



Power Through Partnerships

February 2014



Presented by:

**Greater Bay Area Region Training
and Resource Center**

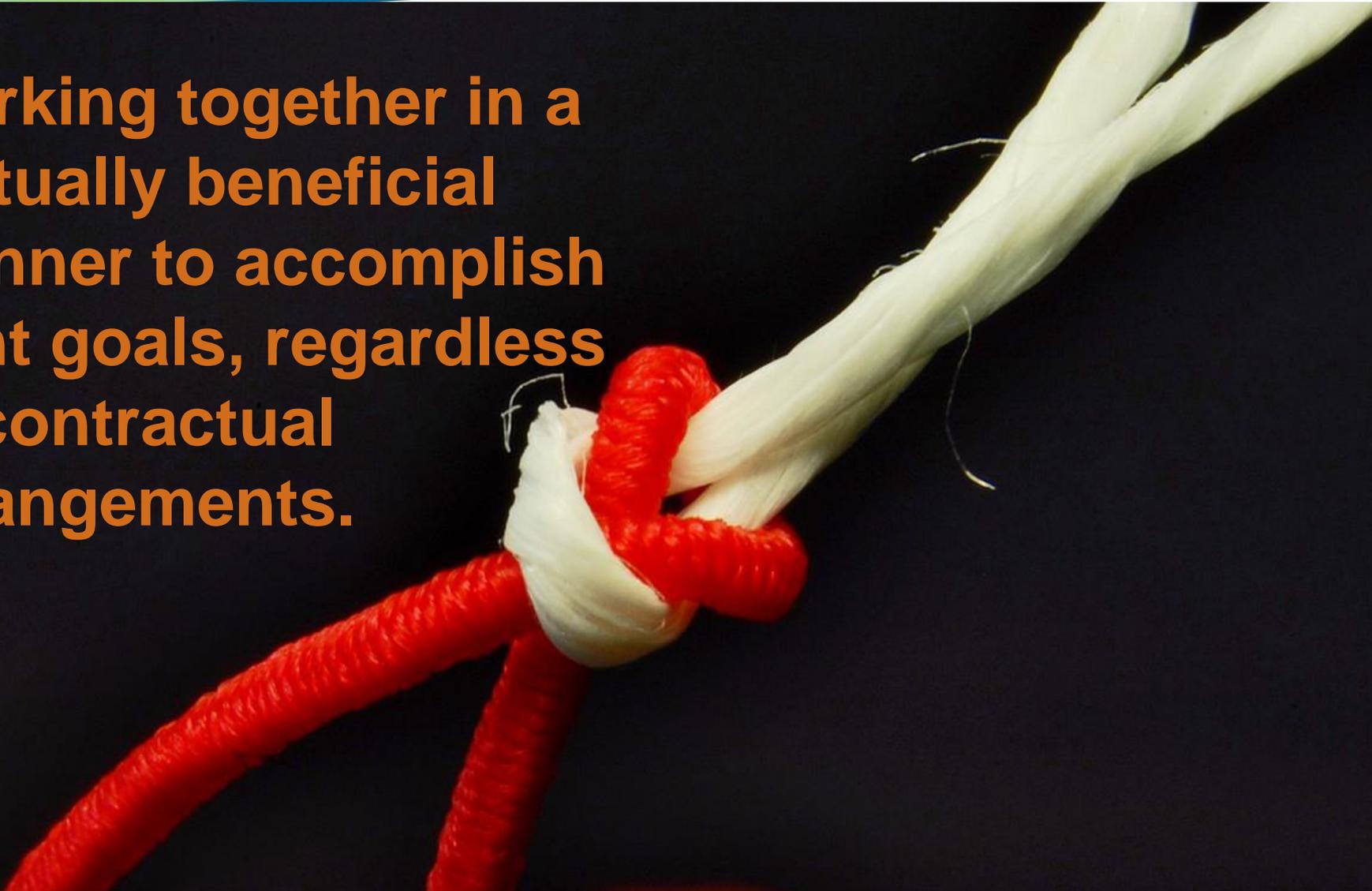
Brown-Miller Communications

This material was produced by the California Department of Public Health's Nutrition Education and Obesity Prevention Branch with funding from USDA SNAP-Ed, known in California as CalFresh. These institutions are equal opportunity providers and employers. CalFresh provides assistance to low-income households and can help buy nutritious food for better health. For CalFresh information, call 1-877-847-3663. For important nutrition information, visit www.CaChampionsForChange.net.

