

Georgia Department of Public Health

Building Community Coalitions What (or who) is it good for?

Presentation to:Chronic Disease University ParticipantsPresented by:Cristina Gibson, Coastal Health District Health
Promotion CoordinatorDate:10/22/15



Main Take Aways

- Differentiate between coalitions & other types of partnerships
- The challenges & benefits of coalition building
- Preparedness for individual & community factors on coalition building



Coalition Defined

- Union of people & organizations working to influence outcomes on a specific problem
- Organization of organizations united around a common issue & clear goals
- Group of concerned citizens working together to facilitate community change

Coalition Characteristics

- People with a common interest
- Purpose is specific, yet inclusive
- Focus: community system/policy change
- Diverse groups combining resources to create change
- Usually, formal structure exists
- Has a lifecycle
- Interest in evidence-based practices towards solutions

Coalitions vs. Partnerships/Committees/Task Forces

- Power distribution
- Community involvement
- Agenda organic or from above
- Shared decision-making
- Membership
- Time-limited?



Barriers and Why Members Leave

- Lack of direction/focus
- Territoriality
- History
- Failure to plan/act
- Dominence by professionals
- Poor links to community
- Minimal organizational capacity

- Don't feel included
- Disagree with leadership style
- Group personality
- Group productivity
- Conflict with individuals within the group

Benefits and Why Members Stay

- Strength in numbers
- Wider reach
- Resources
- Diversity of membership in experience & expertise
- Credibility/trust

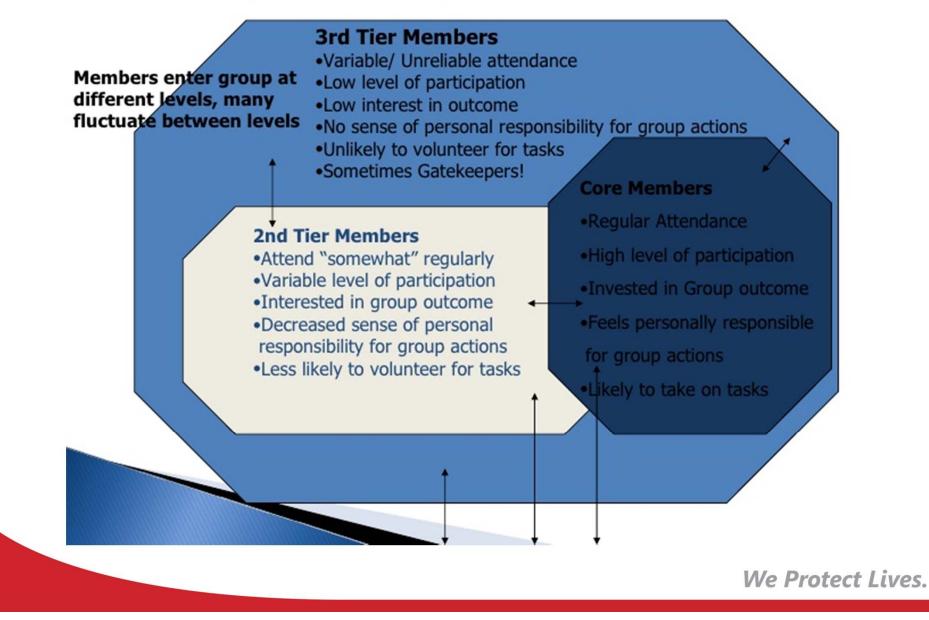
- Feeling of inclusion
- Making valuable contributions
- Feeling comfortable with the coalition (members & leadership)
- Accomplishing goals
- Meeting shared personal goals

Coalition Membership Criteria



Will attend meetings Agree to coalition mission Put coalition issues on personal agenda Commit personal resources – financial, time, in-kind services

Group Participation Model



Healthy Savannah



The Good, the Bad & the Ugly

- Started strong in 2007, under the leadership of Savannah Mayor Otis Johnson
- Lots of passion
- Focused on chronic disease prevention through moving more, healthy eating and encouraging/creating smoke-free environments

- Lost membership because of early lack of action
- Leadership stuck in planning process
- Low visibility & community awareness of coalition
- Identity crisis



Tybee Community Resources Committee



A Coalition Disguised as a Committee





Thank YOU!!!

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