



**TOOLS & PROCESSES FOR
EFFECTIVE PARTNERSHIPS**

A CityMatCH Introduction to the
"100 Partners" Exercise

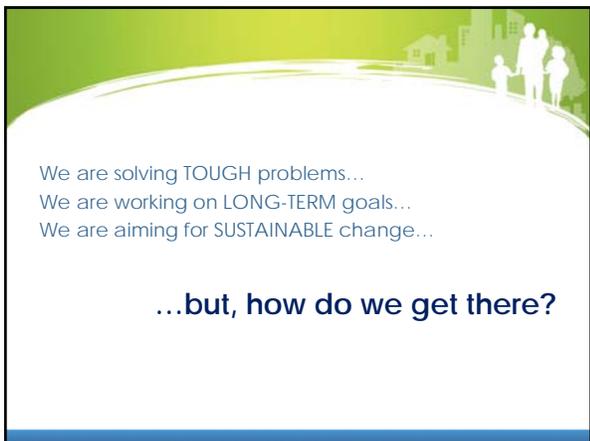
Nebraska Minority Health Conference
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Presented by your CityMatCH partners...

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We are solving TOUGH problems...
We are working on LONG-TERM goals...
We are aiming for SUSTAINABLE change...

...but, how do we get there?

effective PRACTICE
effective RESEARCH
effective COMMUNITY HEALTH WORK

Effective PARTNERSHIPS



Objectives:

1. Understand the importance of revisiting your partnership networks
2. Learn how to use the "100 Partners" exercise to review and revamp your network
3. Apply the "100 Partners" exercise to your work back home

Here's the deal...

Good Life City wants to **engage and retain its women of color in prenatal care.**



YOU are a part of a coalition assembled to implement initiatives, including a **story-telling project to share women's stories about accessing care** in Good Life City.



What challenges will this coalition face?



What will this coalition **need** to succeed?



WHO makes up your coalition?

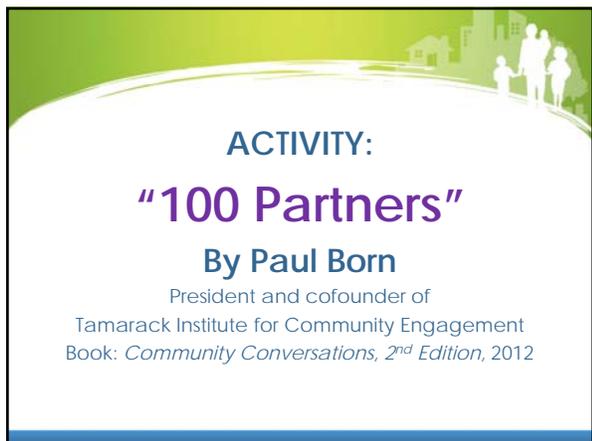
physicians

social workers

community health workers

local health dept



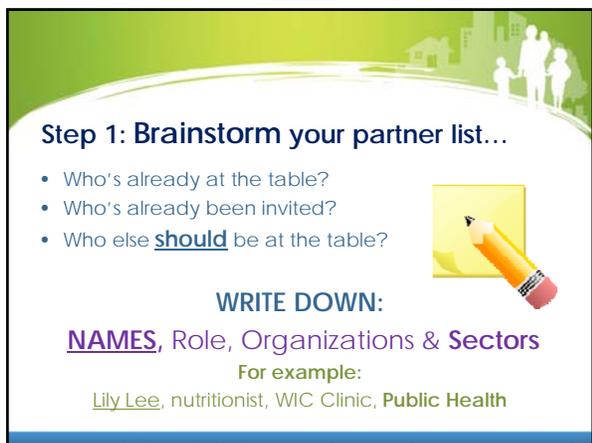


ACTIVITY:
"100 Partners"
By Paul Born
President and cofounder of
Tamarack Institute for Community Engagement
Book: *Community Conversations, 2nd Edition, 2012*



"100 Partners"
By Paul Born

- ✓ Reviews your current partnership networks
- ✓ Encourages "out of the box" thinking to identify new partners
- ✓ Leverages strengths of your current network
- ✓ Requires creativity, specifics, and accountability for recruiting new partners



Step 1: Brainstorm your partner list...

- Who's already at the table?
- Who's already been invited?
- Who else **should** be at the table?



WRITE DOWN:
NAMES, Role, Organizations & Sectors
For example:
Lily Lee, nutritionist, WIC Clinic, **Public Health**



Brainstorm your partner list...

- Who's already at the table or been invited?
= typically, the "Likely Suspects"
- Who else **should** be at the table?
= typically, the "Unlikely Suspects"

NEW people, roles/organizations, & SECTORS



Share your list...

- What types of **Roles** and **Organizations** are we hearing?
- What **SECTORS** are emerging?





Steps 2 - 3: Rank your list by...

2: SECTOR: Which sectors does your team know best?

3: PEOPLE: Within each sector, **who** do your teammates know best?



Ranking your list. Things to think about...

- You may need to divide **sectors** into subsectors. For example: **governmental sector** would include national, state, local
- You should also consider **which individuals** within sectors are most a) **ready** and b) **capable** to contribute to your work. For example: **who would easily buy into your project and have the connections/resources**



Step 4: Prioritize who to ask **FIRST**

*After determining which sectors your team is most ready to approach, and the people within those sectors your team feels are most important to approach due to **readiness & capacity**...*

*Prioritize your **people** according to who can be contacted*

SOONER rather than LATER.



Prioritizing Your Asks. Things to think about...

Having the **SPECIFICS** makes tasks actionable:

- **A LIST OF NAMES** is more powerful than a list of organizations. Invitations **MUST** go to specific people!
- **CLAIM your connections:** Be sure to identify who from your team will be able to reach out to each person on your prioritized partner list.



Step 5: Crafting your "Ask" (invitation)

1. What **role** will this person play? **Why** are they invited?
2. How will you **communicate this role** to them?
3. Is there any other information they need to know **beyond the role**?
 - Data
 - Personal testimonies
 - Direct ties to the issue



"Practice Makes Progress"

Tips for drafting your brief, personal invitation

- ✓ Concisely written or spoken
- ✓ Gets to the point early
- ✓ Compels the potential partner to care
- ✓ **Calls the potential partner to action***



***Paul Born's "simple rule":** "Never ask a partner to commit on your first visit. Use first meetings to introduce ideas. Leave only with a commitment to a second meeting."

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