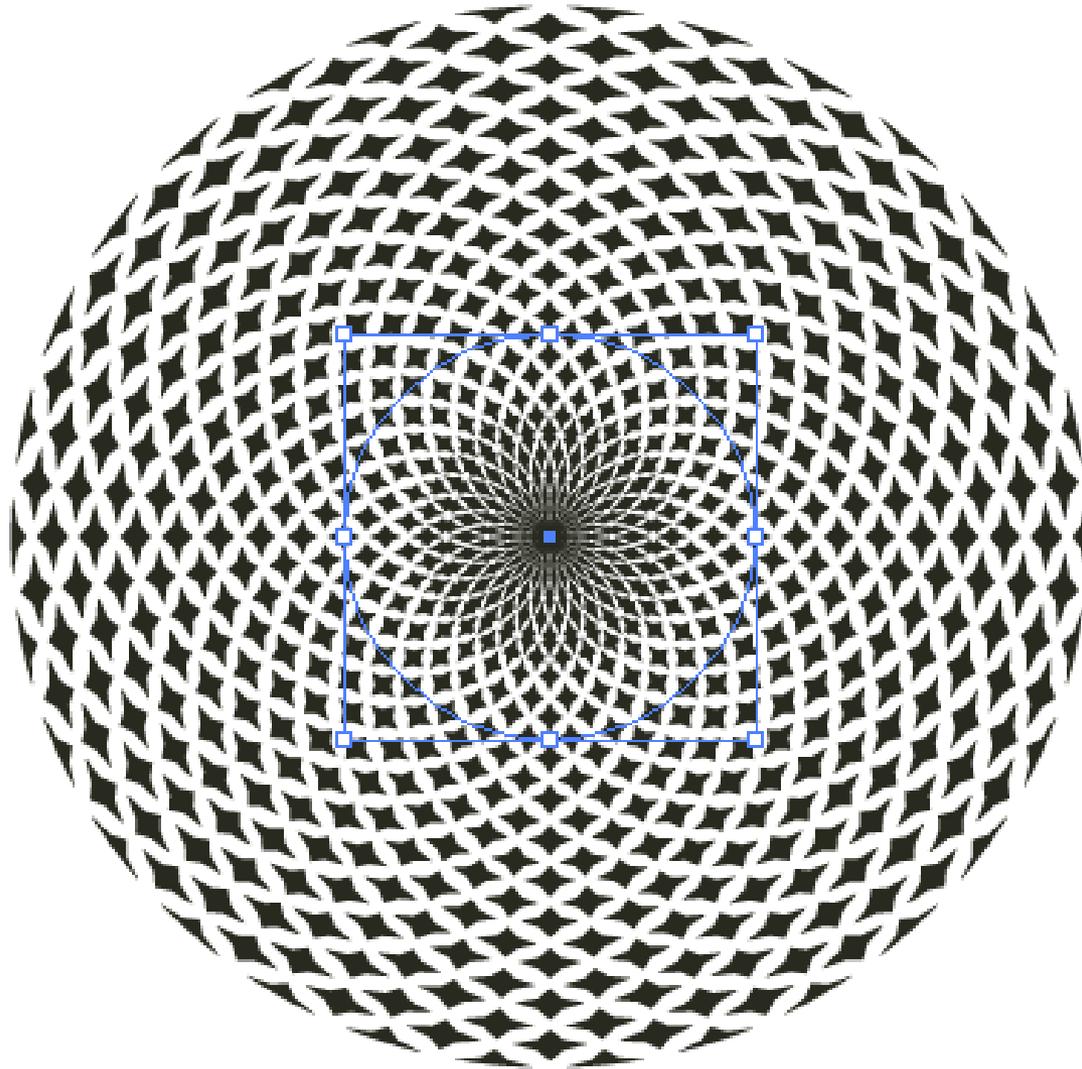
Definition of Partnerships



Working together in a mutually beneficial manner to accomplish joint goals, regardless of contractual arrangements.



