

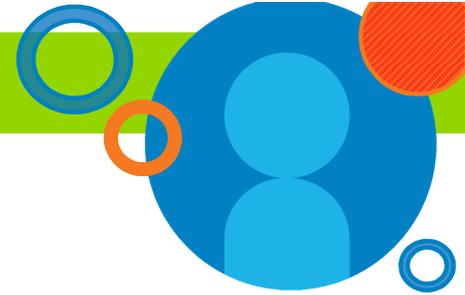
Mobilizing Prevention in Minority Communities

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Interact for Health

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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.

Be The Change In Your Community

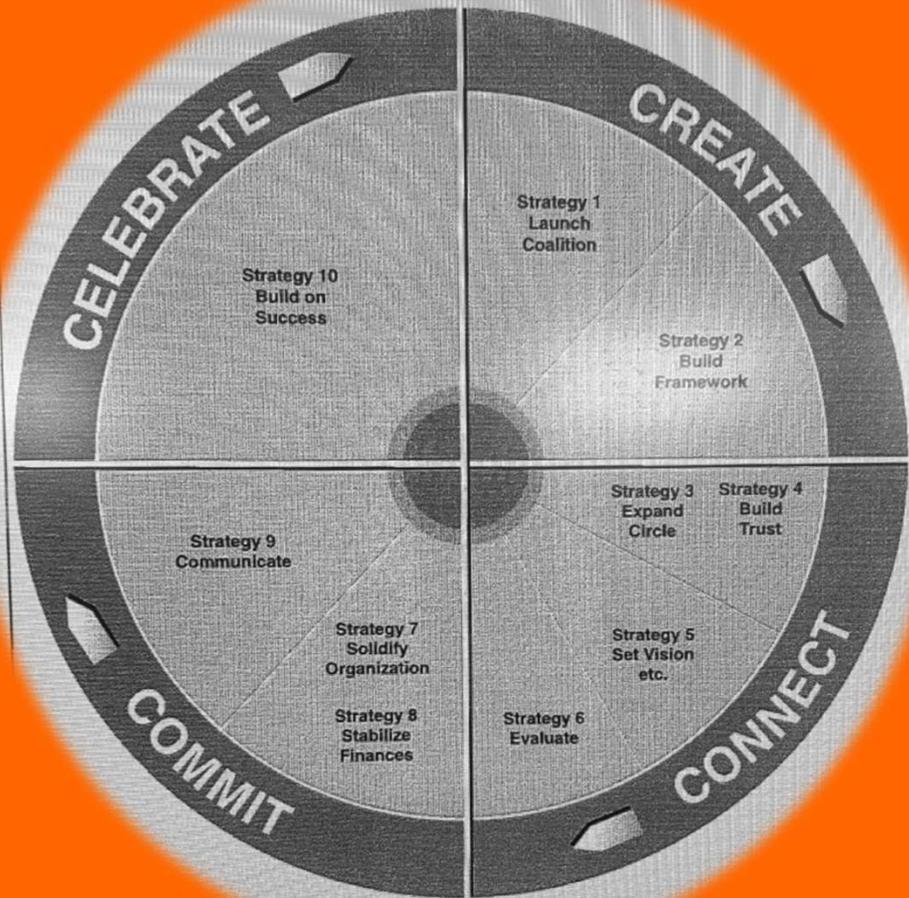


BUILDING COALITIONS AMONG
COMMUNITIES OF COLOR

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.





