



Building on the Strengths of the Collaboration

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*Consulting, Training, Technical Assistance,
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The Need for the Powerbase

- Intimate involvement of the faith community, champions, elders, and grassroots
- The community realizes that not having this important aspect of the community involved may negatively impact the behavioral health of many of the people in our community.
- Mobilizes and energizes it's constituents to get involved, volunteer and refer people to the activities or services being offered by the coalition or the organizations involved with the Coalition.
- Trusted foundation that provides the basic needs of safety, guidance, and protection.
- Coalition can mature and flourish while in the early stages of development.
- Authority of the Powerbase helps a coalition survive against need thwarting environments and lessens the experiences of need frustrations, mal-functioning, and ill-being.

SWOT Analysis Membership Development

Strengths	Weaknesses
Opportunities	Threats

Steps Using the Powerbase to Build Trust and Mutual Respect

- Establish boundaries of acceptable behavior
 - Ground Rules that are established by group members
 - Guarding against personal/organizational “agendas” vs. Coalition’s agenda

Steps Using the Powerbase to Build Trust and Mutual Respect

- Share personal experiences with representatives from other cultural and ethnic groups
 - Provide space for individuals to express who they are not what they do
 - Their first moment of awareness of their cultural or specific ethnic identity
 - The person (including family or excluding family) who has had the greatest impact on their lives
 - Any personal experience with health or the health care system that has affected him or her most deeply
 - Aspects of their culture they consider unique or particularly meaningful to them

Steps Using the Powerbase to Build Trust and Mutual Respect

- Create space for spiritual/cultural sharing
- People of color bring to groups history, traditions, cultural experiences, spiritual beliefs, and values that can broaden others’ horizons and deepen their lives.
 - Bring greetings from the elders by means of dance or song
 - Read and/or distribute prayers, poetry, or stories
 - Play or sing songs in one’s native language or provide a translation of a well-known song in one’s native language for all to sing
 - Display art work or play recorded music
 - Request a moment of silence
 - Hold meeting in restaurants owned/operated by different ethnic partners

Steps Using the Powerbase to Build Trust and Mutual Respect

- Exchange gifts
 - sharing a personal possession that has special meaning, a prepared dish, something handmade, a poem, reading, scripture, song, or service (e.g., transportation to meetings). Instructions to participants could include:
 - Bring a gift that has special meaning to you and tells something about you and your culture.
 - Be ready to share with the group the significance of your gift to you.
 - Gifts can include poetry, spiritual blessings, songs performed by the giver, prepared food items, a promised service, and other creative expressions
 - Keep the gift modest (if purchased, no more than \$5 for most groups).
 - Leave the gift unwrapped.

Steps Using the Powerbase to Build Trust and Mutual Respect

- Identify, compare, and celebrate assets
 - provide an opportunity to identify common assets. This can be done through a process:
 - Each group is asked to describe the assets or gifts they offer to the group as a whole.
 - During a report-out session, everyone present will have an opportunity to determine those contributions that are both unique and cross-cutting.

Steps Using the Powerbase to Build Trust and Mutual Respect

- Share stories on advocacy and policy development successes and challenges
 - This exercise allows each individual group to share what has worked for them in the past and to describe experiences – good and bad – that helped or hindered their efforts to address health disparities and inequities in their communities.
 - This helps the group build an advocacy and policy “profile” for their community, including the identification of community power brokers, allies, and antagonists.
 - Sharing “war stories” is a “bonding” experience and also puts on the table strategies that should be considered and those that might be avoided

Steps Using the Powerbase to Build Trust and Mutual Respect

- **Put listening on the agenda**
 - As a planned activity, use lots of practice in effective, “active” listening.
 - A tried and true technique is a pairing exercise
 - One individual introduces his/her partner to the group, based on what the partner has shared in a one-on-one discussion.
 - Group members become sensitive to the fact that excessive talking by individuals limits their ability to listen to the verbal and non-verbal communications of others.
 - Develop a “ground rule” around this point as a way of underscoring the importance of allowing members of the group “equal time.”
 - Ask a facilitator to help manage the group’s discussion in its early stages.

