

WELCOME BACK!

Connect

Learn

Sustain

SEA Institute 2016

#SEAInstitute
@CDC_DASH
@AdvocatesTweets
@APAPublicInt
@NCSDDC
@ETRASSOCIATES



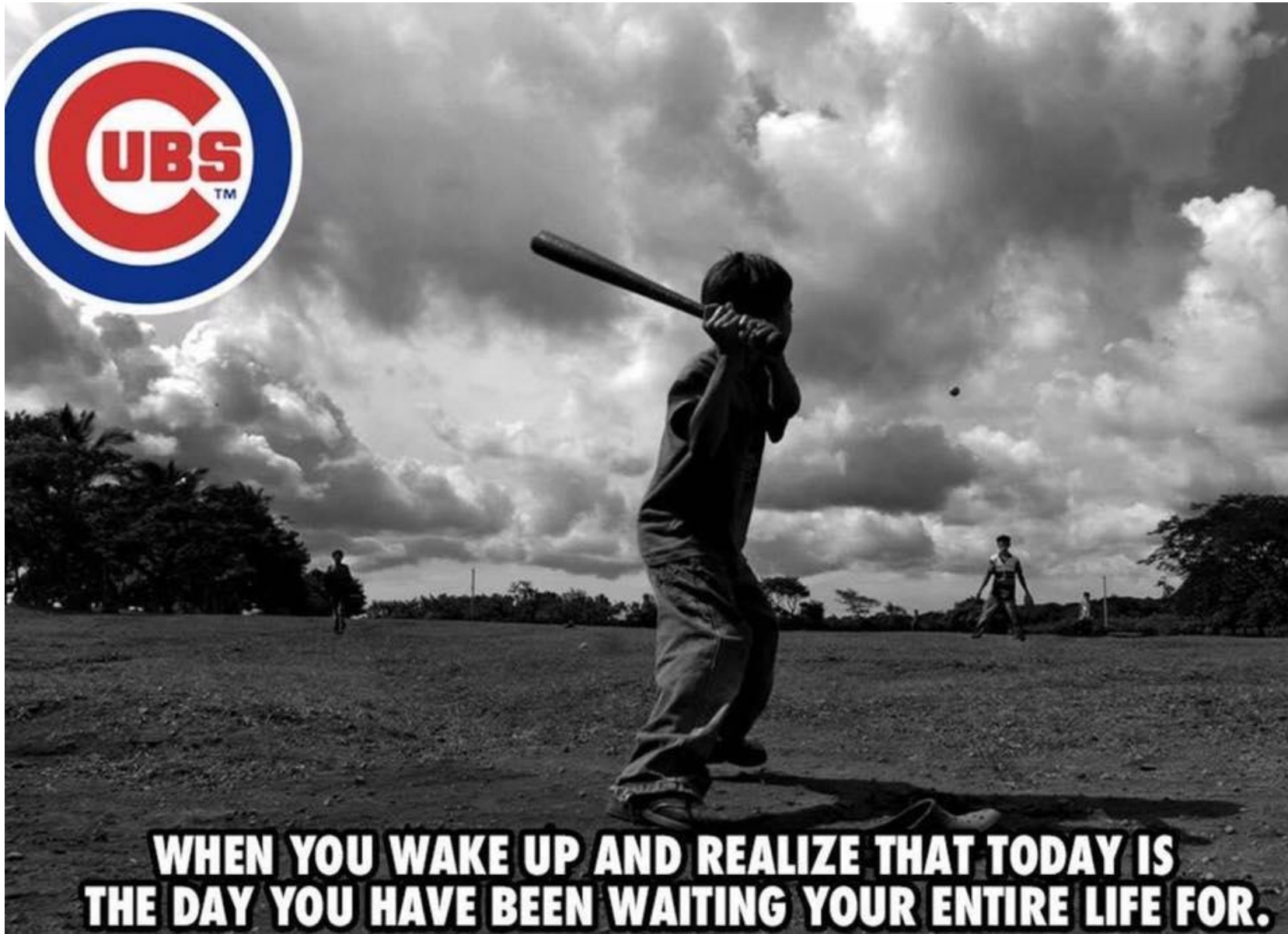
Re-Entry