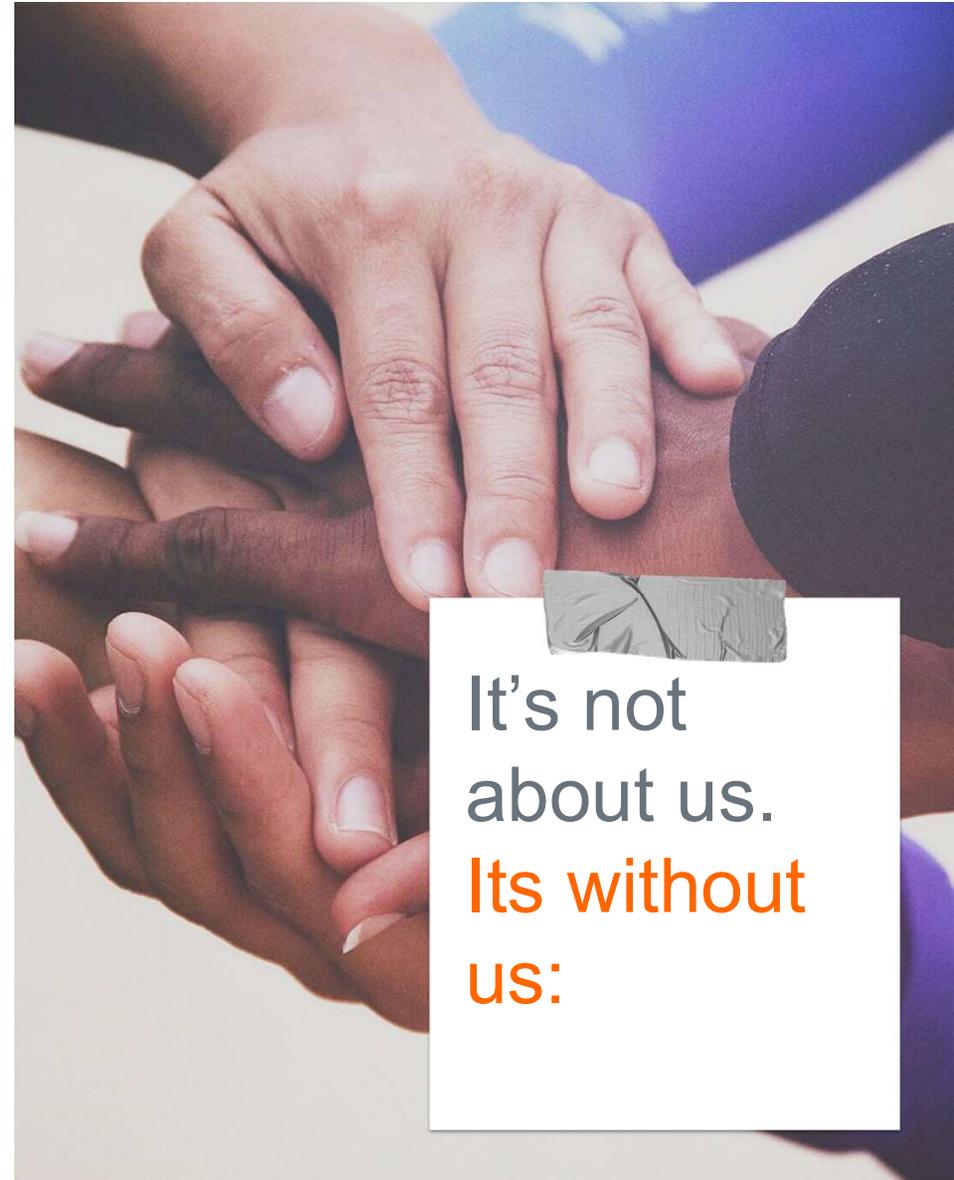
The 4 C's

- **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

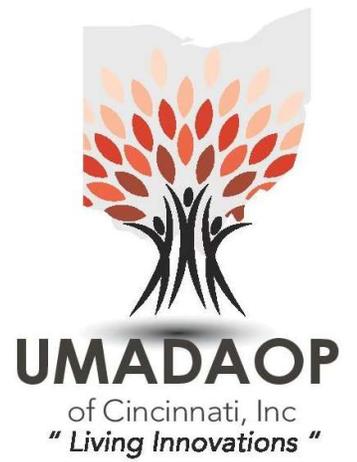
