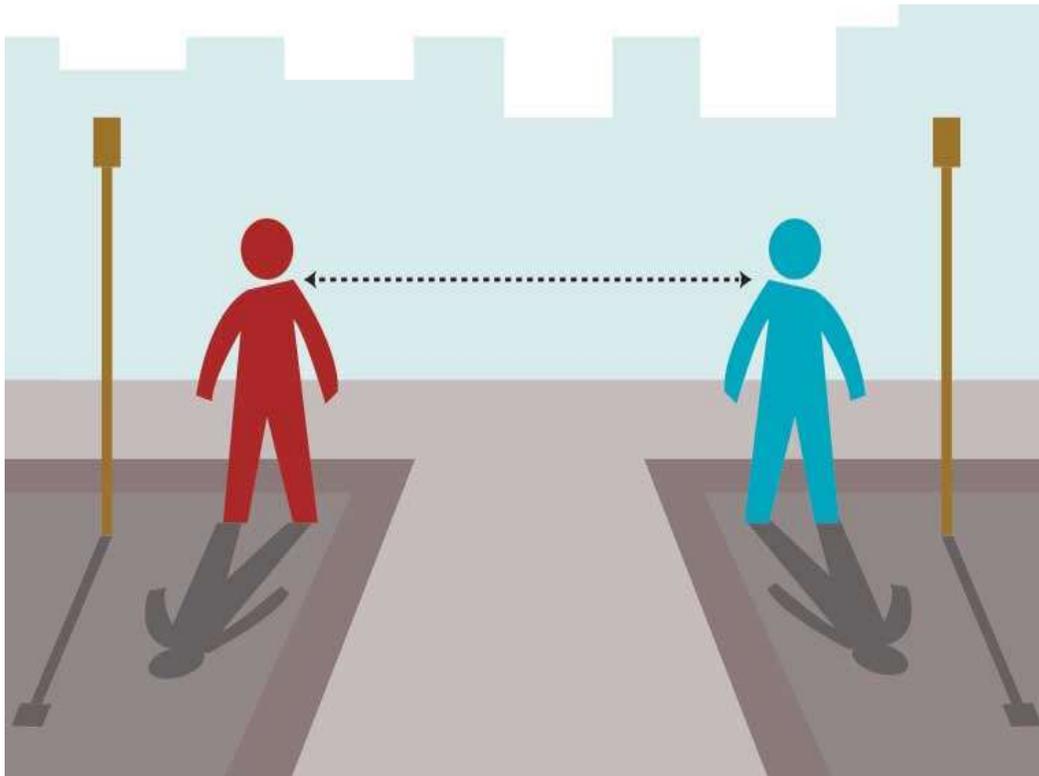
- Many businesses have had to reduce staff sizes or change how they work.

## **Racial injustice**

- Racism is now back under a microscope and how we do things has changed



## How we work as changed

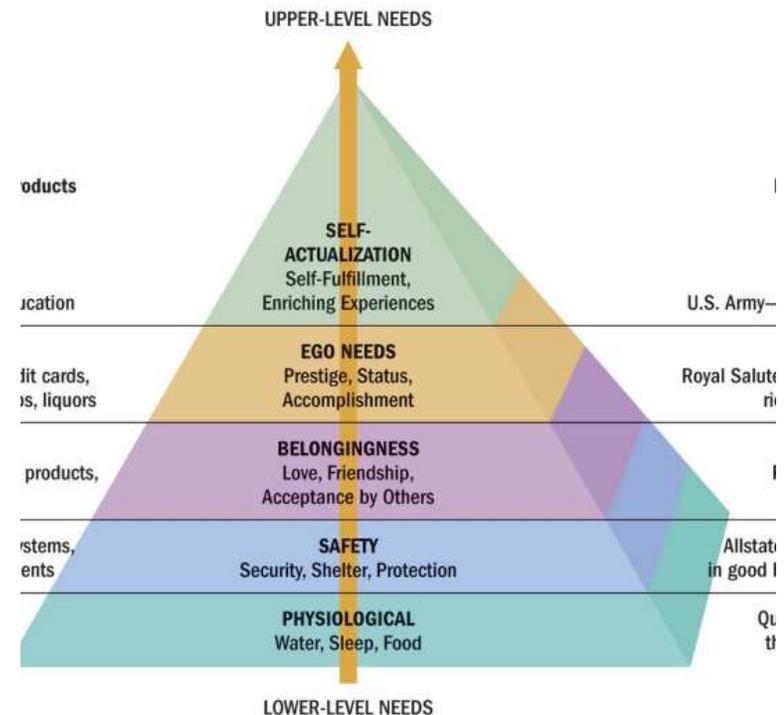


- In person events are not a thing right now
- Many people are finding new ways to connect.
- People are still craving connection and work still has to happen.



# Goals vs Community needs

- It is important to be conscious of what the community wants and needs
- It also important to be willing to pivot where necessary and address topics they are facing.







# Reaching Immediate needs

- Covid-19
  - Masks
  - Food relief
  - Information about health
  - Stress relief
  - Ways to build community



## Questions to ask before starting a project.

### **Decision making power**

- Is the project leadership representative of the community?

### **At the planning table**

- Is there community voice involved in planning?

### **In the evaluation process**

- Have community members vetted evaluation questions and methods?



## **Be willing to say I don't know**

Though you might be a subject matter expert, the community is the expert on what works for them

## **Be willing to listen**

Don't be afraid to shy away from the hard topics helps to build trust when you are open and honest.

