

Case Study on Eat Right Montana Coalition

Seminar 5 – The Life Cycle of Partnerships

Heart Disease and Stroke Training Institute

Background

- Statewide nutrition and physical activity coalition formed 1992.
- Has been led by state health department public health nutritionist (CVH Program Manager was the “appointed co-chair” from 1998-2003). CVH Program staff also implement many of the coalition’s activities and offer in-kind support.
- Began as a way to promote 5 A Day and then expanded.
- Members include CVH Program staff, Office of Public Instruction (including Team Nutrition), consulting dietitian, State WIC Program Director, State Extension Office, Girl Scout Council, state Nutrition and Physical Activity Program, county health department health educator, Beef Council, etc.
- Incorporated as a 501(c)(3) – can receive profits from selling 5 A Day BINGO game. In 2002, also became a sub-committee of the CVD/Obesity Prevention Task Force.

Current Population-Based Activities

- 5 A Day: mini-grants to community organizations statewide; sell BINGO nationally.
- Healthy Families nutrition and physical activity media campaign
- Lewis & Clark Fitness Challenge for 4th-5th grade students
- National Nutrition Month competition for middle/high school students
 - promotes policy & environmental change in schools

Life Cycle Stage: Transforming/Adjourning

Strengths

- Strong partnerships and cohesive members. Relationships have led to other joint projects with members’ organizations.
- Nationwide recognition of coalition’s activities/material, logo. Regional nutrition education award.
- Cost-effective health promotion strategies

Barriers

- Only direct revenue source is sale of its 5 A Day BINGO game. Indirectly supported by CVH Program.
- Lack smooth leadership transition.
- Conflict of interest with state health dept staff chairing board?
- Have not effectively integrated Eat Right Montana into the CVD/Obesity Prevention Task Force.

Questions

1. Is there still a need for Eat Right Montana, or should it dissolve?
2. If the coalition transforms:
 - a. How can new leadership be recruited?
 - b. What should the direction be?
 - c. How can coalition members be encouraged to also attend the CVD task force meetings?
 - d. Is there an advantage to dropping the 501(c)(3) status?
3. If the coalition dissolves, how can the existing partnerships still be maintained?