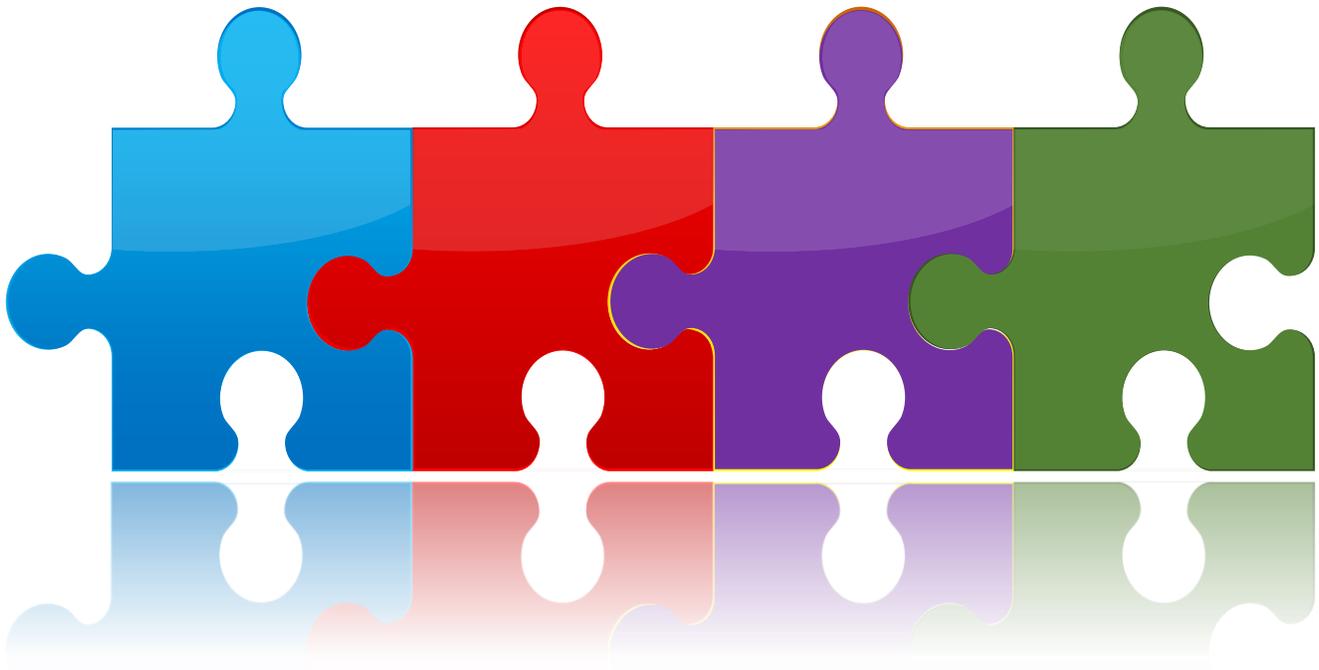


PS13-1308 Processing Guide: Putting the Sustainability Pieces Together



OAH developed a toolkit of resources for programs and grantees. The Sustainability Framework, Assessment Tool, Resource Guide, and E-Learning Module are designed to help programs develop a sustainability plan and create sustainable impacts. During this Institute we utilized these materials to support our PS13-1308 Sustainability Institute work. You can find all of the resources on the OAH website: http://www.hhs.gov/ash/oah/oah-initiatives/teen_pregnancy/training/sustainability.html

DASH Disclaimer:

This presentation was made possible by the Centers for Disease Control and Prevention, Division of Adolescent and School Health (CDC-DASH) under cooperative agreement 1UP87PS004154-04. The contents do not necessarily represent the official views of the Centers for Disease Control and Prevention.

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.

<p>FACTOR 4: SECURE COMMUNITY SUPPORT What steps will you take to increase community support of your PS13-1308 activity?</p>	<p>FACTOR 5: INTEGRATE PROGRAM SERVICES INTO LOCAL INFRASTRUCTURES What steps will you take to integrate your PS13-1308 activity into local infrastructures?</p>	<p>FACTOR 6: BUILD A LEADERSHIP TEAM What steps will you take to build your leadership team to champion your PS13-1308 activity?</p>	<p>FACTOR 7: CREATE STRATEGIC PARTNERSHIPS What steps will you take to create strategic partnerships that for your PS13-1308 activity?</p>
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Next Steps: Next Steps: Next Steps: Next Steps:

My PS13-1308 Activity:

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

OFFICE OF ADOLESCENT HEALTH

The Office of Adolescent Health (OAH) has developed resources which provide guidance to help organizations achieve sustainability.

