



Prospectus Group, LLC. Presents: CPAW Engagement & Utilization Webinar

PROSPECTUS GROUP

AUGUST 13, 2020

10:00 AM

Contacts

Marcus Bouligny

Director of Applied Systems
mbouligny@progroup.us
415.516.1332

Morgan Crafts

Program Assistant
morgan@progroup.us
770.298.9768

Fiana Thacker

Program Manager
fiana@progroup.us
678.362.2424

Ted Mulherin

Training & Outreach Coordinator
ted@progroup.us
912.678.5405

Technology Used in This Presentation

Zoom



QR Code



Poll Everywhere

PollEv.com/tedmulherin267
Text: TEDMULHERIN267 to 22333



Content and Outcomes

- Understand functions of the CPAW
- Tools to engage CPAW members
- Effective utilization techniques of CPAW members
- Inclusion of CPAW for sustainability plan

What does 'CPAW' stand for?

Community Progress
Assessment Workshop

Communities Promoting
Awareness Workgroup

Community Process and
Action Workgroup

Community Prevention
Alliance Workgroup



Functions of the CPAW

Community	<ul style="list-style-type: none">• Community members focus on individual assignments<ul style="list-style-type: none">◦ Data, program & operations and evaluation & sustainability
Prevention	<ul style="list-style-type: none">• Prevention of community health risk(s) as common goal
Alliance	<ul style="list-style-type: none">• Alliance among community stakeholders and agency to achieve this goal(s)
Workgroups	<ul style="list-style-type: none">• Workgroup brings collective individual strengths to determine allocation of tasks/assignments

**Main
Function:
Build
capacity at
the local
level**

What functional challenges do you currently or could potentially face within your CPAW?



Engaging CPAW Members

Fairness in consensus-building process

- Establishment of engagement and change climate
- Facilitation of congruence between types of decisions and decision-making processes¹

Engaging CPAW Members

Consistent Communication

- Meetings
 - Weekly, Bi-weekly or monthly

Group text applications

- GroupMe
- Voxer
- WhatsApp

Video Conferencing Platforms

- Zoom
- GoToMeeting
- Skype

Engaging CPAW Members

- Reward CPAW Successes
 - Acknowledge credit for time and effort
- Clear Understanding of Purpose
 - Communicate desire for members to be needed
 - Meaningful use of time and involvement of members
- Education & Training
 - Understanding of prevention processes

Engaging CPAW Members

How to employ processes to facilitate perception of fairness and consensus building

- Build a formal framework for decision-making
- Build fairness early¹

Resources

Key methods for contacting and recruiting CPAW members (ranked in order of approximate effectiveness)²

1. Face-to-face meetings
2. Phone calls
3. Email
4. Personal letters
5. Mass mailings
6. PSAs or media ads
7. Flyers and posters



How do you interpret appropriate fairness when delegating tasks to CPAW members?



Effective Utilization of CPAW Members

Challenges

- Specifying appropriate governance structures and decision-making frameworks
- Aligning stakeholder interests with the vision of the alliance³

Effective Utilization of CPAW Members

Challenges

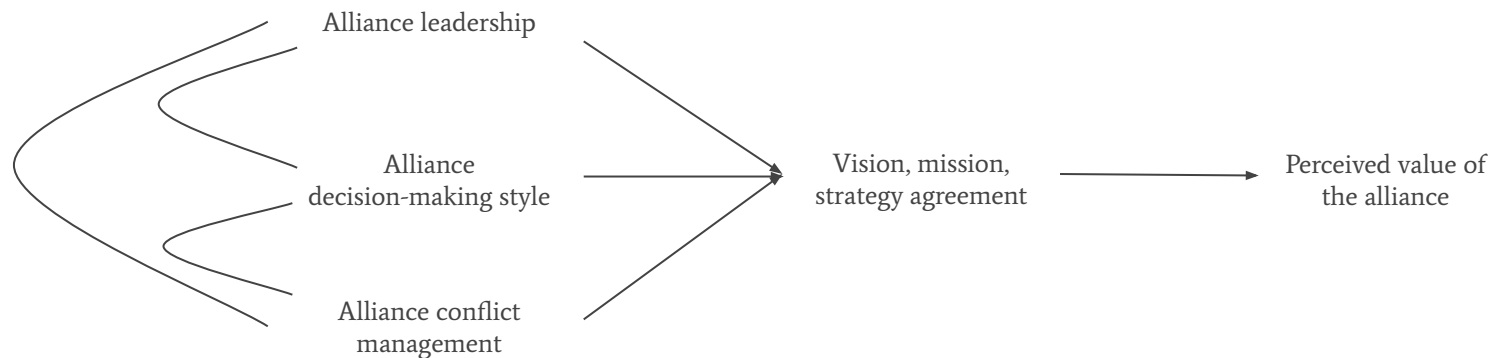
- Balancing short-term objectives with long-term goals
- Securing resources to sustain the effort without compromising it³

How does your agency relate to any or all of the challenges mentioned?



