



Georgia Department of Public Health

Building Community Coalitions

What (or who) is it good for?

Presentation to: Chronic Disease University Participants

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Promotion Coordinator

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We Protect Lives.

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
- Dominance 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

Members enter group at different levels, many fluctuate between levels

3rd Tier Members

- Variable/ Unreliable attendance
- Low level of participation
- Low interest in outcome
- No sense of personal responsibility for group actions
- Unlikely to volunteer for tasks
- Sometimes Gatekeepers!

2nd Tier Members

- Attend "somewhat" regularly
- Variable level of participation
- Interested in group outcome
- Decreased sense of personal responsibility for group actions
- Less likely to volunteer for tasks

Core Members

- Regular Attendance
- High level of participation
- Invested in Group outcome
- Feels personally responsible for group actions
- Likely to take on tasks

Healthy Savannah



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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



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Thank YOU!!!

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 **October 22, is
National Nut Day:**
How many nuts can you name?



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