Exit Tickets

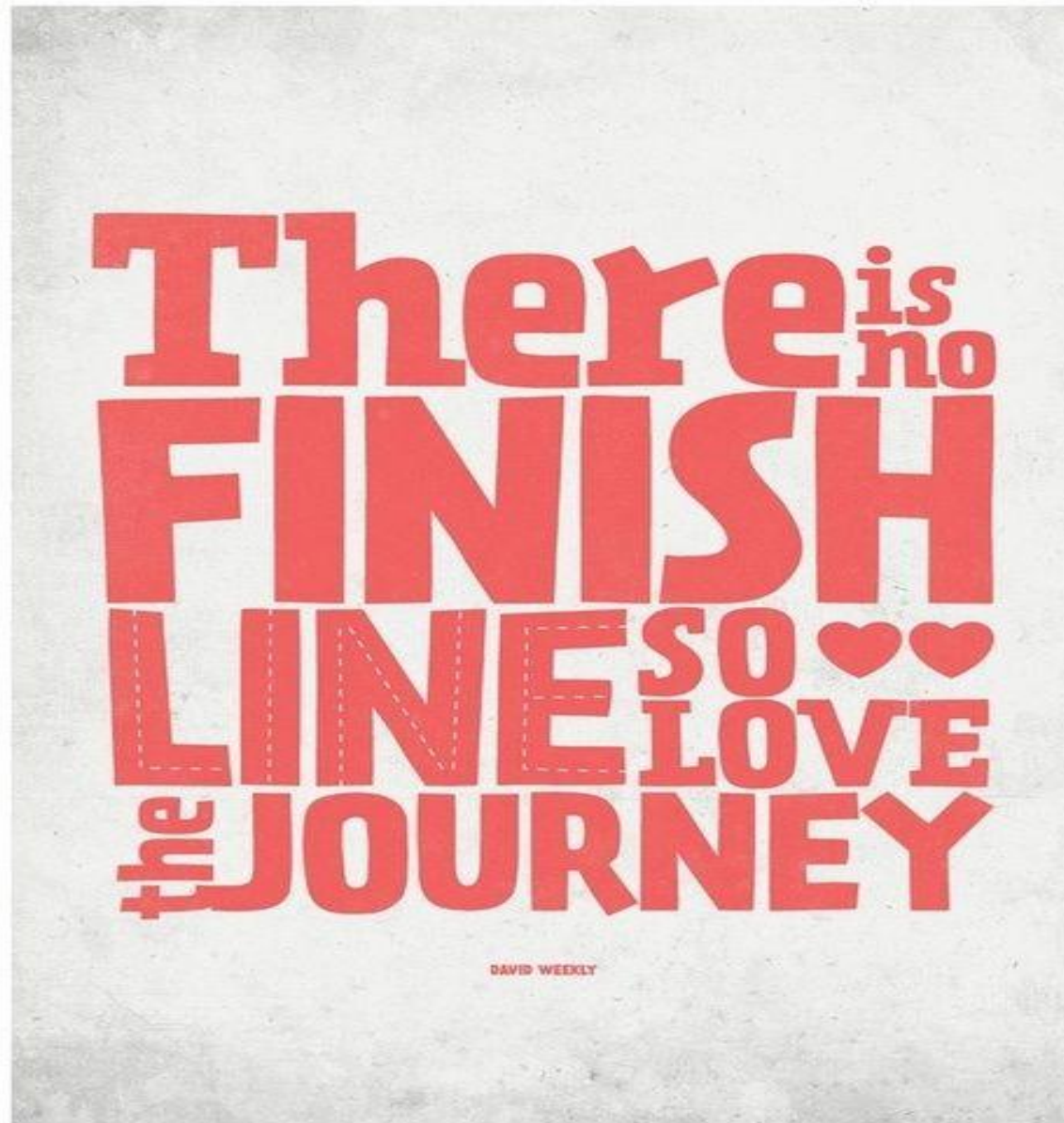
Pictionary 1308

Get your markers
ready!

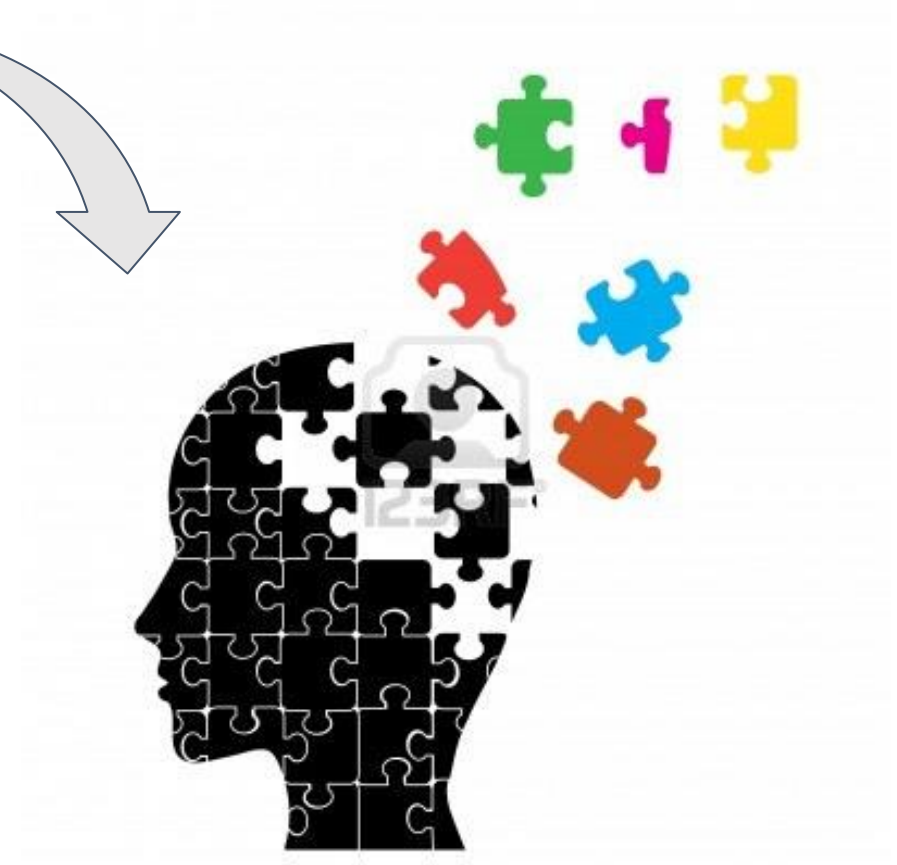
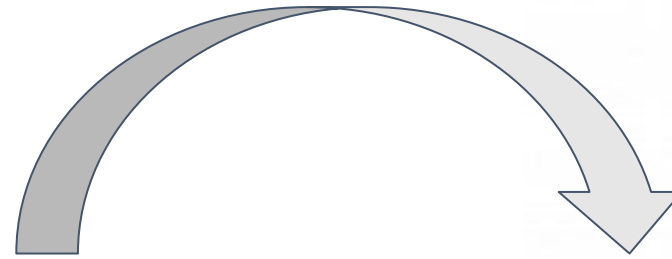