LHDs Need Partnerships

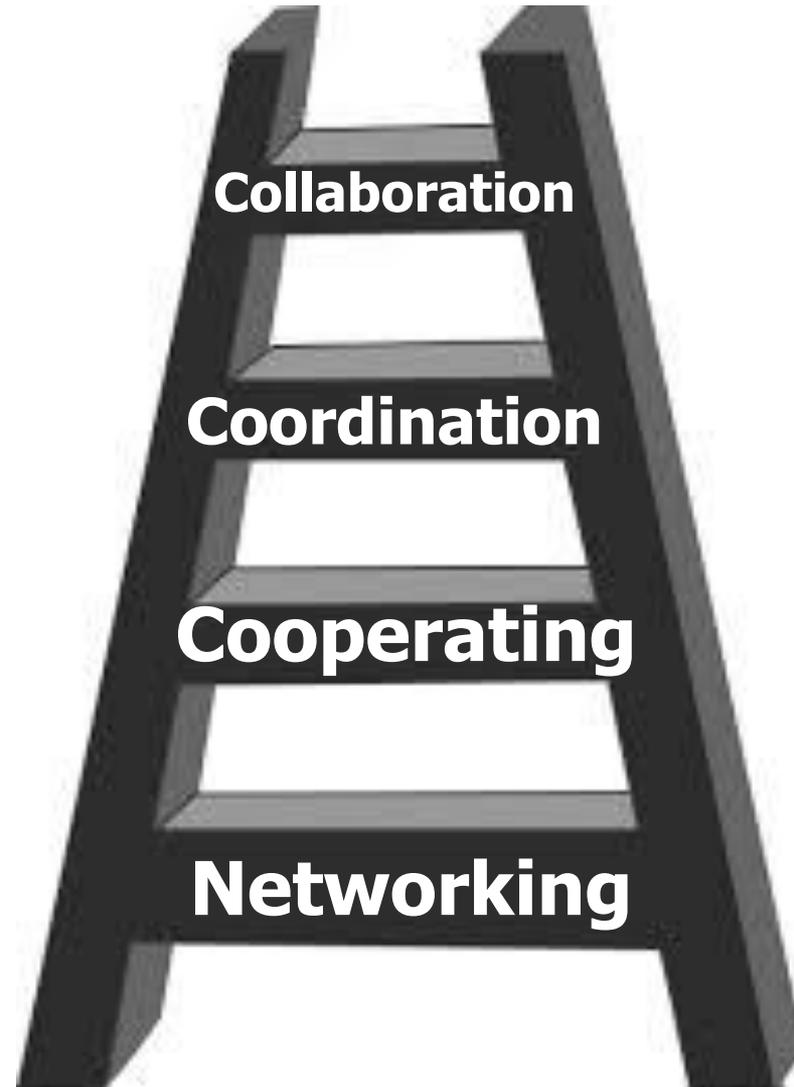


**No organization
can solve
complex issues
alone.**

Continuum of Partnerships*

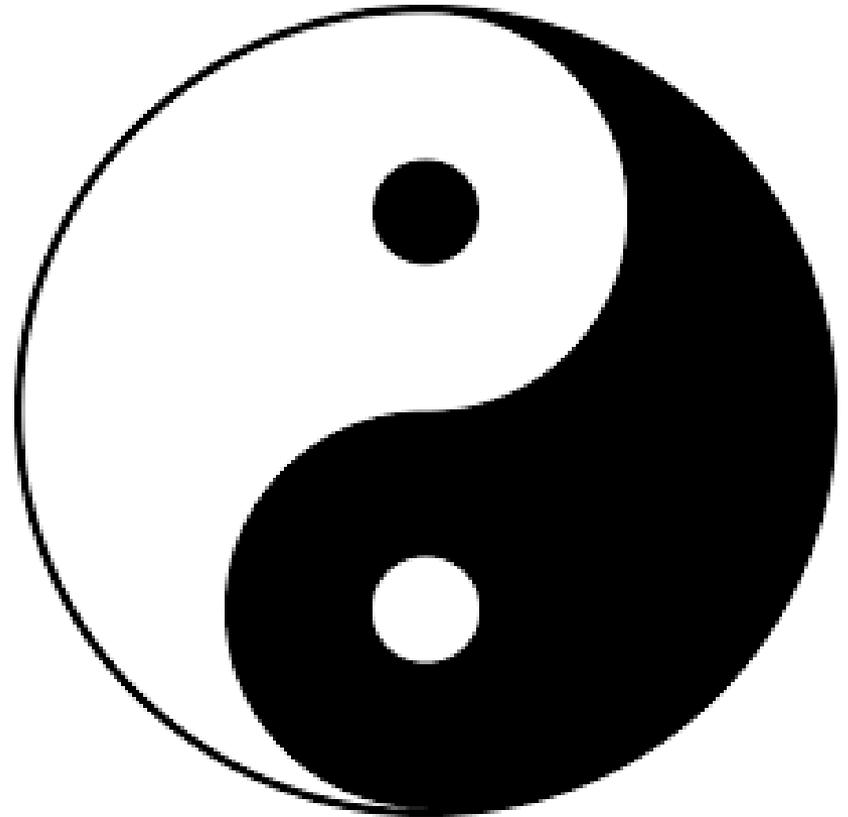


**There is power in
moving from
networking to
collaboration.**



Engage the Right Partners

Partnering organizations must have compatible core values and philosophies and share common goals.



Importance of Trust

No partnership can be successful or sustained without TRUST.



Communications



Consistent, candid communications and transparency are essential for developing and sustaining trust.

Building Relationships



The strongest partnerships are not one-shot deals but on-going relationships built over time.

Need For Action

Successful partnerships require a strong level of engagement and meaningful accomplishments.



Buy-In and Support

There must be support from the highest levels of the organization's leadership.



Opportunistic



**Successful
partnerships
are flexible
and dynamic.**

Success Depends On...



**Partnerships
require a lot of
work to
maintain and
ensure
success.**



Why Partner?

- **Expand resources, reach, expertise, contacts**
- **Increase clout, influence and impact**
- **Leverage resources: staffing, grants, materials, money**
- **More work done with less manpower**
- **Broaden perspective, knowledge and experience**
- **Continuity of effort and sustainability**
- **Provide individual organizations cover**