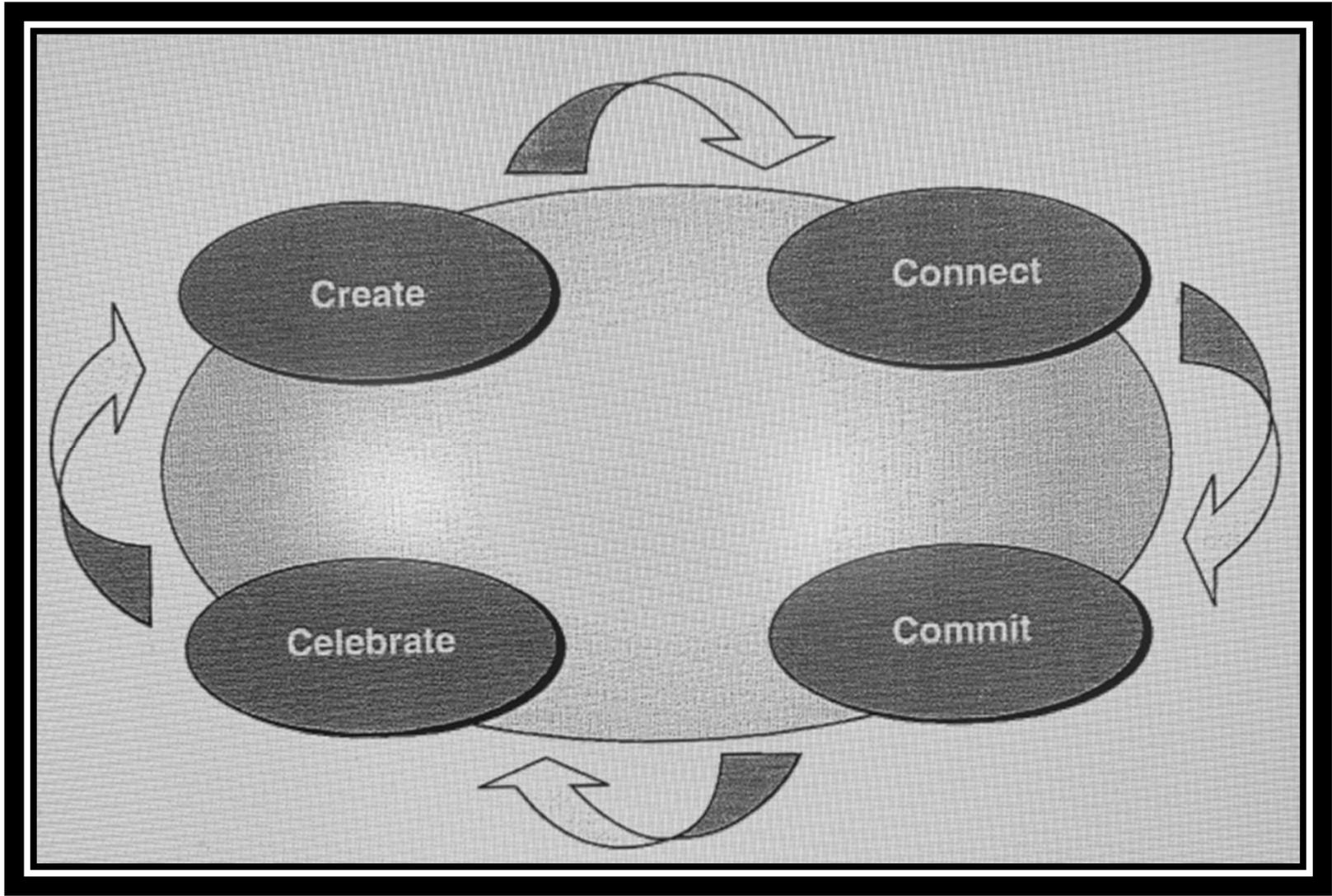


CELEBRATE **Strategy 10** **Build on** **Success**

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.