Making sense of sustainability



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

Repeat
Repeat
Repeat
Repeat
Repeat
Repeat



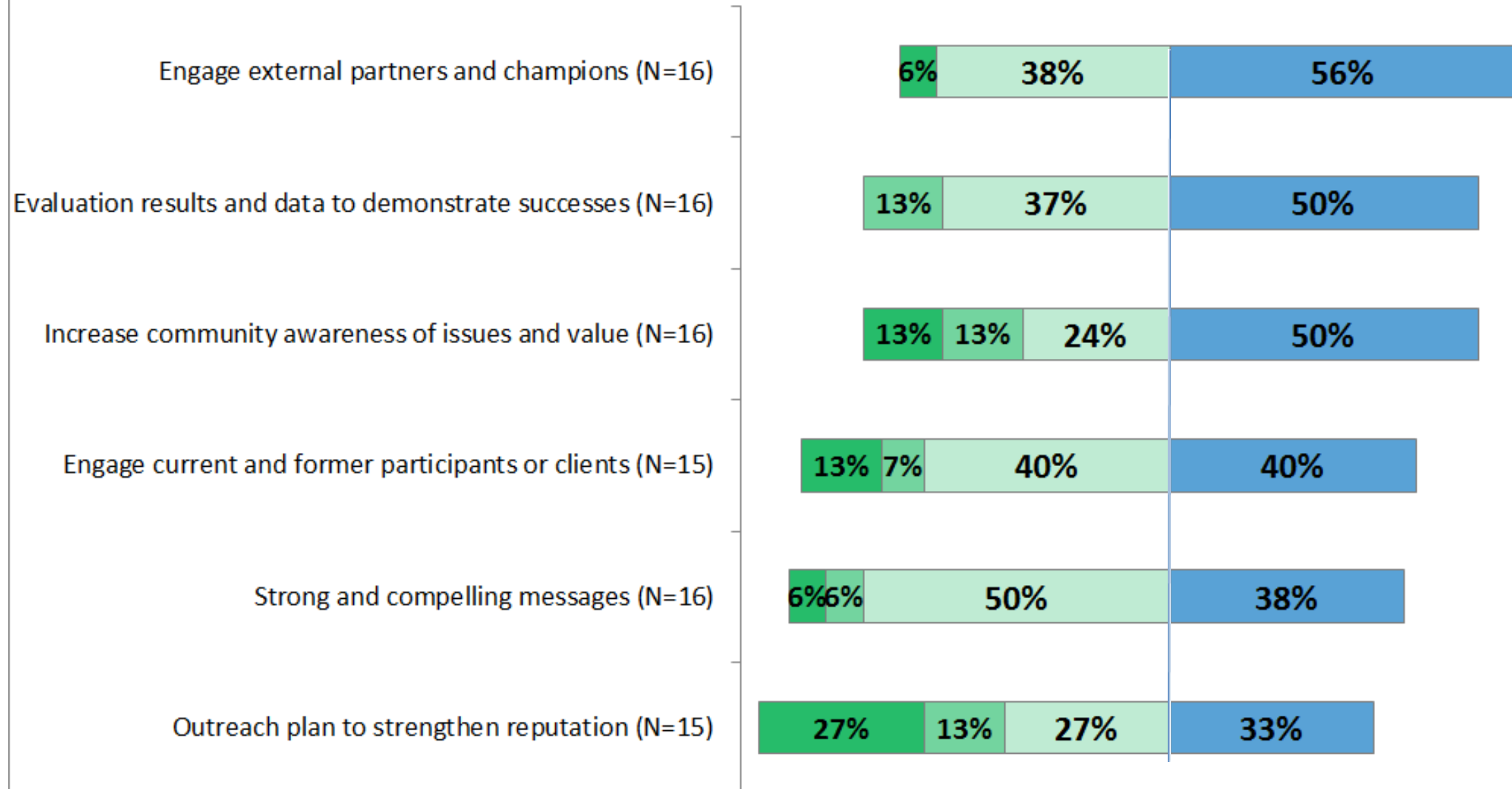
Use program leaders, strategic partners and community champions to share your message

