



Georgia Department of Public Health

Program Sustainability

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We Protect Lives.

Objectives

- By the end of the presentation, participants will be able to:
 - Define program sustainability
 - Know the core elements of program sustainability
 - Identify tools to support program sustainability
 - Understand the need for the following:
 - Through program planning
 - Stakeholders
 - Evaluation
 - Policy system, and environmental changes
 - Succession Planning



What is Program Sustainability?

- A community's ongoing capacity and resolve to work together to establish, advance, and maintain effective strategies that continuously improve health and quality of life for all.



*Source: CDC Healthy Communities Planning Guide

We Protect Lives.

Core Elements for Sustainability Planning

- Buy in and support for key decision makers
- Sufficient leadership, funding, and channels of communication
- Procedures in place to monitor policy
- Create long term plan
- Develop a diverse funding portfolio, collaborative leadership, and marketing/branding strategies
- Ensure community stakeholders are ready for a changing environment

*Source: CDC Healthy Communities Planning Guide

Framework

Program Sustainability Framework and Domain Descriptions v2



When Should You Begin Sustainability Planning?

- Immediately! When you are in the program planning phase, you should be thinking about how to sustain the program beyond the initial implementation phase



Creating a Sustainability Plan

- Set a goal
 - Prior to creating a sustainability plan, you must identify the goal of the program or organization.
- Ask Key Questions during the Program Planning Phase:
 - What is the purpose of the program/organization?
 - What is the current status of the program/organization?
 - Where do you want to be (6 months, 1 year, 3 years)?
 - What resources are currently available (funding people, materials, etc)?
 - Who are the important stakeholders? Do you have a shared understanding of sustainability?
- Program Evaluation
- Policy, Systems, and Environmental Changes
- Succession Planning

Goal Setting



Who Should Be Involved in Sustainability Planning?

- Organization Support
 - Leadership
 - Internal Partners
 - Programs that have similar or overlapping interest
- External partners and stakeholders
 - Nonprofit and Community Based Organizations, Faith Based Organizations
 - Community members
 - Businesses
 - Foundations
 - Academia
 - Government
- Elected Officials

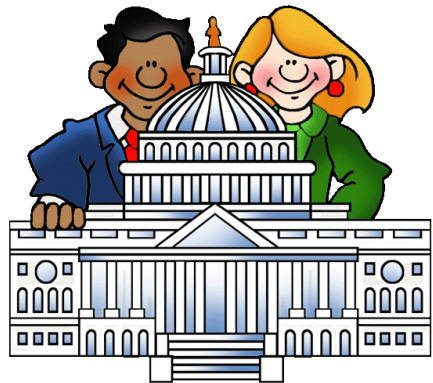


Importance of Coalitions and Workgroups

- Create buy in and support from partners
- Partners can assist with establishing and implementing program workplan
- Shared resources between coalition/workgroup members



Tools for Sustainability



Program Evaluation

- Program evaluation is important for several reasons
 - Helps you stay on track
 - Highlight accomplishments and milestones
 - Shift direction if necessary



To Sustain or Not to Sustain?

- Is your program still needed?
- Are you making a difference?
- Is the program valued?
- Do you need sustain the entire program?
- What parts of the program are most effective and needed
- Do you have multiple sources of funding and other resources to maintain the program?



Policy, Systems, and Environmental Change (PSE)



Local Health Policy

- There are four elements to creating local policy:
 - Assessing the policy landscape and selecting a policy objective
 - Developing a strong base of support
 - Supporting the case for implementation
 - Planning for policy implementation, monitoring, and enforcement



Succession Planning

- Succession Planning is an ongoing process of strengthening an agency's current and future workforce by developing the skills, knowledge, and talent needed for leadership continuity
- Benefits of Succession Planning
 - Improved knowledge transfer
 - Faster replacement of key leaders
 - Reduced transition time
 - Decreased recruitment costs
 - Increased leadership Development from within



*Source: ASTHO State Health Agency Succession Planning Guide

Characteristics of Sustainable Organizations and Programs

- Strong Leadership
- Community Engagement
- Relevance
- Adaptability and Agility
- Efficiency and Effectiveness
- Robust Infrastructure
- Financial Health



QUESTIONS/COMMENTS



Sources

- CDC's Health Communities Sustainability Planning Guide. Center for Disease Control and Prevention (CDC)
(https://www.cdc.gov/nccdphp/dch/programs/healthycommunitiesprogram/pdf/sustainability_guide.pdf)
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