

Sustainability

2019 ALASKA'S PRIMARY PREVENTION SUMMIT

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Do you know?



How to use evaluation findings to improve prevention strategies?

How to minimize capacity loss among your prevention programming?

How to assess sustainability?

How to build sustainability?

How to Use Your Workbook

- Think about the topic being addressed
- Work through planning & decision-making processes
- Worksheets





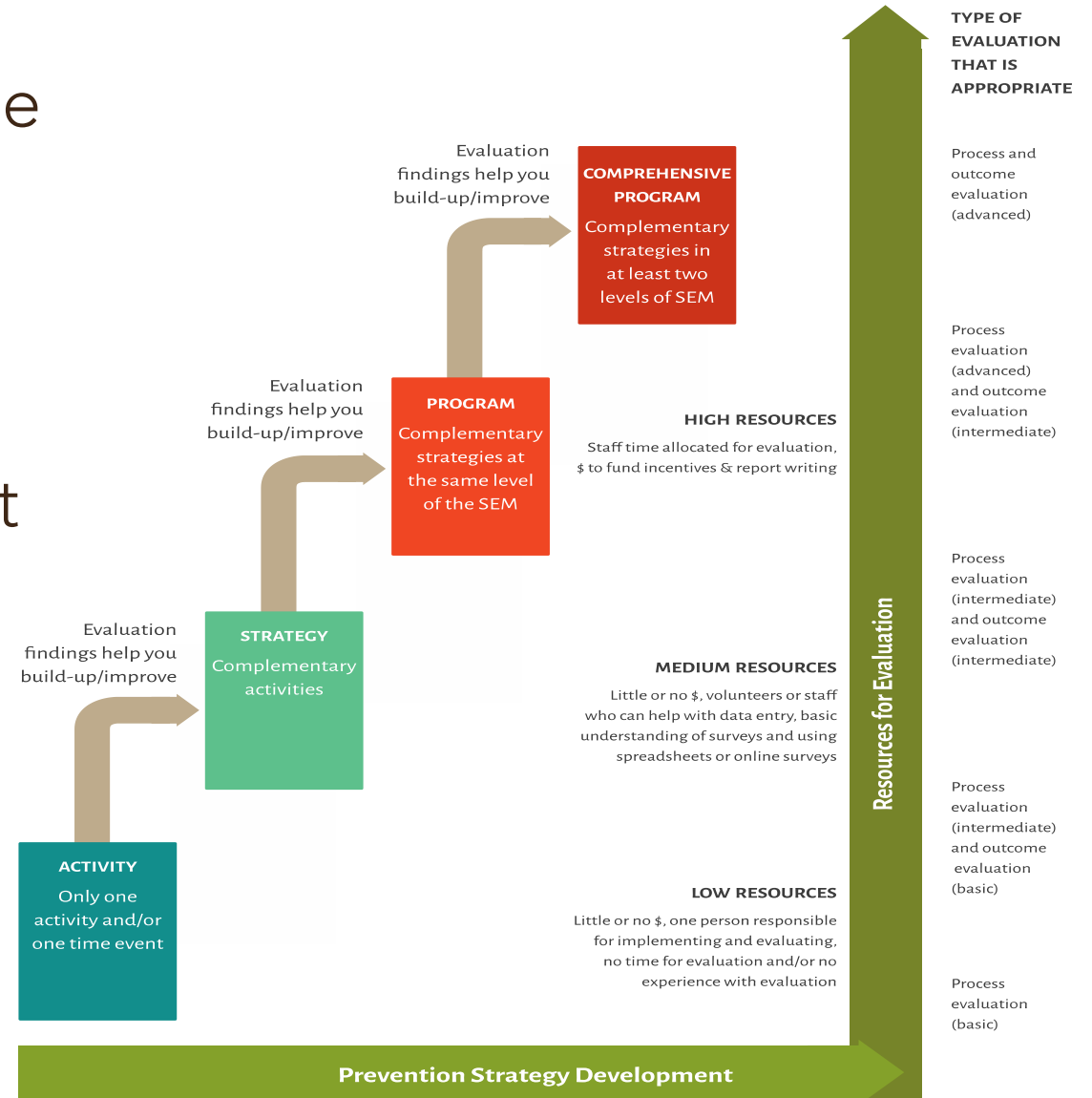
Building programming and evaluation capacity in your organization



Understand Your Resources



- Planning and evaluation is a huge topic
- Your options depend on your resources
- Prevention can feel complex, but anyone can be successful, no matter their resources



Prevention Community Action Teams



- It takes many people and leveraged resources to do this work sustainably and successfully
- Work with a team of people in your community to plan and evaluate prevention programming



Support Staff Development



- Schedule monthly “evaluation” all-staff meetings
- Organize informal learning sessions
- Regular staff meetings should incorporate time sharing evaluation findings