Partners are.....



Secure Community Support

■ Not begun ■ Planning ■ Begun ■ Solid progress

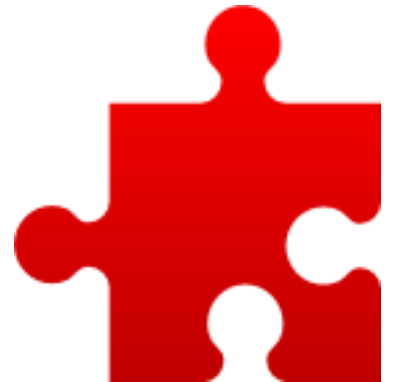


Factor 5: Integrate Programs or Services into Local Infrastructures

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

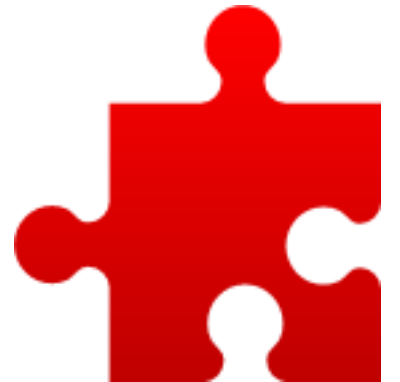
Assess internal processes

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 leverage their skills to build the capacity of other staff and CBOs
4. Look at external sources for promising solutions