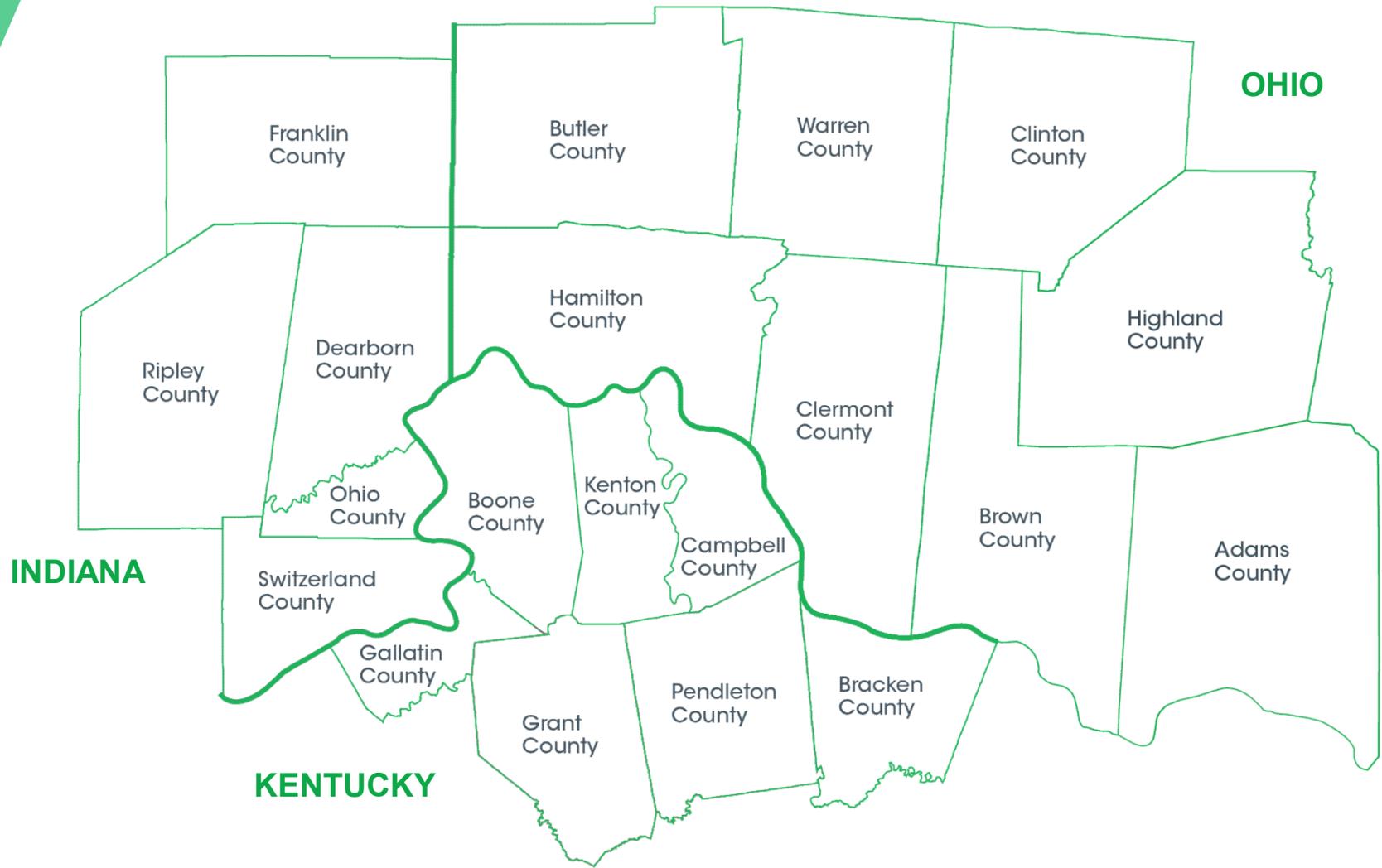
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FOR HEALTH

Changing Tactics for Changing Times

September 30, 2020



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



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Policy

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Grants

EDUCATION

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Policy

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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

