COALITION BUILDING: Getting started

- Developing and maintaining coalitions
  - What is an asthma or COPD coalition?
  - Why have a coalition?
What is an asthma/COPD coalition?

- An asthma/COPD coalition is a network of individuals representing diverse interests who agree to work together to achieve common goals that will improve the lives of people with asthma/COPD.

The Coalition Model

- Benefits
  - Can achieve more together than alone
  - Pool knowledge for more effective strategies
  - Share, leverage and coordinate resources
  - Media attention
  - More power to change policy
COALITION ORGANIZATIONAL CHALLENGES

- **Funding**
  - Inconsistent sources of funding and short-term funding cycles

- **Collaboration**
  - Difficulty in securing strategic partners or building strong relationships with community leaders; difficulty keeping partners engaged

- **Leadership**
  - Changes in leadership due to funding, unpaid leadership

- **Research and data**
  - Conveying importance of evaluation, overcoming discomfort with data, understanding how to collect and use

- **Action**
  - Need for short term wins to balance out long term goals, changes in political landscape affects goals

The Coalition Model: Coalition Members

- Community residents
- Local health department staff
- Community-based organizations
- Lung health organizations (ALA)
- Child care or advocacy organizations
- Clinical providers
- Environmental or environmental justice organizations
- Medical managed care insurers
- Hospital or clinic staff
- Academic researchers
- Housing authority or tenants rights groups
- School district staff
COALITION BUILDING: Getting Started

- How do you start?
  - Build from a base of dedicated individuals
  - Identify and enlist new members and strategic partners
  - Articulate common goals
  - Establish operational guidelines/bylaws

HOW TO STRUCTURE THE COALITION

- **Geographic Area**- community-based vs. coalition-wide
- **Topics to address**- clinical vs. environmental vs comprehensive
- **Leadership structure**- staff, committees, other?
- **Decision-making process**- consensus vs. other
- **Decision-makers vs. Implementers**
Maintaining Involvement

- Quick wins
- Positive relationships
- Clear expectations
- Clear role within mission/vision
- Appreciation (1-1, in emails, at meetings, newsletters)
- Fun!!
- Logistics worked (schedule, etc)
- Mandated
- Meeting specific needs
- Regular communication so people don’t forget

COALITION BUILDING: Policy Advocacy

- If the coalition is engaging in policy advocacy, it often requires working at multiple levels simultaneously.
  - Example: Asthma coalition members work with local and state tobacco advocacy groups, and local governments to support a local jurisdiction passing a smoke free multi unit housing ordinance
SUSTAINING COALITIONS

- Funding
  - Investment and leveraging of resources
  - Integration of funding
- Research and Data
  - Telling the story with data
- Communication
  - Communication and advocacy
- Leadership
  - Creating leaders, advocates and champions
- Action
  - Initiating action
  - Systems change

Identifying problems/creating solutions
COALITION SUCCESSFUL STRATEGIES

- Devote time to develop and articulate a vision supported by all members of the coalition
- Recognize and address issues of power in the coalition
- Foster leadership skills among coalition members
- Define interim benchmarks and rewards
- Provide support and training for volunteer members
- Foster and mentor new leaders
- Utilize outside support resources (ex. RAMP, NLRC)

CAFA: COMMUNITY ACTION TO FIGHT ASTHMA

- In 2002 The California Endowment funded initiative to support local community based asthma coalitions
- Focus on policy change
- Statewide support provided by RAMP in northern Cal and NLRC in Southern Cal
- Support provided by Policy Link, UCSF Evaluation Team, consultant on sustainability
- Monthly topical calls
- Bi annual in person 2 day meetings
- Legislative visits
RESOURCES

- American Lung Association [www.lungusa.org](http://www.lungusa.org)
- American Academy of Allergy, Asthma and Immunology [www.aaaai.org/](http://www.aaaai.org/)
- Asthma Society of Canada [www.asthma.ca/](http://www.asthma.ca/)
- Canada Lung Association [www.lung.ca](http://www.lung.ca)
- RAMP Regional Asthma Management and Prevention [www.rampasthma.org](http://www.rampasthma.org)
- COPD Foundation [www.copdfoundation.org/](http://www.copdfoundation.org/)
- U.S. COPD Coalition [www.uscopdcoalition.org/](http://www.uscopdcoalition.org/)
- International COPD Coalition [www.internationalcopd.org/](http://www.internationalcopd.org/)


THANK YOU!

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