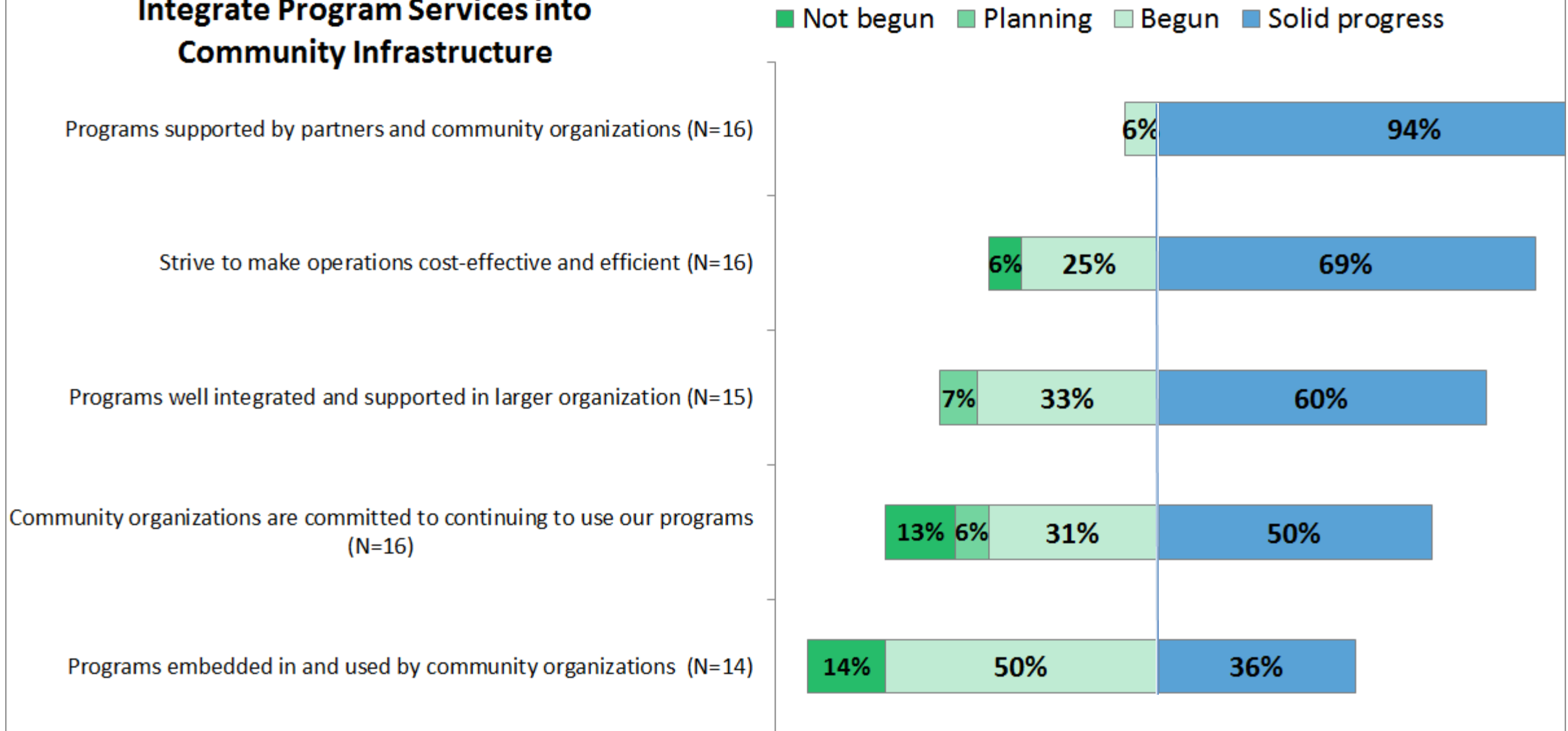


Integrate programs, services and practices into the broader community fabric

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



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

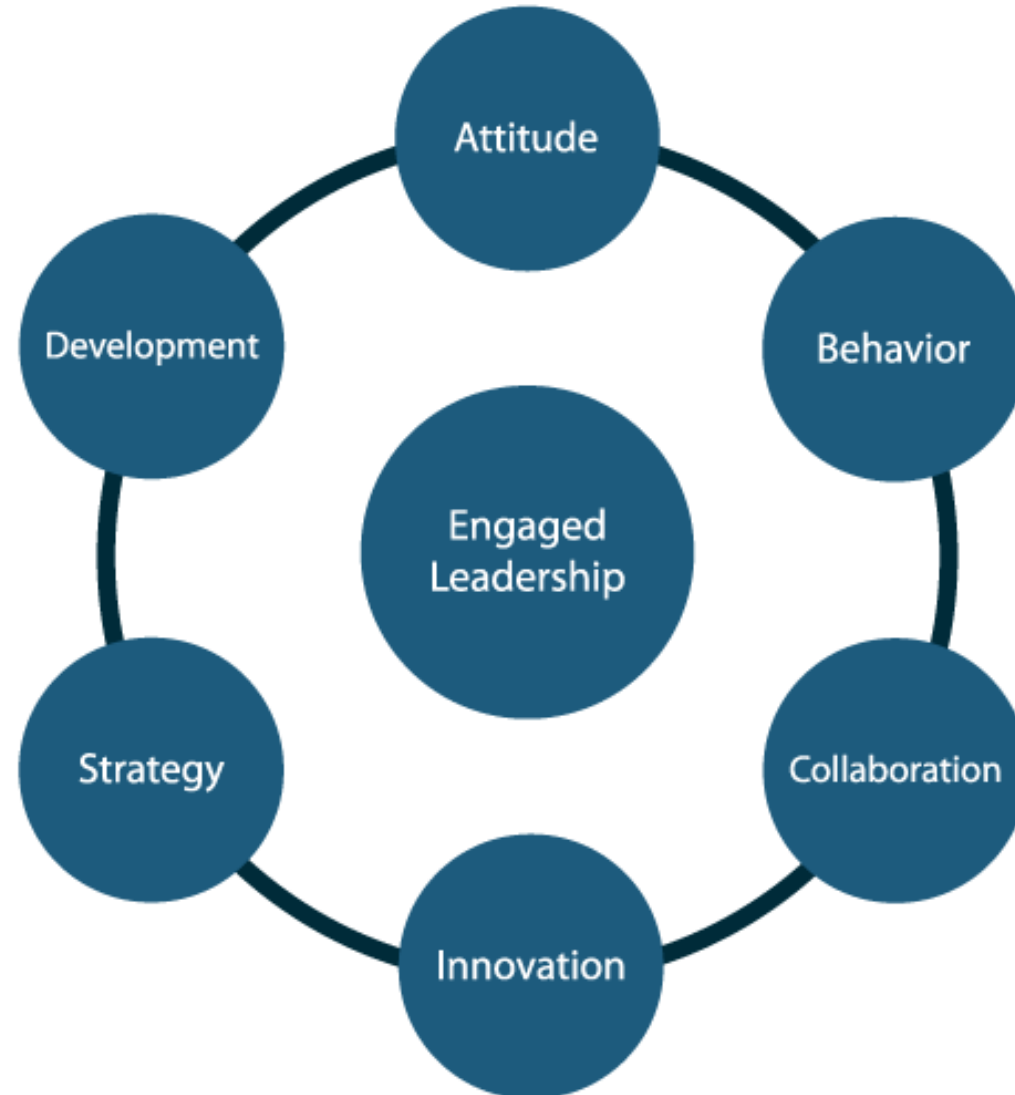
- 1. Keep organizational leaders engaged and secure their commitment