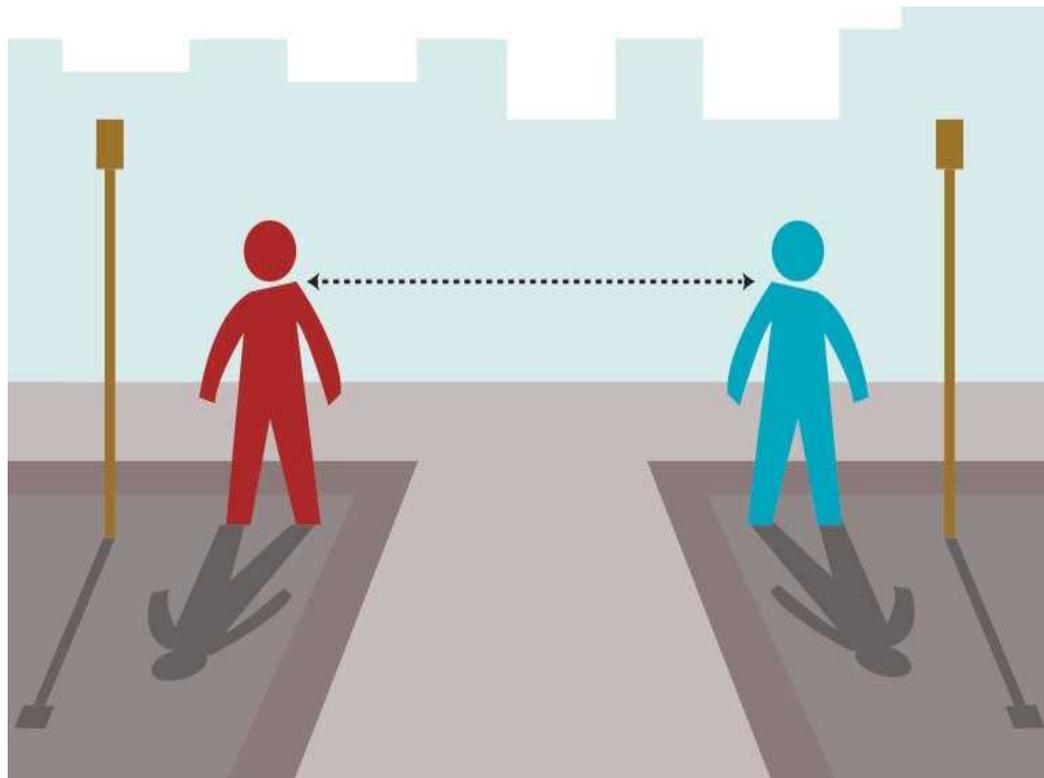
- Many businesses have had to reduce staff sizes or change how they work.

Racial injustice

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



How we work as changed

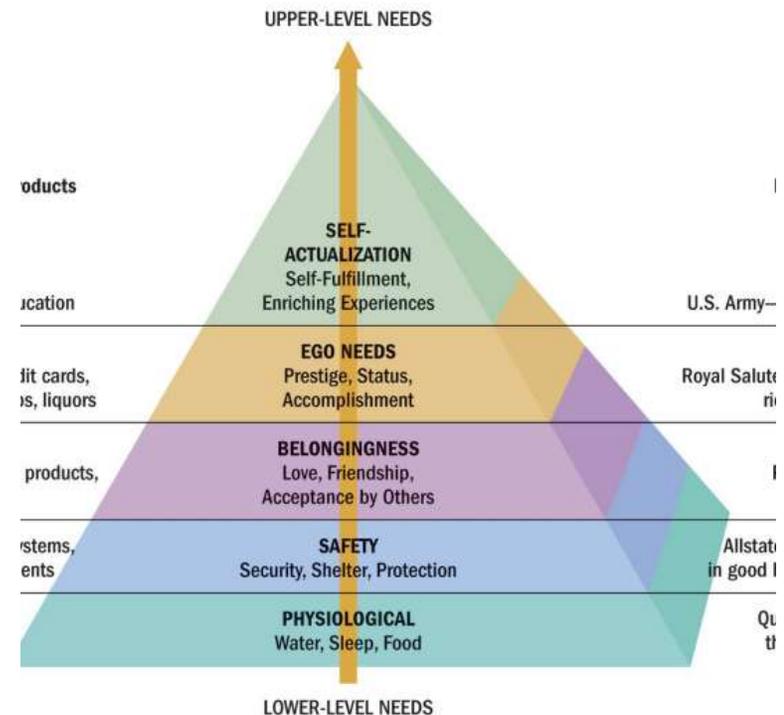


- In person events are not a thing right now
- Many people are finding new ways to connect.
- People are still craving connection and work still has to happen.



