

# Workshop 6.06: Building Momentum Towards a Common Goal Through Coalition Building



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Whether at the local or state level or on the national stage, when organizations can join in pursuit of a common agenda, the likelihood of success increases. Hear from coalition builders who have built bridges both within and across sectors to create momentum, and what specific steps they've taken to meet a common goal.



# Coalitions and Collaborations

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LIFT TO **RISE**

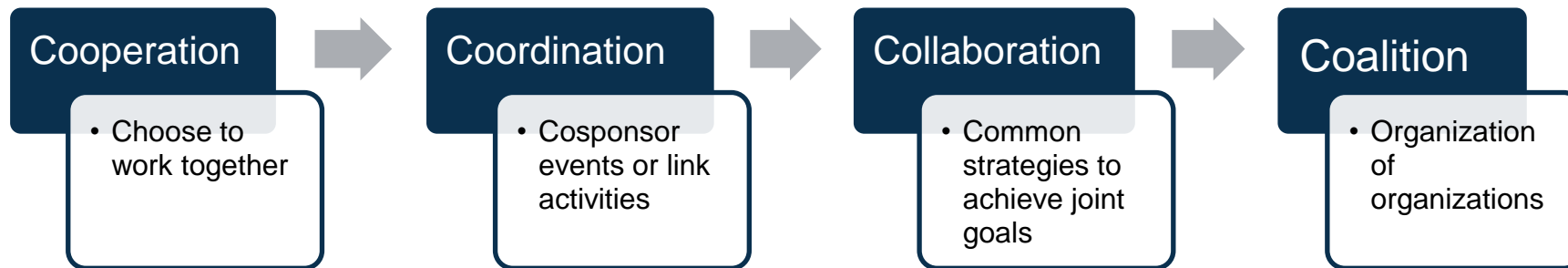
# Purposes and Applications

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- Service integration
- Attitudinal and behavior change
- Strategic partnerships
- Problem-solving, research, and planning
- Comprehensive planning initiatives
- Political action and social change coalitions
- Movement building

