

Purpose:

Effective coalitions spend time thinking through capacity and engagement. This process should be incorporated as part of your normal meeting structure. Here are some evidence-based capacity building practices to incorporate into your meetings

SWOT

- Identify the coalition's Strengths, Weaknesses, Opportunities, Threats
- Can be done for any issue, capacity concerns, new areas to address etc.

Vision Planning

- Past: What have we done well? What has been successful? What hasn't been successful? Where have we struggled?
- Present: What
- Future: What does our perfect community look like?

Cultural Diversity/Competency Discussion

- What populations/communities might not be getting messages about your work?
- What communities do we need to reach out to or serve?
- How can we better serve these communities?
- What steps need to be taken to move forward?

Leadership Development

- Develop a list of leadership skills that would be beneficial for members
- Have individuals present on how to write/talk/call elected officials, was to share the coalition's message, etc.
- Leadership skills could include: conflict resolution, board development, meeting management,

Topic-Specific Development

- Invite subject matter experts from the community to present on specific topics that will help educate the coalition on issues they are working on (i.e. New trends in drinking, legalization of marijuana in your state, tobacco policies, effective environmental strategies)
- Have coalition members provide a 15-minute talk about what they do and how it relates to the work of the coalition. Specifically, how if they could change their sector, how it would impact the coalition.

Practical Solutions to Complex Problems