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

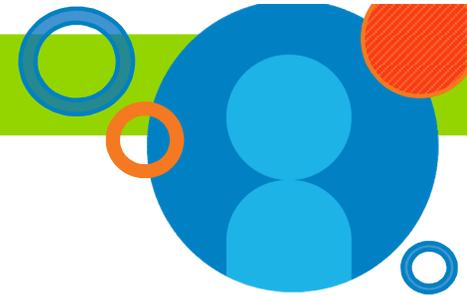
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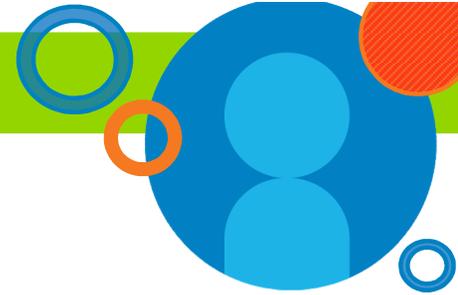
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Poll Questions

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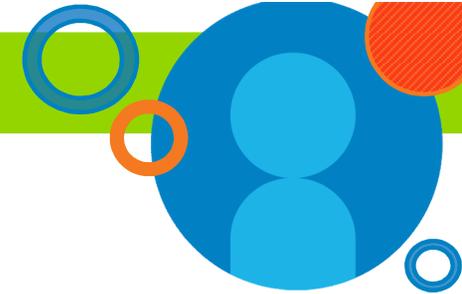
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1. **What makes coalition-building among community minority groups or people of color different from coalition building in General?**
 - a) Minority groups are less educated and unable to understand the process of coalition building.
 - b) They are 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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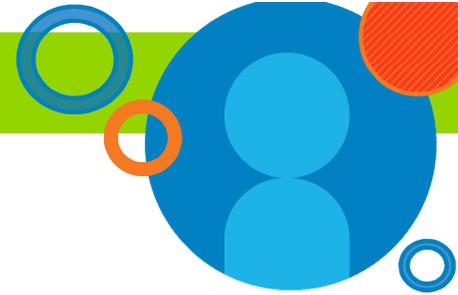


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➤ **Answer: C**

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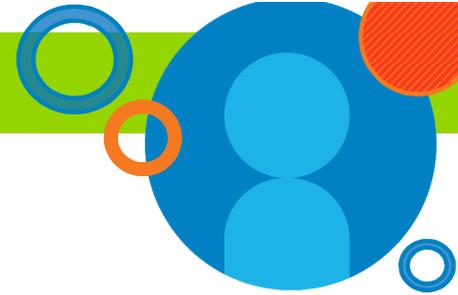
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2. True or False: This approach to coalition building among minority groups will provide us with a guide and tool as building blocks and to use but not as a recipe for all people of color.
- a) True
 - b) False

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- a) True
 - b) False

➤ **Answer: True**

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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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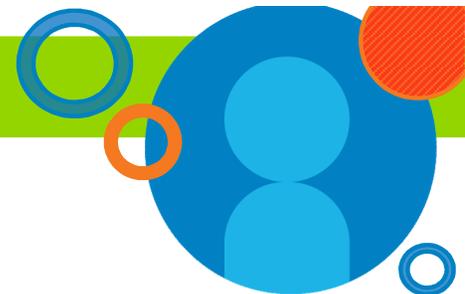
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➤ **Answer: C**

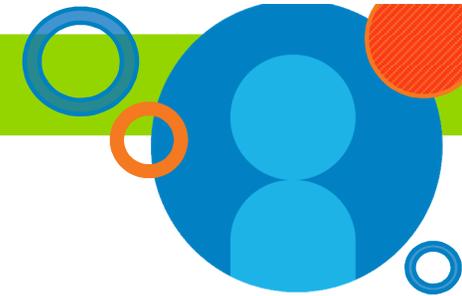
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Questions?

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