Overcoming Alliance Utilization Challenges

- Alliance Leadership
- Alliance Decision-Making
- Alliance Conflict Management
 - These qualities in congruence with vision, mission and strategy agreement increase perceived value of the alliance.⁴



Provider Experience Panel

Veronica Dowell - Region 6 Twin Cedars Youth Family Services

vdowell@twincedars.org

Candy Hullender - Region 1 Catoosa County Prevention Initiative

capicoor.pc@gmail.com

Terrie Moore - Region 3 Decatur Prevention Initiative

terriemoore@gmail.com

Provider Experience Panel

Panel Questions

1. How do you consider cultural competency when it comes to CPAW membership?
2. Do you offer training for your CPAW members?
3. How has your agency been able to sustain relationships and congruence within your CPAW?
4. What advice would you give to those new in prevention regarding CPAW engagement and utilization?

Questions to Consider:

1. What is your staff's/CPAW prevention knowledge and skills?
2. What is your staff's/CPAW experience in data collection?
3. Is there a leadership role? Is there a natural leadership role?
4. Do you share current data with CPAW members?
5. Are there any gaps in the roles of CPAW members?

Inclusion of CPAW for Sustainability Plan

Step 1: Assess current objectives

Start by going back to the objectives in your grant application, SAP (Strategic Action Plan), or logic model. For each objective, ask yourself:

- Has the project been successful in meeting this objective? If so, what changed after this objective was implemented? Can this change be sustained?
- Which parts of the project's work have momentum?
 - What has helped it move forward?
 - Whose support has been key?

Step 2: Assess possibility of sustaining objectives that have momentum

The CPAW should address the following questions:

- What would be the most important thing achieved to keep going?
- What is already sustained?
- What should and could be sustained but needs more work?
- What partners are or should be involved in the efforts we think are most important to sustain?

Inclusion of CPAW for Sustainability Plan

Step 3: Assess possibilities for funding that are realistic to pursue

The CPAW should address the following questions:

- Do any partners have funding or other resources that could address our high-priority objectives?
- Is there any funding available from the tribe, the state, or local entities?
- Are there grant opportunities that we could pursue?

Step 4: Develop a Sustainability Plan using a format similar to the SAP

The CPAW and partners should meet to develop a plan with objectives, activities, people responsible, and timeline for the activities identified in Step 2. Write up the plan and distribute it to all parties.

Inclusion of CPAW for Sustainability Plan

Six steps to complete when creating a sustainability plan

1. Inventory current material resources.
2. Identify the resources that are needed over the long-term.
3. Determine a set of diversified funding strategies.
4. Identify appropriate partners and sources.
5. Write case statements explaining why the sources should be contributed to the CPAW or coalition.
6. Develop an action plan for contacting potential donors with the goal of making the request.

Inclusion of CPAW for Sustainability Plan

1. Inventory current material resources.
 - a. Communication
 - b. Space
 - c. Supplies
 - d. Technology
 - e. Time
 - f. Training
 - g. Transportation

Inclusion of CPAW for Sustainability Plan

2. Identify the resources that are needed over the long-term.

The second step requires the CPAW to anticipate growth or new interventions for the future. This requires the CPAW members to discuss and agree upon the future plans.

Inclusion of CPAW for Sustainability Plan

3. Determine a set of diversified funding strategies.

Primarily with planning/operations personnel, to ensure its future, the CPAW must plan to obtain its future resources from a diversified set of funding strategies.

Inclusion of CPAW for Sustainability Plan

4. Identify appropriate partners and sources.

Brainstorming potential sources requires volunteers and members to understand (and own) the coalition's resource needs and be creative about possible strategies. With the list of needed resources and potential strategies in front of them, CPAW members should brainstorm possible sources.

Inclusion of CPAW for Sustainability Plan

5. Write case statements explaining why the sources should be contributed to the CPAW or coalition.

With help from the CPAW members, case statements can provide “what to say.” Case statements can help communicate the importance of the agency and coalition’s work and how the work makes a difference. Case statements can help members share recent accomplishments and success stories.

Inclusion of CPAW for Sustainability Plan

6. Develop an action plan for contacting potential donors with the goal of making the request.

This final step of the sustainability planning process is to describe specific action steps the members will use to:

- Engage, support and recognize current and potential members whose involvement over the long-term is critical to future success.
- Identify potential donors based on the proposed funding strategies identified in Steps 3 and 4.
- Reach out and build long-term relationships with potential donors.
- Create a case statement describing the role and value

What challenges have you overcome with your CPAW that have led to greater perceived value of the alliance?



References

1. Hearld, L. R., Alexander, J. A., Bodenschatz, L., Louis, C. J., & O'Hora, J. (2013). Decision-Making Fairness and Consensus Building in Multisector Community Health Alliances: A Mixed-Methods Analysis. *Nonprofit Management & Leadership*, *24*(2), 139.
2. Murphy, F. (2013). *Community Engagement, Organization, and Development for Public Health Practice*. New York: Springer Publishing Company.
3. Alexander, J. A., Christianson, J. B., Hearld, L. R., Hurley, R., & Scanlon, D. P. (2010). Challenges of capacity building in multisector community health alliances. *Health Education & Behavior*, *37*(5), 645–664.
4. Hearld, L. R., & Alexander, J. A. (2014). Governance Processes and Change Within Organizational Participants of Multi-sectoral Community Health Care Alliances: The Mediating Role of Vision, Mission, Strategy Agreement and Perceived Alliance Value. *American Journal of Community Psychology*, *53*(1/2), 185–197.

Questions?



Feedback Survey

<https://www.surveymonkey.com/r/FJMQ2S>
J

