

# ***Growing Our Impact & Boosting Sustainability***

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July 2016

# Our Focus:

1. Explore key dimensions of Sustainability
2. Gain clarity on the results & conditions we hope to sustain
3. Identify ideas and strategies to put into motion

**How Do We Grow Our Impact & Boost Sustainability?!**

# Dialogue

Debate	Dialogue
<b>Assuming there is one right answer, and you have it</b>	<b>Assuming many people have pieces of the answer and together can craft new solutions.</b>
<b>Combative: participants attempt to prove the other side is wrong</b>	<b>Collaborative: participants work together toward common understanding and commitment</b>
<b>About winning</b>	<b>About exploring common ground</b>
<b>Listening to find flaws and making counter-arguments</b>	<b>Listening to understand, find meaning and agreement</b>
<b>Defending assumptions as truth</b>	<b>Revealing assumptions for re-evaluation</b>
<b>Reinforcing, restating same points</b>	<b>Balancing Advocacy &amp; Inquiry</b>

*Adapted from The Public Conversations Project, Study Circles Resource Center & Commur*

# In Pairs...

Share an experience you have had with a group or collaborative that has had *sustained impact*?

\*What made/makes it work??

# Sustainability

“A community’s ongoing capacity and resolve to work together to establish, advance, and maintain effective strategies that continuously improve health and quality of life for all.”

Healthy Communities Program Sustainability Guide

# Key Elements for Sustainable Change

Sustainability

## Sustainability:

A community's ongoing capacity and resolve to work together to establish, advance, and maintain effective strategies that continuously improve health and quality of life for all (CDC, 2012).

Key Elements

### Building Strong Partnerships & Coalitions

- Shared vision and goals
- Effective Processes
- Backbone support

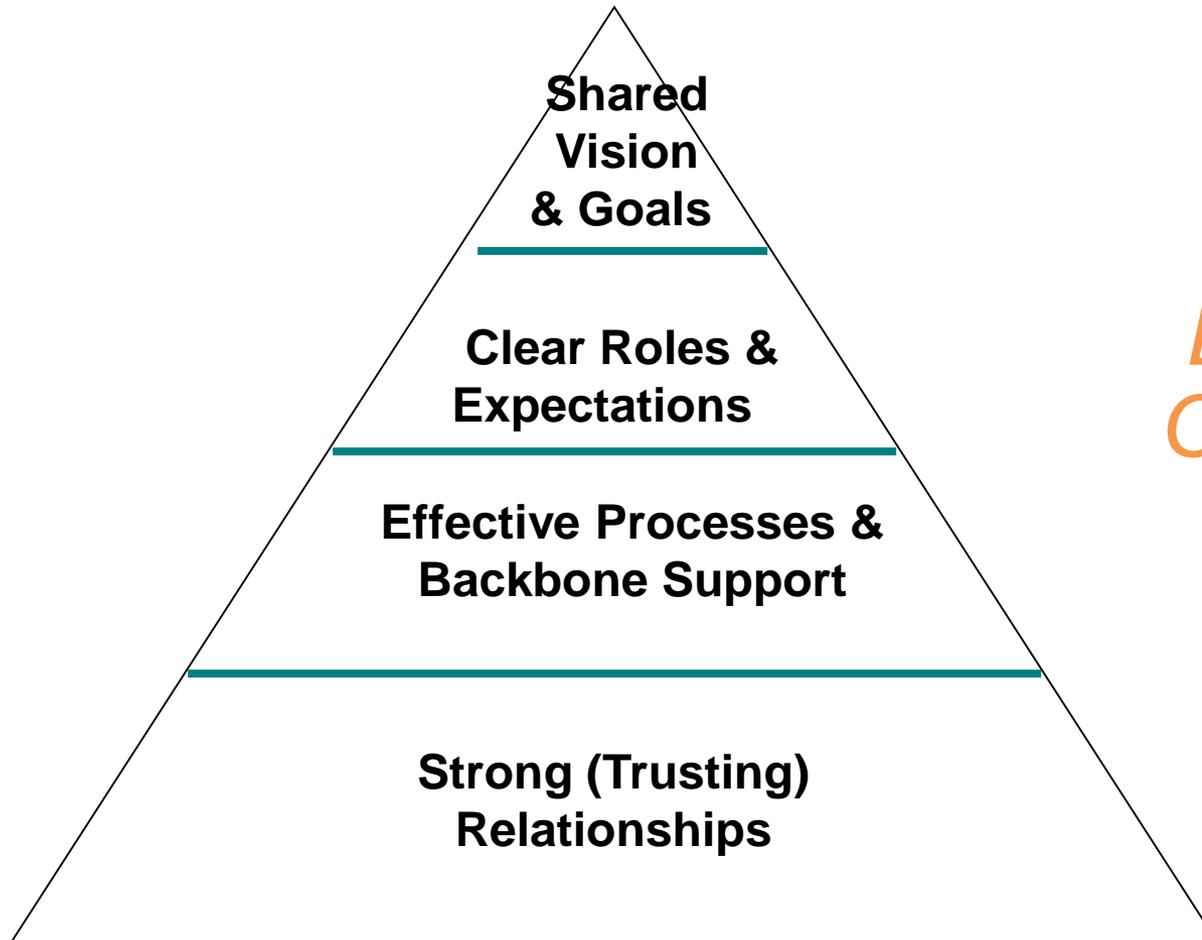
### Employing a Blend of Strategies:

