Coalition Outputs

Community Change

Coalitions are uniquely designed to create change. Community changes are those changes that result in new and, modified policies, practices or programs. These changes must be facilitated by or on behalf of the coalition and must be aimed at the issues the coalition is working on, such as substance abuse, healthcare, policy and early childhood development. Changes must occur and are not merely planned. The coalition cannot count changes that are done by members of the coalition of their own volition. Additionally, changes that are not related to the goals of the coalition cannot be counted.

Section 1: Changes must meet all of the following criteria
1. Have occurred (not planned)
2. Affect the community external to the coalition
3. Are related to the goals and objectives of the coalition
4. Are new or modified policies, practices, programs of systems, organizations or businesses
5. Are done by or on behalf of the coalition

Section 2: Changes are also
1. Changes in the physical design of the environment;
2. First time a program is implemented;
3. When a practice of a program, systems, organization or business is changed/modified;
4. When new coalition members are added;
5. When a new collaboration is started;

Not all first time events are community changes, they must meet all of the stated criteria in section 1. For example is a staff person participates in a meeting for the first time it is not a change since it is not external to the coalition.

Typically Community Change outputs result from one of the last four behavior change strategies:
1. Modify Consequences
2. Modify Access/Barriers
3. Modify Physical Design
4. Modify Policy/Practice

Section 3: Examples

Formal Policy - The coalition helped the city to pass a social host ordinance
Practice Change - The coalition helped the Stop and Go implement server training for all employees
Program Change - The coalition worked with the school district to implement life skills training for the first time
Physical Design Change -The coalition worked with the city to alter the lighting in alleys to reduce the number of youth obtaining alcohol out of the back doors of carryouts/bars.
Coalition Member Added Change -The YWCA has signed on as a coalition member
New Collaboration - The coalition brought together the YWCA, Red Cross and the city to work on increasing opportunities for youth involvement. These entities have not worked together before.

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Community Action

As coalitions are uniquely designed to create change, they must take action to create these changes in policy, program and practice. Community actions must be related to a subsequent community change. These actions must be facilitated by or on behalf of the coalition and must be aimed at the issues the coalition is working on, such as substance abuse, healthcare, policy and early childhood development. Actions must occur and are not merely planned. The coalition cannot count actions that are done by members of the coalition of their own volition. Additionally, actions that are not related to the goals of the coalition cannot be counted.

Section 1: Community Actions must meet all of the following criteria:
1. Have occurred (not planned);
2. Affect the community external to the coalition;
3. Are related to the goals and objectives of the coalition;
4. Are aimed at affecting new or modified policies, practices, programs of systems, organizations or businesses;
5. Are done by or on behalf of the coalition

Section 2: Community Actions are also:
1. Meetings with policy makers including those who are not elected;
2. Advocacy efforts aimed at changing a policy, program or practice;
3. Efforts aimed at organizing the community to change a policy, program or practice

Typically Community Action outputs are aimed at one of the last four behavior change strategies and can be classified as such:
1. Modify Consequences
2. Modify Access/Barriers
3. Modify Physical Design
4. Modify Policy/Practice

Section 3: Examples

Meetings - The coalition met with city council members to create legislation on a social host ordinance.
Advocacy Efforts - Information campaign aimed at changing public opinion around an issue. Organizing
Efforts - The coalition worked with the community to bring people to a school board meeting to ask the school district to implement life skills training for the first time

Services Provided

Coalitions seek to provide or coordinate services. Services are those events that encompass two-way communication such as skill-building activities and opportunities. These include classes, workshops, and screening. Services typically record the number of participants and the length of service. The services must be aimed at affecting the goals and objectives of the coalition.

Section 1: Services provided must meet all of the following criteria

1. Have occurred (not planning);
2. Are intended to increase the skills or provide support to the participants;
3. Are done by or on behalf of the coalition-including the coalition paying for the service;
4. Are delivered to individuals outside of the coalition;
5. Are related to the goals and objectives of the coalition.

Section 2: Other things to consider about services:

1. Typically a service provided output results from one of the first three behavior change strategies
   a. Provide Information
   b. Build Skills
   c. Provide Support
2. Each time a service is provided it should be recorded as a unique instance
3. When a service is conducted for the first time, it should also be recorded as a community change

Section 3: Examples

Provide Information-The coalition participated in the annual health fair and spoke to 300 people
Build Skills-The coalition sponsored a life skills training at the school district and reached 30 youth over 12 classes
Provide Support-The coalition implemented drug-free activities for all middle school students

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Media

Coalitions seek to bring attention to their issues. Media outputs occur when the coalition either creates or receives coverage for its activities, events, initiatives or projects. Coverage is typically given through television, radio, newspaper, flyers, or online. Media must be aimed at the goals and objectives the coalition is working on.

