

# Maximizing Coalition Effectiveness Sharing Tools and Media Outreach Strategies

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# WHY?

- Public and Professionals
- Partners at table
- Coalition

# Different Types of Collaboration

- Networking
- Coordinating
- Cooperating
- Collaborating

# Empower or Better

- Contribution toward the problem
- Contribution toward the partner

**PASSION**

# 12 Keys to Building Coalitions

- Planning
- Vision
- Mission
- Goals and Objectives
- Commitment and Focus

# Keys to Building (con't)

- Structure and Communications
- Leadership
- Decision Making
- Recruiting
- Fundraising

# Keys to Building con't

- Projects/Activities
- Sustainability and Evaluation

*12 Keys to Building Caregiver Coalitions Training Guide*, AARP Foundation, Caregiver Coalition Research Project, (2003) This document was supported in part by a grant No. 90-CG2627 from the US Administration on Aging, Department of Health and Human Services.

# Vision and Mission

- Barometer of Opportunity
- Vision: Our elders will.....
- Mission: The Pennsylvania Culture Change Coalition.....

# What We Have Learned

- Relationships can take time
- Avoid a sole desire to achieve
- A mission built on consensus helps guide the work
- Evaluation should include a review of the coalition

# What We Have Learned

- Sustainability, leadership and communication should be continuously monitored
- Carefully select projects and activities
- LISTEN to dialogue AND silence

# What We Have Learned

- Opportunities exist in all communities
- Turf issues are real even if perceived
- Passion is essential

# What's Possible?

- Definition of need and preference is more comprehensive and meaningful
- Based on a heightened awareness of need, care and communication of a need to change culture become more effective
- Local expertise meets local need

# What's Possible

**It is Always WITH and not TO or FOR**

- Diversity of outreach
- Discovery in dialogue
- Linking communities

# Caring Community

- Issues of caregiving, end-of-life care and chronic illness
- *Circle of Love* and *Circle of Care*
- Maximizing outreach with programming
- Potential of “repurposing”
- Evolve active vs passive communication
- Public Media.....Community Media

# We Will Never Be Able to Give What We Cannot Receive

As long as we continue to divide the world into the strong and the weak, the helpers and the helped, the givers and receivers, the independent and the dependent, real care will not be possible because then we keep broadening the dividing lines that caused the suffering of the elderly in the first place.