One of the most important steps is to develop a definition of sustainability for your program. Sustainability can mean different things in different contexts. For OAH, "sustainability" and "sustainable impacts" are used interchangeably. Sustainability means programs **can effectively leverage partnerships and resources to continue programs, services, and/or strategic activities that result in improvements in the health and well-being of adolescents.** Programs may use the OAH concept or their own mission or vision statement to develop their own concept of sustainability.

What is your definition of sustainability?

What does it look like for PS13-1308 activities?

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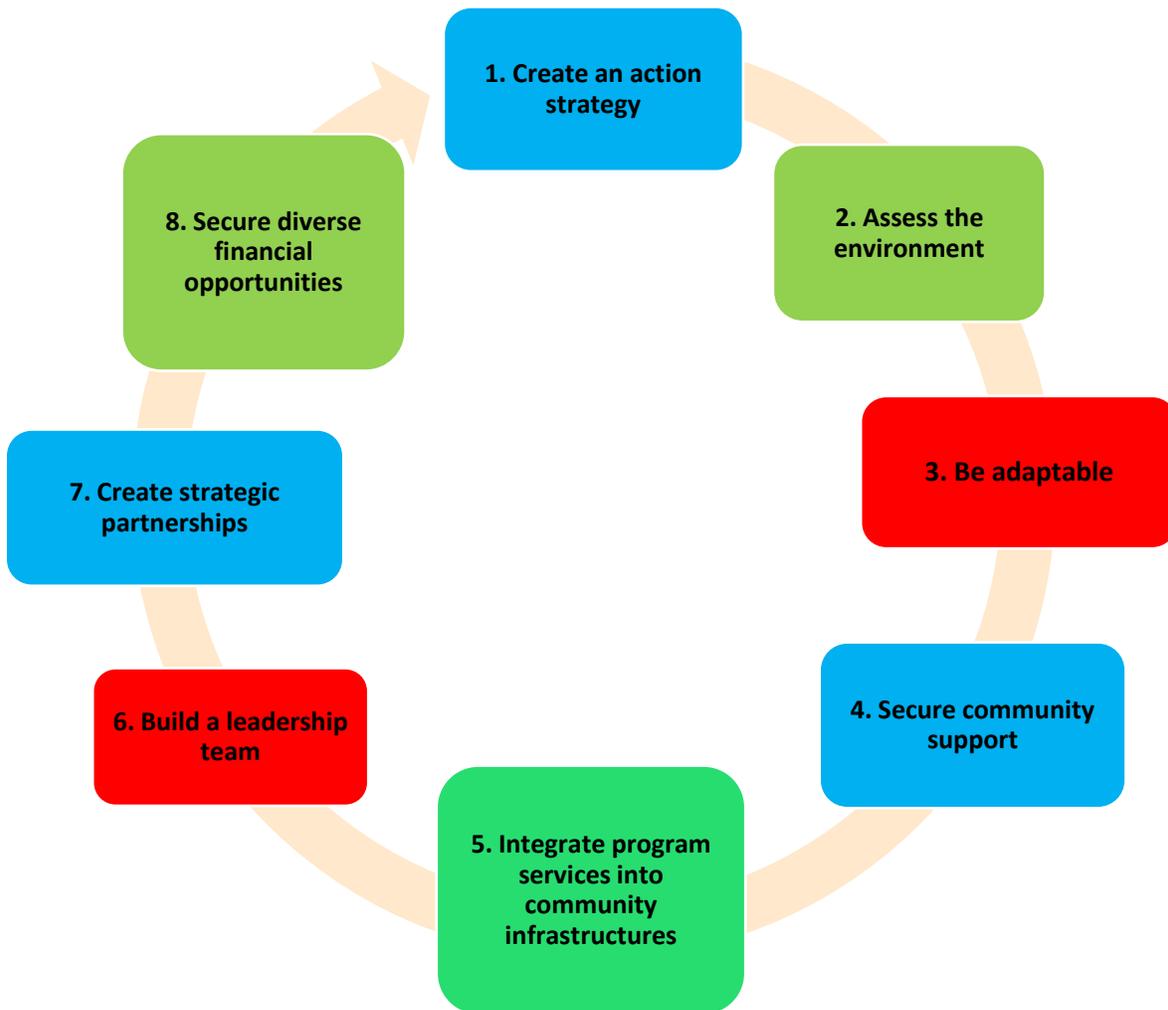
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THE SUSTAINABILITY FRAMEWORK

