WELCOME BACK!
#SEAIInstitute
@CDC_DASH
@AdvocatesTweets
@APAPublicInt
@NCSDDC
@ETRASSOCIATES
Re-Entry

Exit Tickets
Get your markers ready!
WHEN YOU WAKE UP AND REALIZE THAT TODAY IS THE DAY YOU HAVE BEEN WAITING YOUR ENTIRE LIFE FOR.
There is no finish line so love the journey.
Making sense of sustainability
Interpretation of OAH Sustainability Assessment

• “community” = Who you work with from the state level (i.e. coalitions, health department, higher ed, other state-level agencies, policy development orgs, state school board, policy makers, etc). **Who are YOU working with to help get the work done with school districts?**

• “programs or services” = Tangible resources, technical assistance, training opportunities, state-level guidance, reports, data, etc that you provide to school districts. **These “programs or services” are what you share and promote with stakeholders to increase awareness and understanding of adolescent sexual health**
Factor 4: Secure Community Support

Collaboration, Outreach and Strategic Messaging to facilitate community understanding and support of your approaches.

1. Formulate a communication approach and message

1. Promote your program and its services

1. Use program leaders, strategic partners and community champions to share your message
Formulate a communication approach and message

“Clearly articulate your mission, vision and goals”
1) Have a purpose
   What is the hoped for outcome of the communication strategy
1) Identify your audience
   Who are they and tailor the message
1) What’s your message
   What is the content?
Promote your program and its services

1. Email
2. Phone calls
3. Tweets
4. Website
5. Coalitions
6. Events
Use program leaders, strategic partners and community champions to share your message

Partners are.....
Secure Community Support

Engage external partners and champions (N=16)
- Not begun: 6%
- Planning: 38%
- Begun: 56%

Evaluation results and data to demonstrate successes (N=16)
- Not begun: 13%
- Planning: 37%
- Begun: 50%

Increase community awareness of issues and value (N=16)
- Not begun: 13%
- Planning: 13%
- Begun: 24%
- Solid progress: 50%

Engage current and former participants or clients (N=15)
- Not begun: 13%
- Planning: 7%
- Begun: 40%
- Solid progress: 40%

Strong and compelling messages (N=16)
- Not begun: 6%
- Planning: 6%
- Begun: 50%
- Solid progress: 38%

Outreach plan to strengthen reputation (N=15)
- Not begun: 27%
- Planning: 13%
- Begun: 27%
- Solid progress: 33%
Factor 5: Integrate Programs or Services into Local Infrastructures

Integrating into the community, garners support from the community and allows for capitalization of community strengths.

1. Streamline service delivery, policy and practices

1. Integrate programs, services and practices into the broader community fabric
Streamline service delivery, policy and practices

Assess internal processes
1. Do they capture core principles and goals to support longevity of programs and services?
2. Identified staff strengths and responsibilities that align with their capabilities?
3. How can you leverages their skills to build the capacity of other staff and CBOs
4. Look at external sources for promising solutions
Integrate programs, services and practices into the broader community fabric

1. Integration can provide long-term benefits
   a. How are your programs/services being utilized
   b. Are there opportunities for infusion?

1. Requires linkages with others who are addressing the same needs
   a. Who are the key linkages?
   b. Support leveraging of resources
### Integrate Program Services into Community Infrastructure

<table>
<thead>
<tr>
<th>Description</th>
<th>Not begun</th>
<th>Planning</th>
<th>Begun</th>
<th>Solid progress</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programs supported by partners and community organizations (N=16)</td>
<td>6%</td>
<td></td>
<td></td>
<td>94%</td>
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<tr>
<td>Strive to make operations cost-effective and efficient (N=16)</td>
<td>6%</td>
<td>25%</td>
<td></td>
<td>69%</td>
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<tr>
<td>Programs well integrated and supported in larger organization (N=15)</td>
<td>7%</td>
<td>33%</td>
<td></td>
<td>60%</td>
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<tr>
<td>Community organizations are committed to continuing to use our programs (N=16)</td>
<td>13%</td>
<td>6%</td>
<td>31%</td>
<td>50%</td>
</tr>
<tr>
<td>Programs embedded in and used by community organizations (N=14)</td>
<td>14%</td>
<td>50%</td>
<td></td>
<td>36%</td>
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</tbody>
</table>

**SEA Institute 2016**
Factor 6: Build a Leadership Team

Internal and externally identified partners on a leadership team provides a foundational requirement for ensuring sustainability.

