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
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

- **Environmental Support**: Having a supportive internal and external climate for your program.
- **Funding Stability**: Establishing a consistent financial base for your program.
- **Partnerships**: Cultivating connections between your program and its stakeholders.
- **Organizational Capacity**: Having the internal support and resources needed to effectively manage your program.
- **Program Evaluation**: Assessing your program to inform planning and document results.
- **Program Adaptation**: Taking actions that adapt your program to ensure ongoing effectiveness.
- **Communications**: Strategic communication with stakeholders and the public about your program.
- **Strategic Planning**: Using processes that guide your program’s direction, goals, and strategies.
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

Are you S.M.A.R.T.?

Is your goal specific?
Is your goal measurable?
Do you have an action plan?
Is your goal realistic?
Do you have a time limit?
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

- Resources:
  - Technology
  - Facilities
  - Assistants
  - My time

- Vision
- Mission
- Goal
- Strategy
- Action Plan

- Communication is the key!

- Advocacy
  - Your Voice
  - Fact
  - Opinion

We Protect Lives.
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?

*Source: HUD Sustainability Planning Guide*
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

*Source: HUD- Program Sustainability Guide*
QUESTIONS/COMMENTS
Sources


• Washington University in St. Louis Center for Public Health Systems Science https://cphss.wustl.edu/Projects/Pages/Sustainability-Framework-and-Assessment-Tool.aspx
Sources

• ASTHO State Health Agency Succession Planning Guide
  [Link](http://www.astho.org/uploadedFiles/10_Programs/110_Workforce_Development/DownloadAsset.pdf)

• U.S. Department of Housing and Urban Development (HUD) Sustainability Guide

• U.S. Department of Housing and Urban Development (HUD) Sustainability Toolkit