

Motivation and Momentum

Building Sustainable Caregiver
Coalitions



National Alliance for Caregiving
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Motivation and Momentum

- Advocacy and its effectiveness
- Coalition itself



Advocacy

- Monitor what is occurring-characteristics of a successful campaign: series of actions, designed to persuade, targeted, build alliances, results in change (2)

(2) Ayer, Victoria and Bunn, Colin, (2004) *Advocacy Campaign Management*, Advocacy Expert Series, Book I, Edition I



Advocacy

- Are others in the community taking up the message?
- Is more funding accessible?
- Is the decision maker or key stakeholder who was targeted as part of the advocacy campaign now speaking on behalf of caregiver issues?
- Is the coalition now recognized as a credible source of information and support for caregivers?
- Has the media put greater attention on issues related to caregiving?



Advocacy

- Have we achieved the objectives and activities outlined in our plan?
- What have we learned during the campaign?
- Are there any changes required in terms of resources or activities?
- Have there been any changes in the legislative process?
- Do we need to target any other legislators or influential departmental representatives?

Motivation and Momentum

- Engagement
- Communication
- Membership
- Resources
- Planning
- Leadership
- Reward
- Evaluation



California

Kathleen Kelly

California Coalition for Caregivers



Engagement

- Validate and acknowledge the history and contributions of all partners
- Provide reasons and opportunities for partners to take ownership
- Keep partners engaged



Engagement

- Keep focus on goals
- Capitalize on personal agendas
- Recognize time, effort and perseverance
- Connection between coalition's work and gratification



Communication

- Within the coalition/meetings
- Retreats/planning sessions
- Advocacy/activities/outreach



Membership

- Recruitment
- Retention
 - Interests
 - Monitor
 - Personal Experiences
- Opportunities to co-brand outreach and advocacy activities
- Handling turf issues or differences



Resources

- Enough
- How solicited
- Where from
- Short and long term



Kansas City

Mitzi McFatrach

Kansas City Partnership for Caregivers

Planning

- Mission and Vision
- Ongoing
- Short term/achievable and long term
- Activities stay on focus, avoid mission creep
- Idea of how they see the future for caregivers.



Priorities

Assessment of Opportunity

- Mission/Vision
 - Coalition Seeks Opportunity
 - Opportunity Drives Coalition
- Need
- Promoted/Actual Outcomes
- Capabilities
- Affordability
- Feasibility



Leadership

- Passion
- Keeps things going
- Engages partners
- Succession planning



Reward

- Benefit to individuals and organizations
- Fun
- Personal satisfaction
- Recognition



Measures of Success

- Attendance
- Growth in Membership
- Funding
- Activity
- Awareness of Community
- Agendas Form From Membership
- Evolving Leadership



Measures of Success (con't)

- Communication
- Relevance
- Movement Along Continuum
 - Activity
 - Awareness
 - Advocacy
- **PASSION**



Coalition and Collaboration

Networking: Exchanging *information* for mutual benefit

Coordination: Exchanging information for mutual benefit and *modifying activities* for a common purpose

Cooperation: Exchanging information, modifying activities, and *sharing resources* for mutual benefit and common purpose



Coalition and Collaboration

Collaboration: Exchanging information, modifying activities, sharing resources, and *enhancing the capacity of another* for mutual benefit and to achieve a common purpose

Multi- Disciplinary Collaboration: A voluntary, strategic alliance of public, private, and non-profit organizations to enhance each others' capacity to achieve a common purpose by sharing risks, resources, responsibilities, and rewards.[\[1\]](#)

[\[1\]](#) Himmelman, A (2001), On Coalitions and the Transformation of Power Relations: Collaborative Betterment and Collaborative Empowerment, *American Journal of Community Psychology*, Vol.29. 2: 277-284.



Evaluation

- Advocacy
- Activities – Impact
- Coalition
- Report the results of evaluation activity



Renew

- Return to purpose
- Promote adaptability and flexibility
- Ask real questions
- Successes and failures
- Review membership
- Orient new members
- Celebrate