Partnership Challenges



- **Common vision & goals**
- **Commitment**
- **Communications**
- **Control**
- **Credit**
- **Leadership**
- **TRUST**



Forging Partnerships

- **Find common cause and focus**
- **Address a *specific* issue or challenge**
- **Crystallize around targeted solutions**
- **Action oriented**



Common Cause

What benefits both entities while moving the needle on obesity?



What Do You Want From Partners?



- **Expertise**
- **Promotional opportunities**
- **Contacts**
- **Manpower**
- **Resources**
- **Money/funding opportunities**
- **Venues/facilities**
- **Equipment**
- **Celebrity/clout**
- **What else?**

Value to Partners

- **Success**
- **Altruism**
- **Community goodwill**
- **Reputation**
- **Exposure & publicity**
- **Access to audience**
- **Mitigate former sins**
- **Ego**



Identify Potential Partners

- **Ethnic, health, community advocates**
- **Education**
- **Elected officials**
- **Faith-based**
- **Business**
- **CBOs**
- **Medical and healthcare**
- **Media**
- **Community leaders**



Taking the First Steps



Dancing the Dance



Sustaining Partnerships



- **Build on successes**
- **Support partners**
- **Building blocks for other partnerships**
- **Move to action!**

Next Steps



- **Identify common cause**
- **Identify existing assets**
- **What do existing partners contribute?**
- **Who and what resources are missing?**
- **Who will provide leadership?**
- **What will interim victories look like?**