1. Identify strong internal leaders

1. Keep organizational leaders engaged and secure their commitment

1. Identify external community champions

1. Promote leadership development
Identify strong internal leaders and keep them engaged
Identify external community champions

Equally
- Collaborate with
- Provide leadership rolls to
- Take on responsibilities

Opportunities
- Funding sources
- Sharing of messages and goals
Promote leadership development
Build a Leadership Team

- Well defined leadership team (N=16)
  - Planning: 6%
  - Begun: 6%
  - Solid progress: 88%

- Regularly provide organizational leadership with info (N=16)
  - Planning: 6%
  - Begun: 13%
  - Solid progress: 81%

- External partners part of leadership team (N=16)
  - Planning: 13%
  - Begun: 6%
  - Solid progress: 81%

- Organizational leadership engaged (N=16)
  - Planning: 6%
  - Begun: 19%
  - Solid progress: 75%

- External champions help promote our program (N=15)
  - Planning: 27%
  - Begun: 73%
  - Solid progress: 73%

- Pool of external champions is diverse (N=16)
  - Planning: 6%
  - Begun: 38%
  - Solid progress: 56%

- Organizational leadership knowledgeable about work (N=15)
  - Planning: 53%
  - Begun: 47%

- Offer capacity building opportunities (N=16)
  - Planning: 19%
  - Begun: 56%
  - Solid progress: 25%

SEA Institute 2016
Factor 7: Create Strategic Partnerships

1. Develop strategic partners

1. Assess existing partnerships continuously

1. Establish a shared vision and commitment to sustainability

1. Engage partners to help market program successes

1. Leverage partner resources
Develop and assess partnerships continuously.
Once identified...

Establish
  • Share plan, leadership and defined roles

Engage
  • Outreach, resources to share messaging, opportunity to communicate messaging

Leverage.....

Strategic Partnerships
Create Strategic Partnerships

- Communicate with partners (N=16): 19% Not begun, 81% Begun
- Diverse group of community stakeholders (N=16): 25% Not begun, 75% Begun
- Seek out new partnerships (N=16): 6% Not begun, 19% Begun, 75% Solid progress
- Partners and stakeholders understand and support (N=15): 33% Not begun, 67% Begun
- Roles and responsibilities clear with partners (N=15): 40% Not begun, 60% Begun
- Partners and stakeholders help market (N=16): 6% Not begun, 6% Begun, 38% Solid progress
- Diverse list of community partners (N=16): 13% Not begun, 6% Begun, 31% Solid progress
- Partners committed to sustainability (N=16): 13% Not begun, 13% Begun, 31% Solid progress
- Partners involved in planning and evaluation (N=16): 6% Not begun, 50% Begun, 44% Solid progress
- Outreach plan for partnerships (N=15): 20% Not begun, 13% Begun, 27% Solid progress

SEA Institute 2016
OAH Sustainability Needs Assessment

- Where are you?
- What Factors look good?
- What Factors need to be addressed?
Factors Four Corners

1. 1st rotation
1. 2nd rotation
1. 3rd rotation
1. With your group answer the questions in your processing guide for that factor.
1. Think about the PS13-1308 activity you have selected to focus your sustainability efforts on.
What did we find out

• Any a-ha realizations?
• What are similarities of the group in addressing sustainability factors?
• What are differences of the group in addressing sustainability factors?
• What’s next?
PS13-1308 ACTIVITY: FOCUSING MY WORK ON SUSTAINABILITY

1) Identify what PS13-1308 activity you would like to focus on for SEA Institute. 2) During the sessions, you will have the opportunity to write down at least 1 next step you and your team will take with the information gathered during the SEA Institute to begin to address the four factors of sustainability.

**FACTOR 4: SECURE COMMUNITY SUPPORT**
What steps will you take to increase community support of your PS13-1308 activity?

**FACTOR 5: INTEGRATE PROGRAM SERVICES INTO LOCAL INFRASTRUCTURES**
What steps will you take to integrate your PS13-1308 activity into local infrastructures?

**FACTOR 6: BUILD A LEADERSHIP TEAM**
What steps will you take to build your leadership team to champion your PS13-1308 activity?

**FACTOR 7: CREATE STRATEGIC PARTNERSHIPS**
What steps will you take to create strategic partnerships that for your PS13-1308 activity?

My PS13-1308 Activity:

This activity will help my program achieve the following sustainable impacts:
Take a break (it's good for you)
Ignite! Group 2

1. Arkansas
2. Massachusetts
3. California
4. Washington
5. Wisconsin
Networking Lunch

Brought to you by....

(dessert by Mary Beth!)
Session 3: SEA Panel

1. Amy Marsicano, Minnesota
2. Nick Slotterback, Pennsylvania
3. Rosemary Reilly-Chammat, Rhode Island
4. Bonnie Edmondson, Connecticut
Session 4: PD Design
Session 5: Looking to the Future

If I remember to...

engage state partners

Then I will be able to...

expand the resource base for priority districts

NCSD!
Closing Activity

SEA Institute Evaluation

Connect  Learn  Sustain

SEA Institute 2016