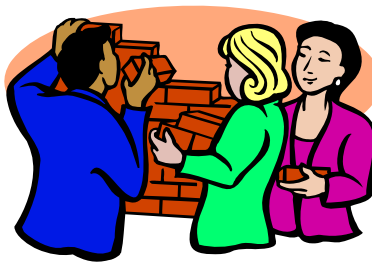


## **Title: Skills for Building Effective Partnerships**

**Enabling Objectives:** Upon completion of the training participants will be able to:

- Describe key elements of Building Effective Partnerships with internal and
- external individuals and organizations.
- Communicate clearly the vision, mission, and uniqueness of new partnerships.
- Identify individuals with skills for working with other people and organizations.
- Techniques for identify and ensuring commitment from key stakeholders.
- Identify common goals and objectives to gain commitment from sectors, settings and individuals, representative of the population to be (impacted?)
- Identify tools to develop State steering/advisory/work groups that will work strategically to develop, implement and evaluate a CVH State Plan to reduce morbidity and mortality of heart disease and stroke.

*(picture of diverse group working/building something together)*



Slide: What Partnerships can do:

Slide What Partnerships can't do:

- Access to key stake holder/audience (trust & relationships).
- Provide Funding
- Provide in-kind resources
- Provide expertise.

- Develop foundation for collaboration process.
  - Is every member an equal partner?
- Define:
- A. Coordination: **(Insert standard accepted definition)**
  - B. Collaboration: A mutually beneficial and well-defined relationship external into businesses or more organizations to achieve common goals.
  - C. Partnership: Collaboration not always cost effective or appropriate – based on specific focus or issues, mission and resources of organization to address them.

**Slide:** Share VISION

(Heart of SC)



MISSION

Objectives or Responsibility of Members **(see Julie H. III. Fall 2002 info)**

Realistic obtainable and measurable goals.

### **Selling the Mission:**

- If a group is to address and impact broad issues/system change, they must be perceived as a competent and effective leader within the environment they want to influence.
- Early on, do assessment of skills of members and leadership image ability to influence systems change.

How to communicate/inform potential members. Frame issues in terms of priorities for state, county, sector or setting, depending on individual or organization.

### TALKING POINTS:

- Stable representation from participating organization is needed to develop strong relationship and ensure commitment to the process.
- Before roles and expectations of each member (\*use our CVH State Plan – icon match to outcome
- Issues are complex and must be addressed in multiple sectors (CDC Socio-ecological model)
- Solutions are beyond scope of any / organization
- What is expertise and attitude of individual members and the environment/  
culture of organizations and their capacity to serve?
  - Factors influencing our health are multi factors of:
    - Poverty
    - Education
    - Crime
    - Employment
    - Housing and so forth
- Collaborative efforts are **usually** more cost effective; can address system change;
- are broader and population-based; and reduce duplication.
- Diverse skills, expertise, commitment and resources can sustain interest,  
momentum and ensure a greater amount of success toward goals
- **Members should devote a great deal of time upfront. Communicate mission and get buy-in from key leaders. Assess the political and social climate to support objectives.**