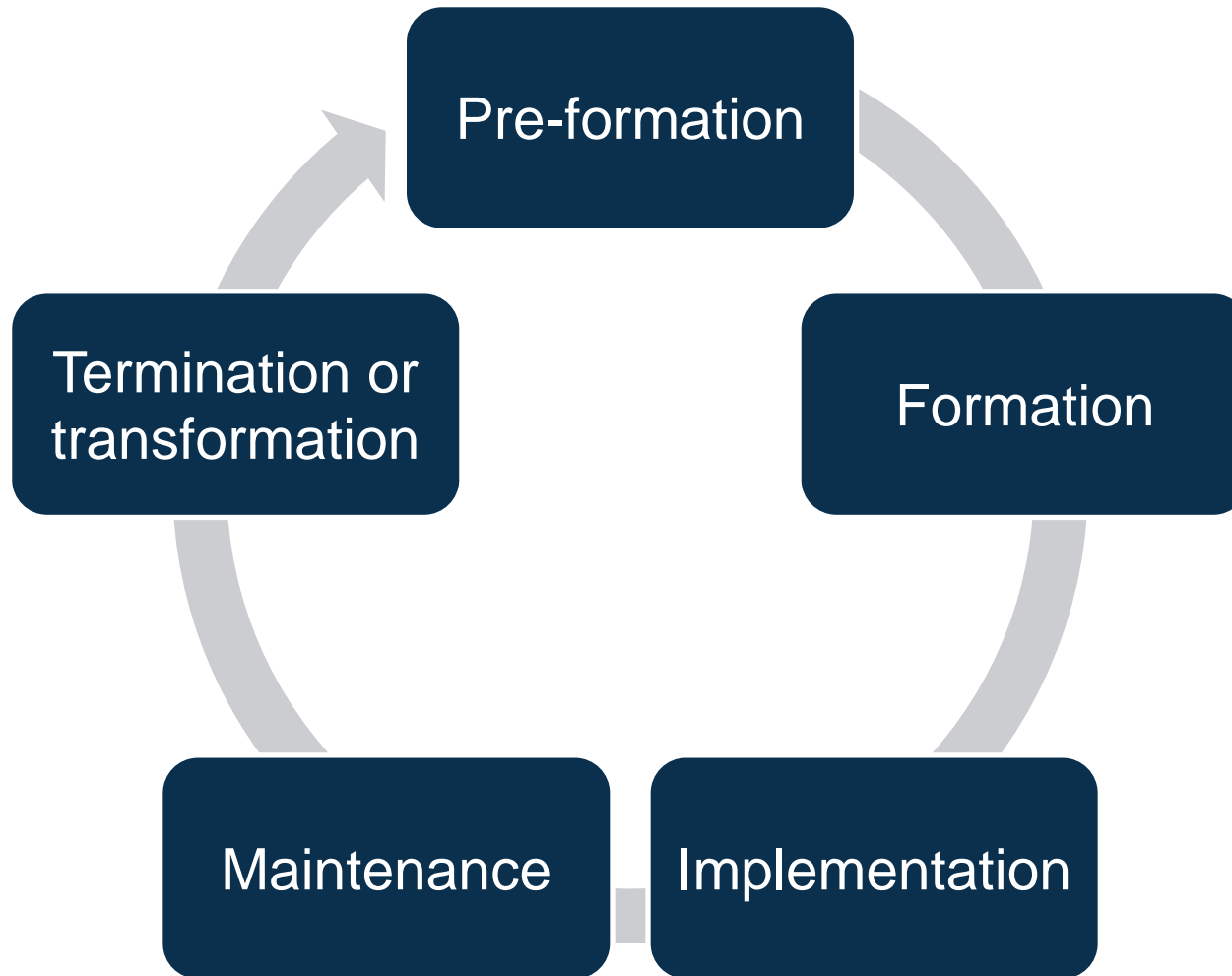
# Continuum of Collaborations

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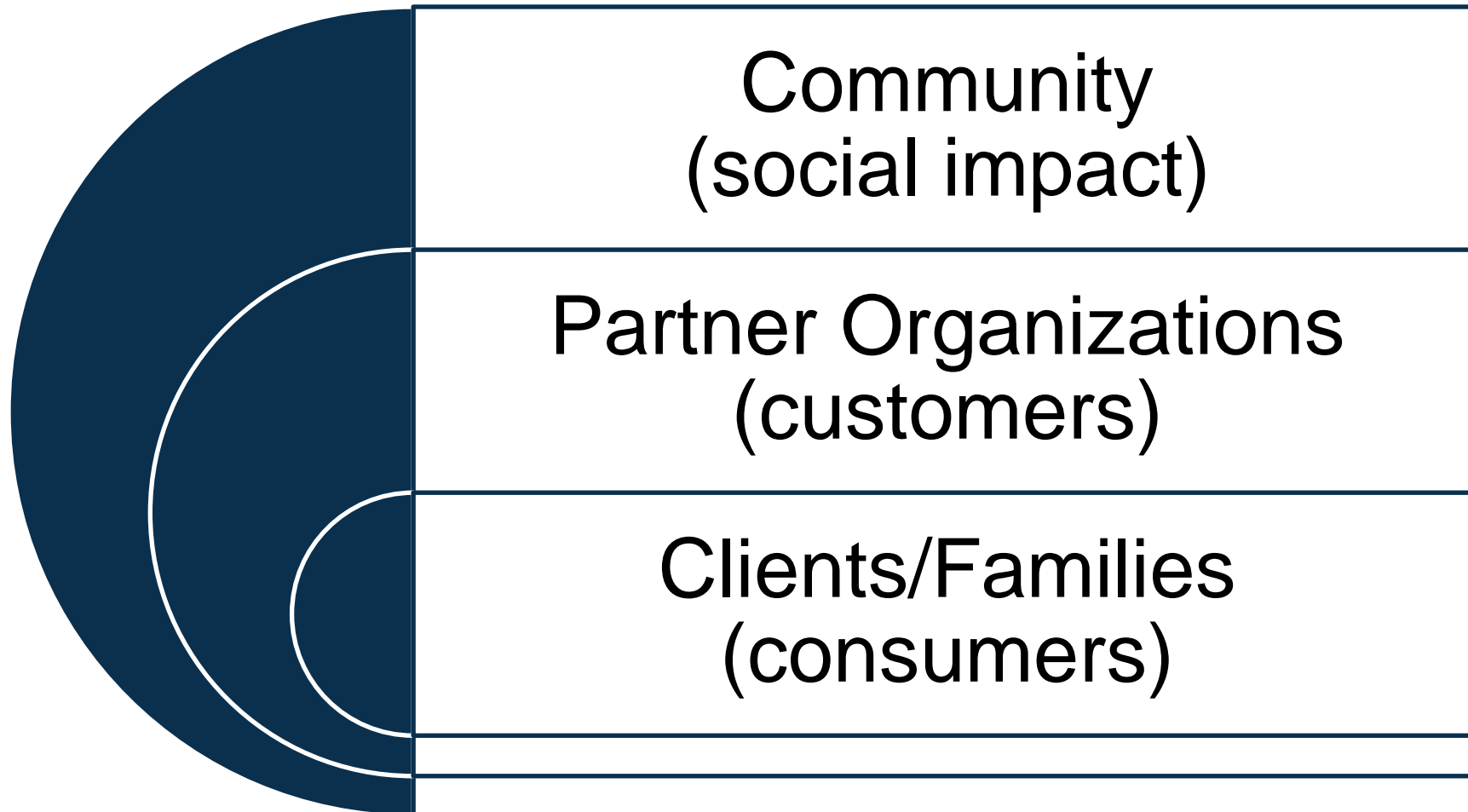
# Developmental Stages