## **Be willing to pivot**

Every organization is not right to lead every initiative. Sometimes its best to support.



## Contact us to learn more

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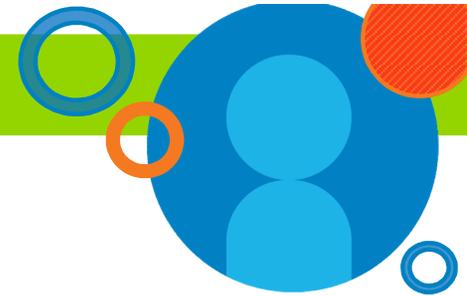


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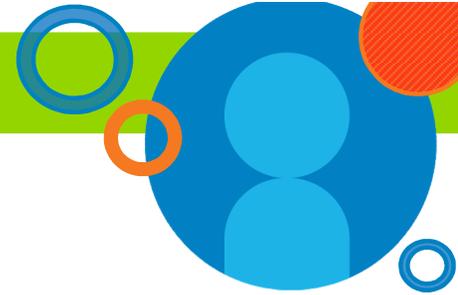
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# Poll Questions

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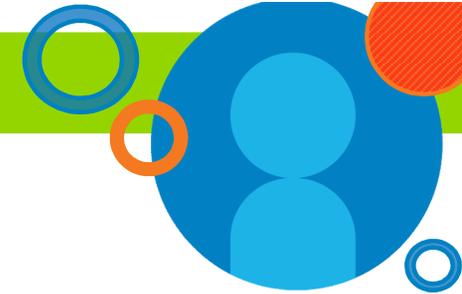
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1. **What makes coalition-building among community minority groups or people of color different from coalition building in General?**
  - a) Minority groups are less educated and unable to understand the process of coalition building.
  - b) They are culturally deprived of their roots and history, so they don't trust "Outside Do-Gooders."
  - c) Minority groups or people of color are different from coalition building in general because of their distrust with outsiders are linked with past negative experiences and life events of racism, discrimination, or being treated poorly and unfairly compared to other groups.
  - d) All of the above.

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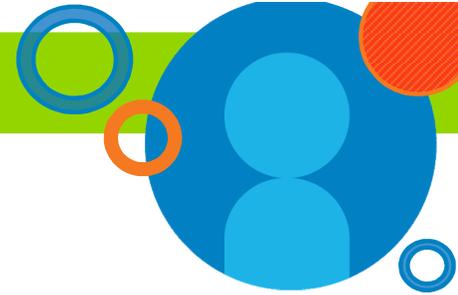


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➤ **Answer: C**

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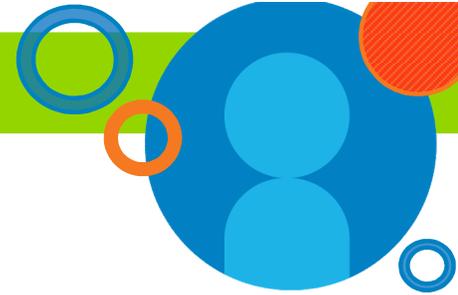
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2. True or False: This approach to coalition building among minority groups will provide us with a guide and tool as building blocks and to use but not as a recipe for all people of color.
- a) True
  - b) False

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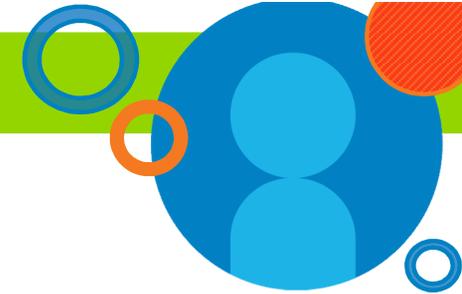


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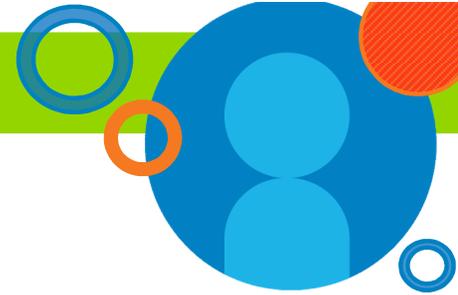
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3. What are the four main important minority coalition building blocks, also known as the “Four C’s” in order of importance:
- a) Commit, Connect, Celebrate, Create
  - b) Create, Commit, Connect, Celebrate
  - c) Create, Connect, Commit, Celebrate

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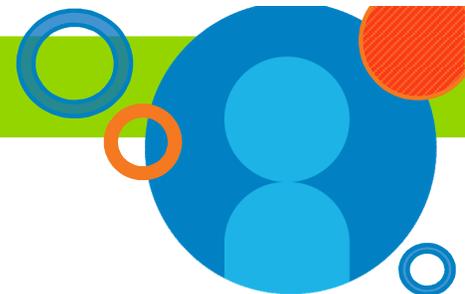
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➤ **Answer: C**

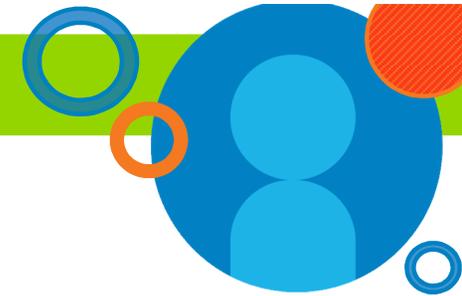
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Questions?

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- Please complete the evaluation survey in the post event email.
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