Steps Using the Powerbase to Build Trust and Mutual Respect

- **Provide support for group identification and cohesion**
 - Creating a symbol or logo that taps into that creativity and depicts the diversity and purposes of the coalition.
 - Members of the group should have the opportunity to suggest ideas or designs for the group’s consideration.
 - Create buttons or pins for members to wear, and can use the logo or symbol on coalition materials.
 - Establish rules on how, when, and by whom the symbol can be used.
 - The logo symbolizes consensus and this point should not be taken lightly.

Steps Using the Powerbase to Build Trust and Mutual Respect

- **Acknowledge and respond appropriately to cultural and language differences**
 - Honoring language and cultural traditions is the key to success in any community.
 - involving individuals and groups for whom English is not the primary language have a responsibility to provide language services for those members so they can participate fully.
 - This support may include, at minimum, making materials available in the requisite languages. In addition, it is hoped that the CACC will also find a way to provide interpreters as needed.

Steps Using the Powerbase to Build Trust and Mutual Respect

- Solicit input and participation in various ways
 - It is also important to observe the principle that people respond best to those they know and trust.
 - Ethnic media, such as cable stations and ethnic language newspapers, are effective means to reach broader numbers
 - Prepare background materials for all newcomers to the Coalition (and turnover is to be expected) so that they can be aware of the group's origins and history, vision, mission, and goals

Steps Using the Powerbase to Build Trust and Mutual Respect

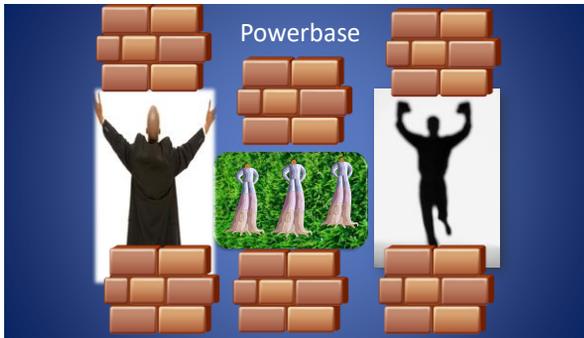
- Take time to discuss issues of race and ethnicity
 - As the Coalition develops, it will hopefully become a "safe haven" for honest communication on many issues, including race, ethnicity, and experiences of discrimination.
 - There may be times when providing "space" for these discussions will be necessary in order for individuals to feel accepted and valued.
 - Such conversations may help diffuse tensions. Ideally, a trained and trusted facilitator can be available to assist, when such emotion-laden issues are discussed.

Steps Using the Powerbase to Build Trust and Mutual Respect

- Plan events/activities where people can experience success in working together
 - Create a diverse and representative committee to plan a reception or celebratory event that will feature each of the participating cultures.
 - Appoint a diverse task force to put together a press conference or briefing for elected or appointed officials that presents a bill of particulars supported by all participating racial and ethnic groups.
 - Gather data on a particular health issue (e.g., drug use) for all participating groups that can help substantiate the need for collective action.
 - Develop a proposal for funding, with diverse representatives taking responsibility for writing sections and reviewing drafts as members of a proposal development committee.
 - Assign responsibility for recruiting a specific number of racial/ethnic group constituents to attend events sponsored by the Coalition.

Steps Using the Powerbase to Build Trust and Mutual Respect

- Remember the personal touch
 - Greeting each other warmly, as family, in recognition that such demonstrations are common among several racial and ethnic minority groups
 - Remembering birthdays or other important personal or family events
 - Sharing prayers, affirmations, and inspirational readings
 - Checking in and offering support personally, in times of challenge, through e-mails and other means
 - Letting others know of personal or family health crises
 - Inviting one another (or arranging for invitations) to special events – receptions, dinners, ceremonies, and attend events together
 - Extending invitations to share meals in restaurants or personal homes
 - Sharing books, newspaper articles, artifacts, or gifts that have special meaning
 - Making referrals to spiritual, medical, or other advisers to deal with personal issues



Coalitions do more than bring people together. . .
They bring Systems Together!

- The Paradigm shift of Leadership: understanding that Prevention is Community Leadership
- Bringing systems together that normally may have functioned on their own (independently)
- SAMHSA has greatly helped Coalitions by creating a prevention platform as a tool.



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Questions or Comments