



Partnering for a Healthy California

The Network represents a statewide movement of local, state and national partners collectively working toward
Eat Healthy. Be Active
We are Champions for Change

Network for a Healthy California

Conference 2010

Monday, February 8, 2010

Sacramento Convention Center

Post-conference *Network* meetings/trainings:

Tuesday, February 9, 2010

KEYNOTE:

Storytelling as a Best Practice

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consultant in the
field of public interest
communications.



For more information, please visit:

www.networkforahealthycalifornia.net/Conference

The Mission of the Network for a Healthy California (Network) is to create innovative partnerships that empower low-income Californians to increase fruit and vegetable consumption, physical activity and food security with the goal of preventing obesity and other diet-related chronic diseases. Important steps to build successful partnerships include—Obtain buy-in to build commitment. Identify overlapping interests. Clarify or reaffirm vision and mission. Create community ownership of partnership. Solidify the partnership structure and processes. Recruit and retain an active diverse membership. Develop collaborative leaders. Market your partnership. Be flexible and creative. Collaboration among the relevant agencies is imperative for promoting optimal health and nutrition. Collaboration = Success! The common feature of all complex challenges is that they require collective action. Working Together for Wellness. Partners provide a joint sharing of efforts and of benefits. Partnerships in public health are committed to the creation of social value (improved health), especially for disadvantaged populations. Make a commitment to have open, ongoing communication, partnerships do not happen; they are built. Creating a partnership is a continual learning process, with the potential for unexpected lessons. Focus first on the interests of potential partners. The central challenge faced by coalitions is to coordinate the diverse strengths of multiple partners. Champion the cause of the coalition and ensure that the actions of the participants focus on the coalition's ultimate mission. Form partnerships "slowly and socially." Partnerships expand nutrition education opportunities among low-income households. Collaboration between national and local non-profits as well as federal nutrition assistance programs to expand community-based nutrition education opportunities. Mobilize for Action through planning and partnerships. Create the future through collaboration and partnerships. Every partner brings something of value to the table. Identify how your program can help potential partners. Fulfill their goals. You have to build relationships first. Network your way in the door. Involve your entire staff in networking efforts. Be sure you have something to "put on the plate" when you introduce the idea of a partnership. Fulfill any promises you make to the partner organization. Building a partnership requires an investment of valuable time and resources, but there are no guaranteed returns on investment. One of the advantages of a partnership is using the skills and strengths of each individual partner. Working in partnership with other people is one of the most powerful forms of