- 1. Identify external community champions

- 1. Promote leadership development



Identify strong internal leaders and keep them engaged



Identify external community champions

Equally

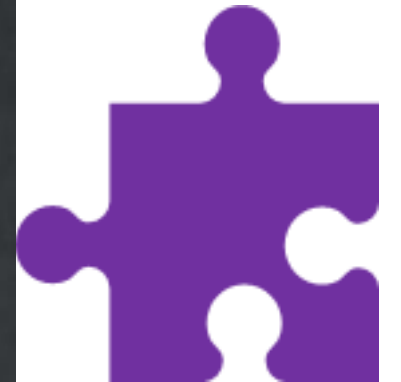
- Collaborate with
- Provide leadership rolls to
- Take on responsibilities

Opportunities

- Funding sources
- Sharing of messages and goals

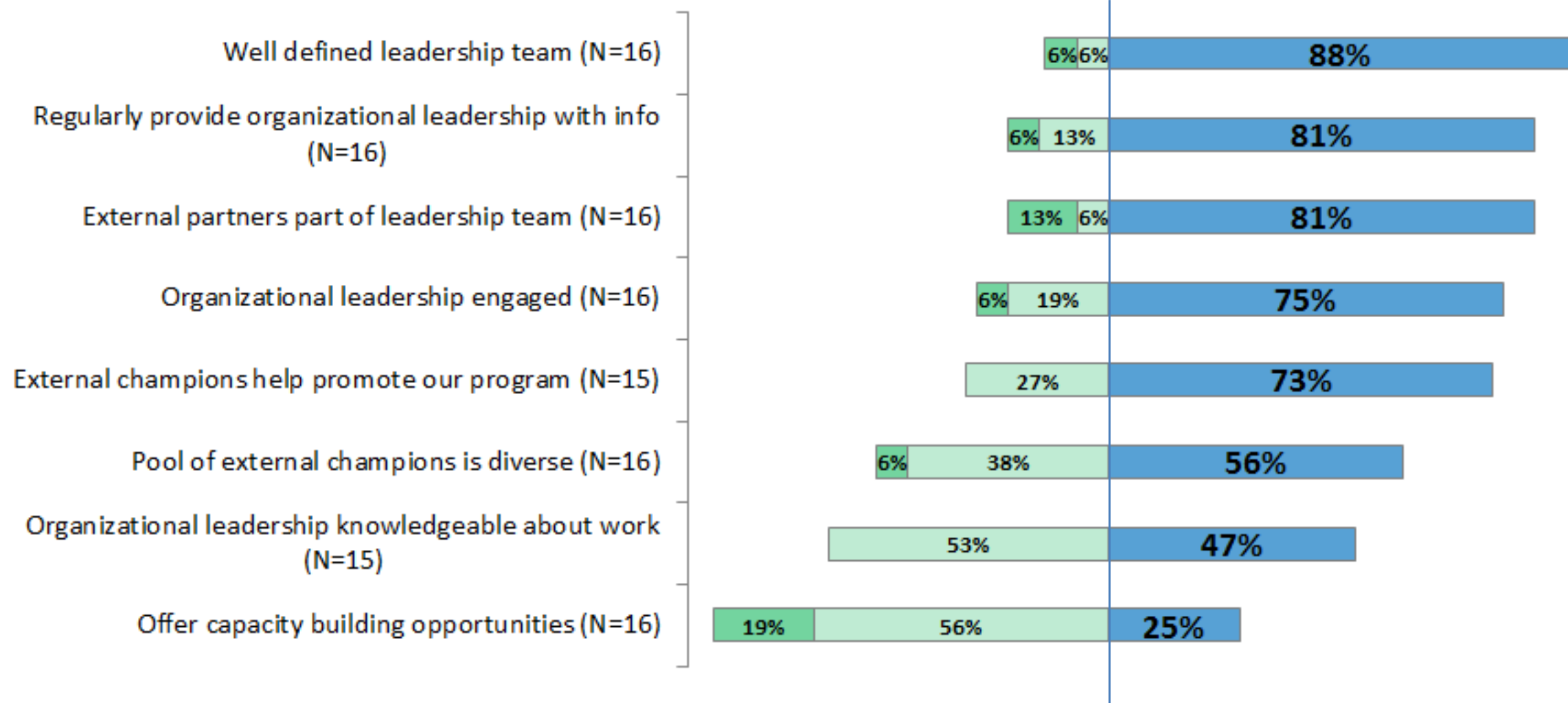


Promote leadership development



Build a Leadership Team

■ Planning ■ Begun ■ Solid progress



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

Skills

Strengths

Goals

Elevate

Learn

Help

Weaknesses

Once identified...