Planning for sustainability can span a number of strategies from building internal capacity, to securing new funding, to incorporating effective programs, practices or policies into partnering organizations to ensure continuity. Sustainability also involves managing and leveraging resources (financial and otherwise), and focusing broadly on the community needs, which may shift or change over time. Effective organizations and programs adapt to these trends and grow and change with the climate.

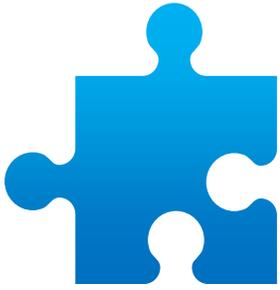
OAH has determined the following eight key factors can influence whether a service, program or its activities and benefits will be sustained over time:



These factors provide a foundation from which education agencies can begin to build sustainability plans.

Education agencies should tailor and incorporate any or all of these factors into their own unique sustainability strategies. During the SEA Institute we will work through Factors 4-7 and help you develop action steps to integrate these strategies into your 1308 goals and activities.

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FACTOR 4: SECURE COMMUNITY SUPPORT

KEYS TO SUCCESS: FACTOR 4

- Formulate a communication approach and message
- Promote your program and its services
- Use program leaders, strategic partners and community champions to share your message

WHY IS THIS IMPORTANT?

A key aspect of sustainability planning is to secure support from the community. Community support may come from a range of diverse entities and individuals, from both within and outside an education agency. A diverse pool of champions, from local businesses to former program participants, to other community-based organizations, can help spread the word about your program or service to a range of audiences, including potential new supporters and funders. Crafting a clear, strong, and easy-to-replicate message can help supporters articulate it and share the program's or service's stories of success.

FORMULATE A COMMUNICATION APPROACH AND MESSAGE

Program outreach occurs any time a staff member or supporter speaks about the program or services an education agency offers. You can help ensure the information shared about your work is accurate, consistent, and supports your sustainability efforts, if you take time to identify and train your messengers on an integrated and ongoing communications strategy. Community outreach is not always about having a fancy brochure or annual report. Instead, it's about being able to clearly articulate your program's or service's mission, goals, and successes to distinct target audiences in ways that connect the audience to your program's or service's values and approach, while also using a variety of marketing activities to share your story.

Consider the questions below.

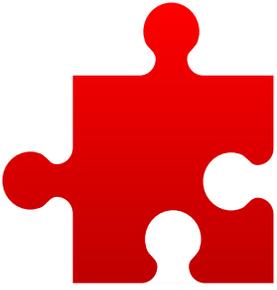
1. **What are key messages DASH-funded partners want to share to stakeholders and the community about the PS13-1308 cooperative agreement.**

2. **Which community partners can support the sharing of your key messages?**

3. **What methods for communicating your messages in the past have not been successful/ or given you the traction you needed?**

4. **What communication methods have worked? From this conversation what do you want to try?**

5. **After completing this section, what next steps do I need to take to advance my PS13-1308 activity in regards to Factor 4: Secure Community Support?**



FACTOR 5: INTEGRATE PROGRAM SERVICES INTO LOCAL INFRASTRUCTURES

KEYS TO SUCCESS: FACTOR 5

-Streamline service delivery, policy and practices

-Integrate Programs, services and practices into the broader community fabric

WHY IS THIS IMPORTANT?

Looking critically at your service delivery may help you identify areas where your programs and practices can be restructured and simplified. Doing so may position you to provide programs and services more effectively and efficiently. Exploring opportunities to integrate program and services into the community fabric can help education agencies garner support from the community and allow you to capitalize on the strengths of community partners.

INTEGRATE PROGRAMS, POLICIES, AND PRACTICES INTO THE BROADER COMMUNITY FABRIC

Successful programs or services are ones that not only can adapt to changing environments, but become so integrated into the community infrastructure that they provide long-term benefits to all relevant stakeholders-- from partners to program participants. Integrating efforts into the community requires linkages with other programs and series addressing a grantee's target populations' needs. The more successful grantees are at creating linkages in the community, the greater their chances for integrating their programs and services and facilitating long-term sustainability.