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# Coalitions Are Multi-Layered

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# Five Conditions of Collective Impact

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# Sustainability & Beyond: Creating, Supporting and Elevating Virginia Coalitions



**Community Health**



# IPHI's Mission & Projects

Develops multi-sector partnerships and innovative solutions to improve the public's health and well-being in DC, MD, and VA. Our work strengthens health systems and policy, enhances conditions that promote health, and builds community capacity to ensure equitable health opportunities for all.

## ➤ **CHWS FOR A HEALTHY VIRGINIA**

Community Health Workers for a Healthy Virginia (CHWs for a Healthy VA) is a 3-year capacity building project led by IPHI in partnership with a wide range of state and local partners across Virginia.

## ➤ **Rural Health Network Development Planning**

IPHI received the Health Resources and Services Administration (HRSA) Rural Health Network Development Planning grant to improve perinatal health in Virginia. IPHI will partner with the Virginia Department of Health (VDH) and the Cumberland Plateau Health District to improve health outcomes in the District.



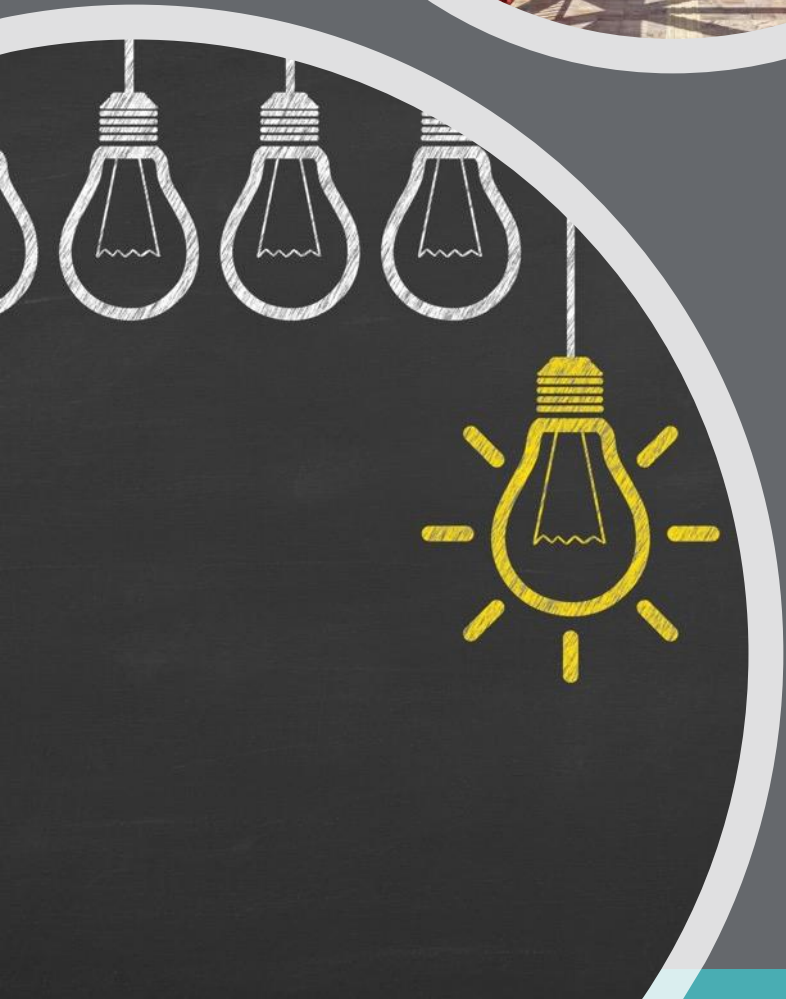




# Coalition Framework

- Who - Audience
- What - Vision
- How - Engagement
- Why - Action
- When - Timeline/Sustainability





Who is Our Neighbor?





# Terminology

- Coalition
- Partnership/Collaboration
- Community Engagement
- Community Development
- Environmental Scan
- Reflective Listening
- Flexibility
- Ownership





# Regional Coalitions

- SW Virginia Region
  - Healing Hands Health Center
- Norfolk/Portsmouth Region
  - Norfolk State University
- Richmond/Petersburg Region
  - Richmond Henrico Health District
- Pittsylvania/Danville Region
  - Virginia Rural Health Association



# | Thank You



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