Section 1: Media must meet all of the following criteria:
1. Have occurred (not planned);
2. An instance of time on television, radio, newspaper article, brochure, flyer, online or newsletter;
3. Features or is facilitated by or on behalf of the coalition;
4. Must be aimed at goals and objectives of the issues the coalition is working on

Section 2: Other things to consider about Media:
1. Media is counted if it features something about the coalition, even if it is not initiated by the coalition;
2. Media is counted via "impression" rates or "traffic". These can be obtained from the medium providing the coverage. For self-generated, the coalition will count the number of flyers, brochures etc. distributed;
3. The Media output can be the result of any of the seven behavior change strategies, but when engaged in Providing Information, it is necessary to capture the amount and type of information provided as a Media output.
4. Impression rates are typically large, and it is not unusual for a small coalition to have a million impressions over the course of a year.

Section 3: Examples

Television- WTTT ran a story on the coalitions efforts to pass a social host ordinance and it had an impression rate of 200,000.
Radio- The coalition ran 30 PSA during Red Ribbon week with an impression rate of 500,000.
Newspaper- The Messenger published an article on the 5th anniversary of the coalition with an impression rate of 30,000.
Flyer- The coalition distributed 4,700 flyers for their upcoming drug free event
Newsletter- The coalitions lightening project was featured in the YMCA's monthly newsletter with an impression rate of 10,000.
Digital Media- The coalition's website, covering coalition activities, had 10,000 hits last month.

Resources Generated

Coalitions mobilize resources to obtain their desired result. Resources Generated captures the acquisition of funds for coalition projects and initiatives. Typically, resources are generated through grants, donations, gift-in-kind or volunteer hours.

Section 1: Resources Generated must meet all of the following criteria:
1. Have occurred (not planned or promised);
2. Be in the form of money, gifts-in-kind or volunteer time;
3. Be used to further the goals and objectives of the coalition;
4. Be used by the coalition not by one of its partners.

Section 2: Other things to consider about services:
1. Donation of people's time can be counted in one of two ways:
   a. If they are doing a service they would normally be paid for such as legal or accounting their time is calculated what they would have normally been paid;
   b. If they are a volunteer, not acting in a professional capacity, their time is calculated using the standard volunteer rate (2008-$20.25 per hour, Independent Sector.org)
2. Monies received from grants are counted with they are distributed to the coalition or initiative, not when they are awarded.
3. The value of in-kind goods is calculated by what someone would normally pay for them. Most in-kind goods fall into one of seven categories:
   a. Space
   b. Supplies
   c. Personnel
   d. Technology
   e. Communication
   f. Transportation
   g. Training and Technical Assistance
4. By accurately tracking resources generated the coalition begins to gain an understanding of what it takes to be sustainable over the long term and what resources they are currently using to achieve their desired results.

Section 3: Examples

Grant- The coalition dispersed $10,000 of its Drug-Free Communities money for the month of August.
Donation- The coalition received a cash donation of $300.00 from D & D supplies to purchase electronic identification scanners.
In-Kind- The village donated space for the coalition to use as offices in the month of May (valued at $600.00).
Donation of Time (professional)- Ian Beringer CPA, provided the coalition annual audit (valued at $3,500.00).
Donation of Time (volunteer)- Sarah Ross volunteered to attend the monthly coalition meeting.

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Organizational Improvements

Coalitions are uniquely designed to create change external and internal to the coalition. Organizational Improvements are classified in three ways: Organizational Change; Training Attended; and Technical Assistance. Each of these is aimed at improving how the coalition functions.

Section 1: Organizational Improvements must meet all of the following criteria:
1. Have occurred (not planning);
2. Are related to the goals and objectives of the coalition;
3. Is related to improving the functionality of the coalition.

Section 2: Other things to consider about services:
1. Organizational Change
   a. Resulting in a new policy, program or practice internal to the coalition
2. Training Attended
   a. Attended by a coalition staff or members
   b. Is received through a planned event that includes more than coalition staff or members (one to many)
3. Technical Assistance
   a. Attended by a coalition staff or members
   b. Is received through a planned event that includes more than coalition staff or members (one to many)

Section 3: Examples

Organizational Change- The coalition started a law enforcement committee.
Training Attended- The coalition staff attended the National Coalition Academy.
Technical Assistance- Mary Frank from the Chamber of Commerce helped the coalition staff review their personnel policies and procedures.