Preventing Loss of Capacity



- Losing staff is a reality, so plan for it
- Losing staff = Losing knowledge, skills, relationships
- What things need to be transferred to a new staff person?
(e.g., passwords, emails, contacts, file locations)



Capacity Loss Prevention Tips



WHAT

Use a current prevention plan to guide all of your prevention strategies

Develop a Desk Manual for every position on the prevention team

Keep a list of stakeholder and community contacts – including their role in your prevention work and their contact information

Develop and keep a current timeline of all program planning, implementation and evaluation activities (on the same timeline)

Use an Evaluation Plan to guide the evaluation of all of your prevention strategies

Capacity Supports Sustainability



Capacity to implement change determines how well a program will be implemented AND sustained

Individual Capacity

- Knowledge
- Resources
- Skills
- Motivation

Organizational Capacity

- Structures
- Resources
- Processes
- Willingness

What Sustainability Means to You



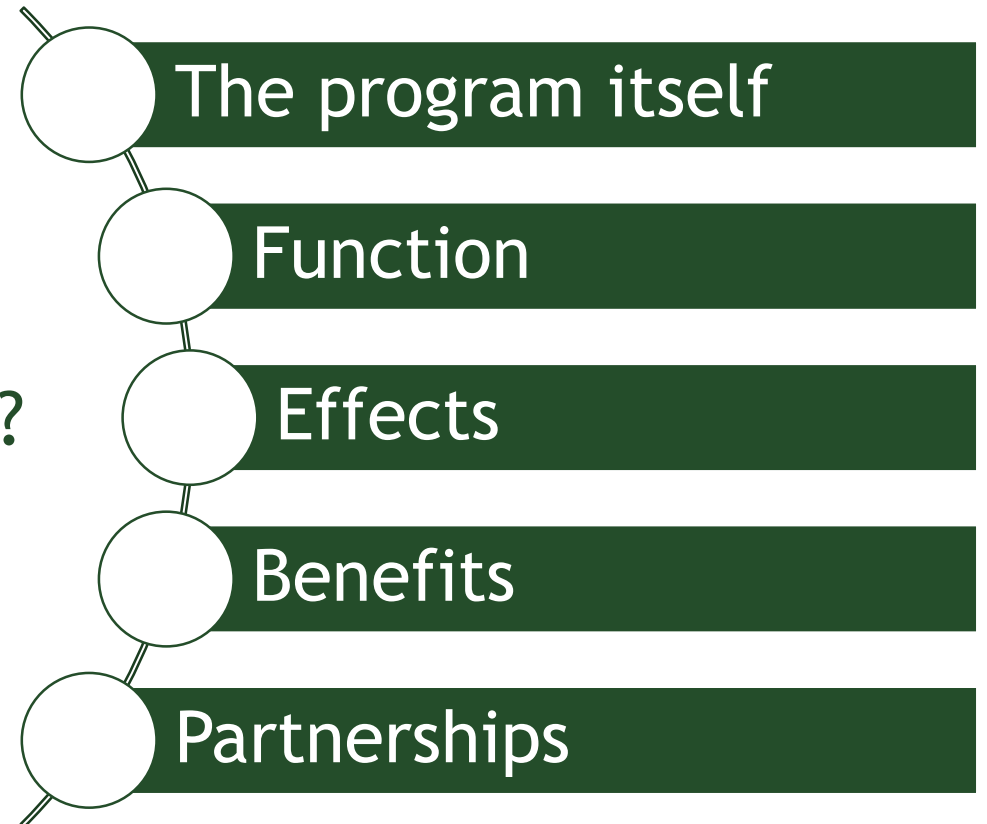
Take a moment to write down and then share some words or phrases that come to mind when you think of **sustainability**

What is Sustainability?



The ability to maintain a program and its benefits over time

What is being sustained?