Establish

- Share plan, leadership and defined roles

Engage

- Outreach, resources to share messaging, opportunity to communicate messaging

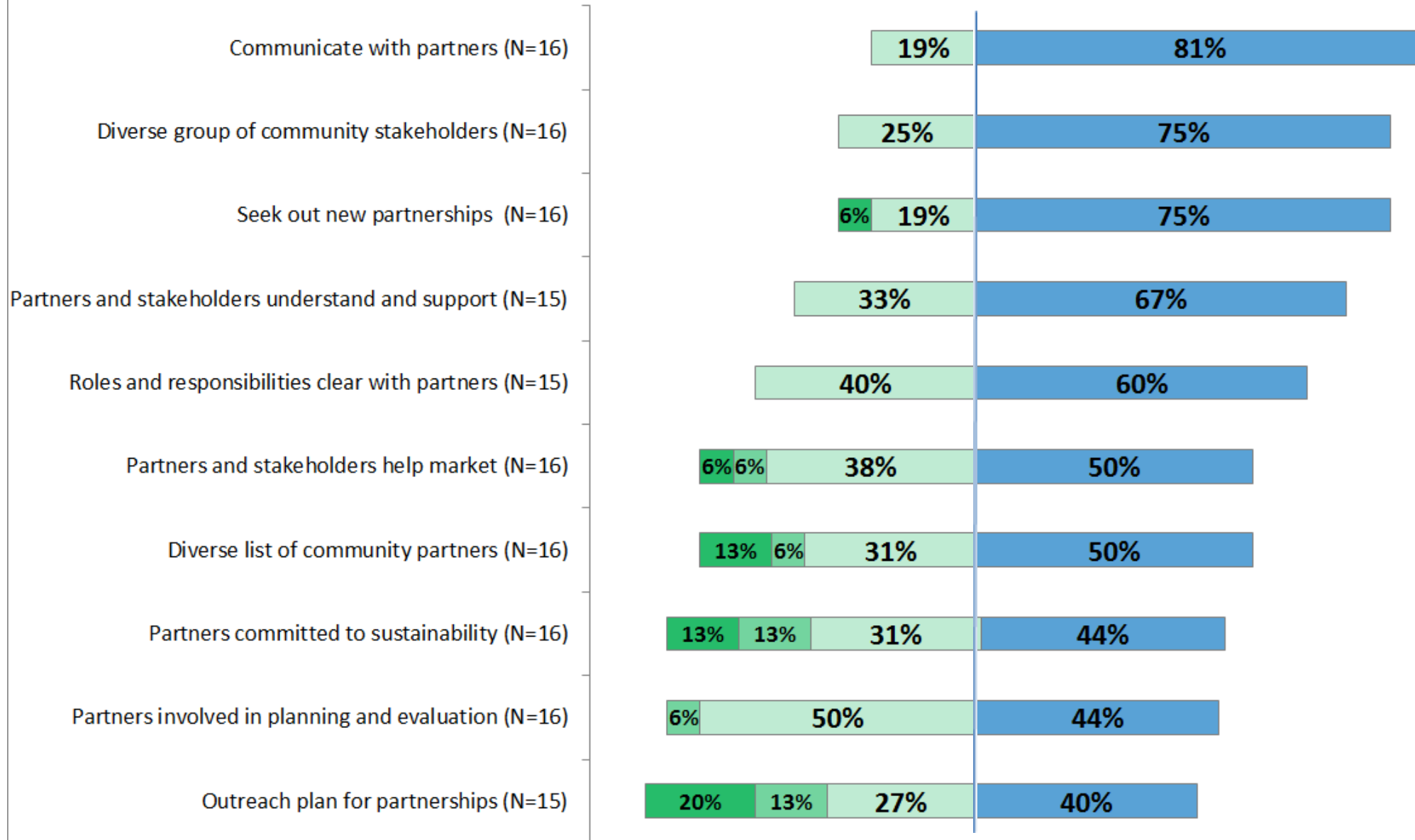
Leverage.....

Strategic Partnerships



Create Strategic Partnerships

■ Not begun ■ Planning ■ Begun ■ Solid progress

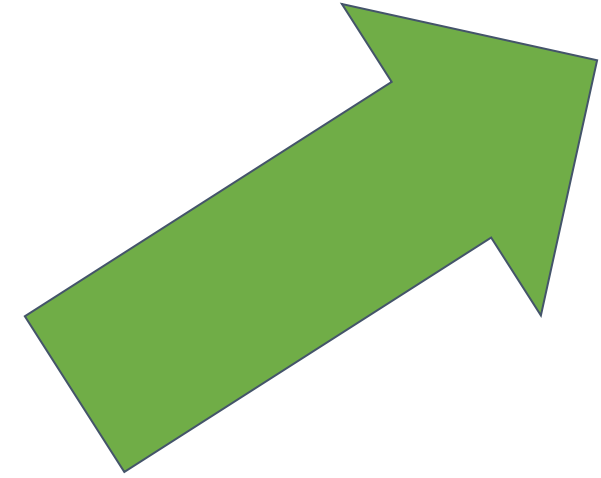
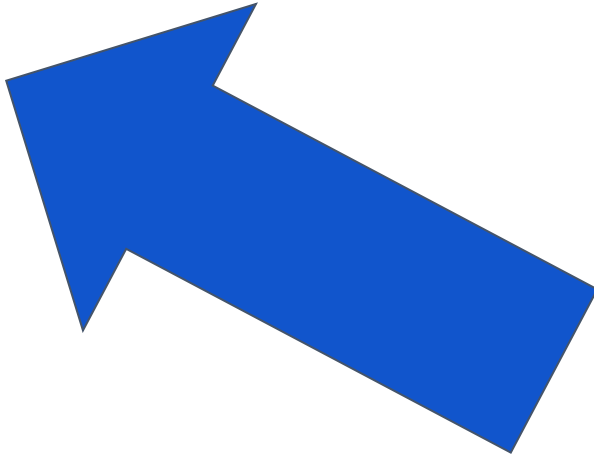