Policy + Programs + Promotion

### Securing Diverse Resources

Balance of:  
Financial + Non-financial

# I. Building Strong Coalition/Partnerships



*DNA of  
Effective  
Coalitions*

# *Backbone Support Includes...*

- Convening, facilitation, project management, & research/evaluation functions
- Strong internal & external communication
- Credibility among wide range of stakeholders
- \* **Can be single or multiple organizations**



## II. Employing A Blend of Strategies

- **Policies** & environmental changes = greater impact & are more sustainable
- Existing **programs** are often onramps & enhance policies/environmental changes
- **Promotion** & education grow public support



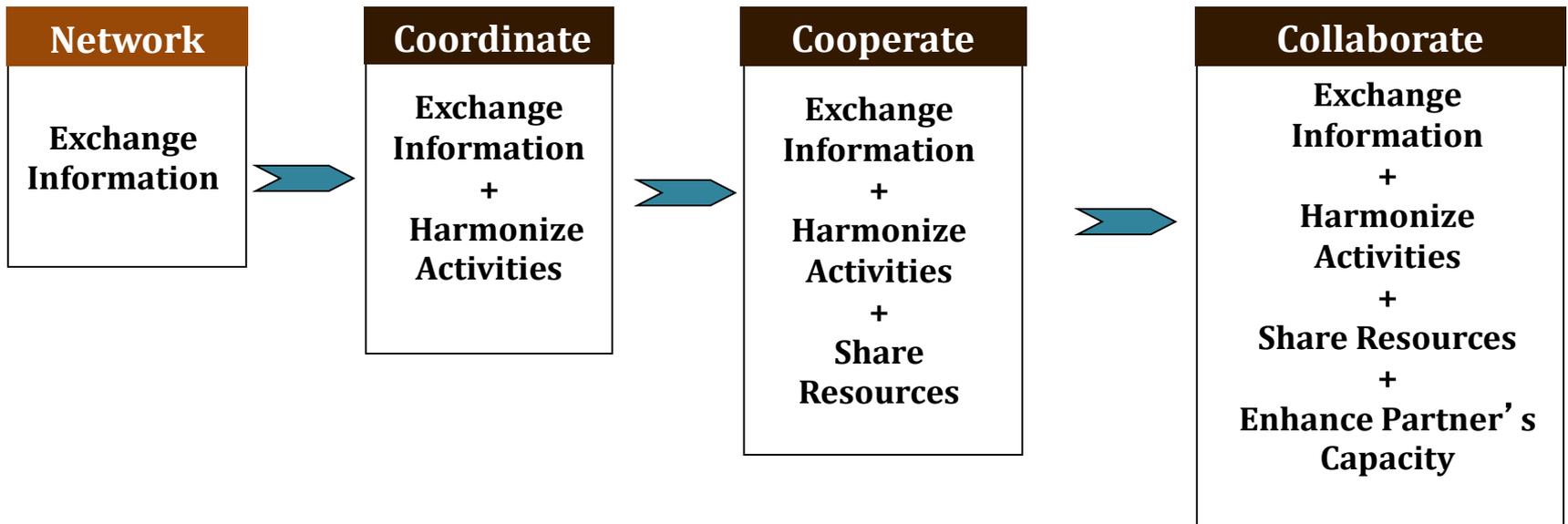
# III. Securing Diverse Resources

- Coordinate separate sources of funding when possible
- Leverage Non-Financial Resources:
  - Communication
  - Staff
  - Volunteers
  - Office space
  - Food
  - Research
  - Fiscal management



# Partnership Continuum

Trust and Time



Based on concepts from A. T. Himmelman "Collaboration for a Change: Definitions, Models, Roles and a Collaboration Process Guide."

# What Results or Conditions Are We Trying to Sustain?

**Imagine** that it is 2019 and that you and your partners have been extraordinarily effective for the “past” 3 years

**Write** a letter to colleague/friend describing what’s now going on as a result of a fruitful “past” 3 years

# Reflection

## Share Your Letters...

- *Listen for results, changes, & themes*

## Generate...

- What are 1 or 2 ideas or strategies you could employ to boost impact and sustainability?