Consider the questions below.

1. What are your goals and objectives for integrating program services into community infrastructures?

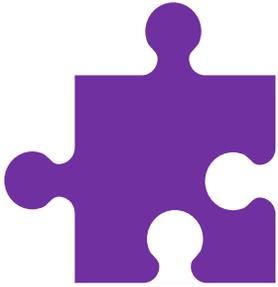
2. Please complete: Factor 5 Activity 1: Assessing the Integration of Program Services

3. After completing this section, what next steps do I need to take to advance my PS13-1308 activity in regards to Factor 5: Integrate Program Services Into Local Infrastructures?

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FACTOR 6: BUILD AND MAINTAIN A LEADERSHIP TEAM

KEYS TO SUCCESS: FACTOR 6

- Identify strong internal leaders
- Keep organizational leaders engaged and secure their commitment
- Identify external community champions
- Promote leadership development

WHY IS THIS IMPORTANT?

Strong, diverse, and effective leadership can help sustain and grow your programs or services, develop strong community ties, and secure reliable funding sources. Weak leadership can prevent your program or service from realizing its full potential. To maintain larger community support, seek out champions, whether board members or outside partners, who promote the importance of your program's work within the community. You will need different types of people with varied skill sets to help lead and ultimately sustain your work, including youth and parents who benefit from your services. Promoting a feeling of shared leadership among staff and supporters encourages individuals to invest their time, energy, and talents to foster the success of your programs or services.

Consider the questions below.

1. What internal leaders should be part of your leadership team?

2. What external leaders should be part of your leadership team?

3. What leadership skill trainings may be useful to the leadership members?

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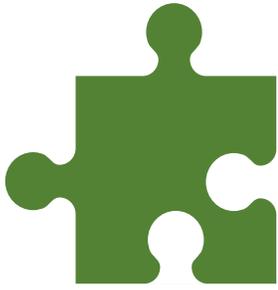
4. Whom/ how can these trainings be offered?

5. After completing this section, what next steps do I need to take to advance my PS13-1308 activity in regards to Factor 6: Build and Maintain a Leadership Team?

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FACTOR 7: CREATE STRATEGIC PARTNERSHIPS

KEYS TO SUCCESS: FACTOR 7

- Develop strategic partners
- Assess existing partnerships continuously
- Establish a shared vision and commitment to sustainability
- Engage partners to help market program successes
- Leverage partner resources

WHY IS THIS IMPORTANT?

External partners are important sources of support, training, resources, and even staffing for many education agencies. They provide meaningful opportunities for cross-training, peer-to-peer learning, and possible joint financial ventures or supporters when you seek out new funding. External partners can also be a link to larger community networks that can help market your work and reach new clients, funding, and resource bases. Strong external partnerships can also help you assess changing community needs and modify or tailor your programs or services to changing community needs.

Critical Action Steps

Each grantee will seek out and secure strategic partnerships differently and may have different types of partners in the community, depending on how and to whom their programs and series are delivered. The manner in which grantees forge new partnership will vary depending on staffing and resources available to seek out and maintain new partnerships.

Consider the questions below.

1. Who do you have as current partnerships with to support PS13-1308 activities?
2. How do your current partnerships currently support the sustainability of your PS13-1308 work?
3. Who could be potential partnerships? (Think outside the box)

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4. What resources or support are available through the potential partnership?

5. After completing this section, what next steps do I need to take to advance my PS13-1308 activity in regards to Factor 7: Create Strategic Partnerships?

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FACTOR 5: INTEGRATE PROGRAM SERVICES INTO LOCAL INFRASTRUCTURES | ACTIVITY 1: ASSESSING THE INTEGRATION OF PROGRAM SERVICES

Instructions: Answer the following questions to better determine how well your services or programs are integrated into the community fabric. Use your answers to discuss with your leadership team and community partners ways in which you might better integrate your work.

How are your programs or services being utilized within your community?

What opportunities are available to better infuse your programs or services into established organizations, such as school systems, community health promotion programs, etc.?

What key linkages are needed to increase the relevance of your programs or services to the communities you serve?

How can you leverage resources, such as supplies, materials, and equipment, from larger community efforts to continue implementing your program or services?