OAH Sustainability Needs Assessment

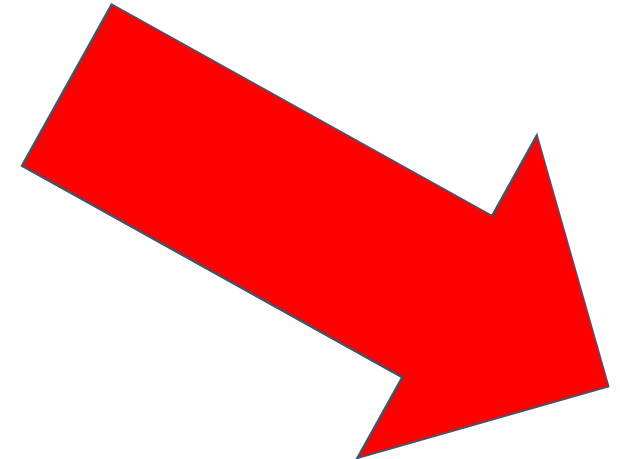
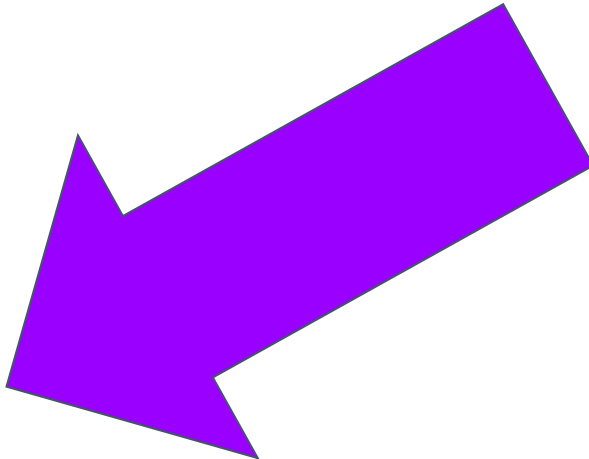
- Where are you?
- What Factors look good?
- What Factors need to be addressed?



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?

Next Steps:	Next Steps:	Next Steps:	Next Steps:
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My PS13-1308 Activity:

This activity will help my program achieve the following sustainable impacts:

Take
A BREAK
— (it's) —
good for
 YOU

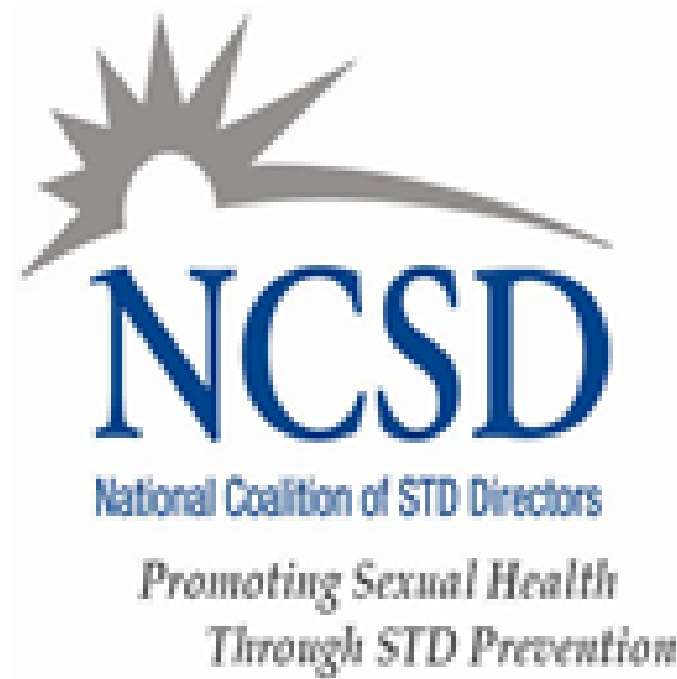
Ignite! Group 2

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

NCSD!

Then I will be able to...

expand the resource base for priority districts

Closing Activity



SEA Institute Evaluation



Connect

Learn

Sustain