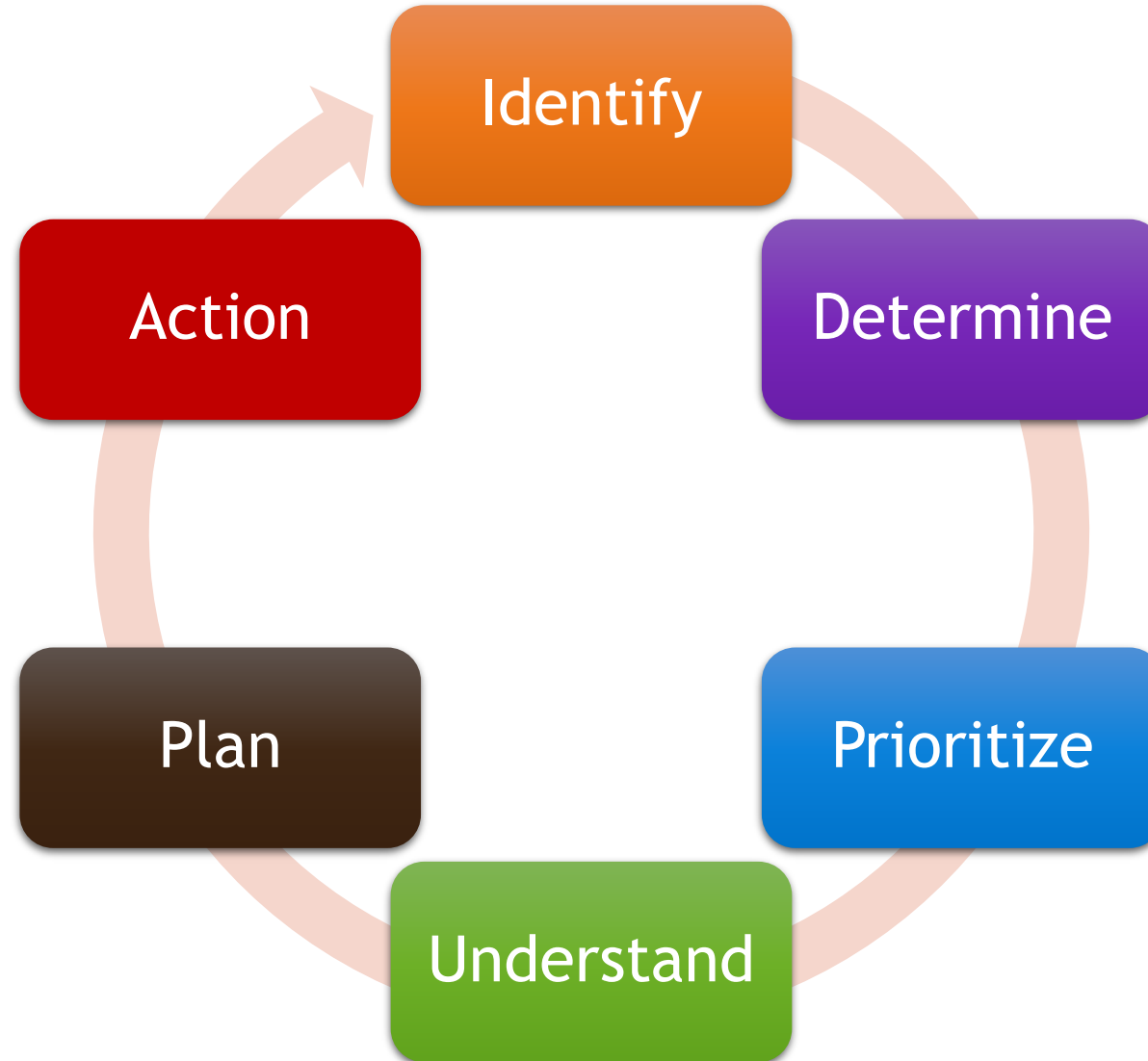
Is it really all about the money?



Characteristics of sustainable organizations (and programs)



Steps to Sustainability



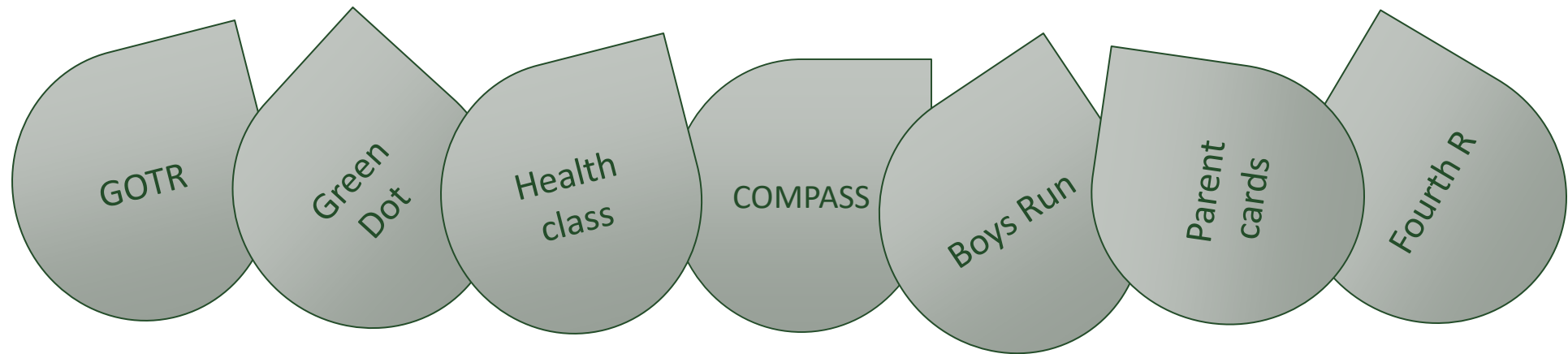
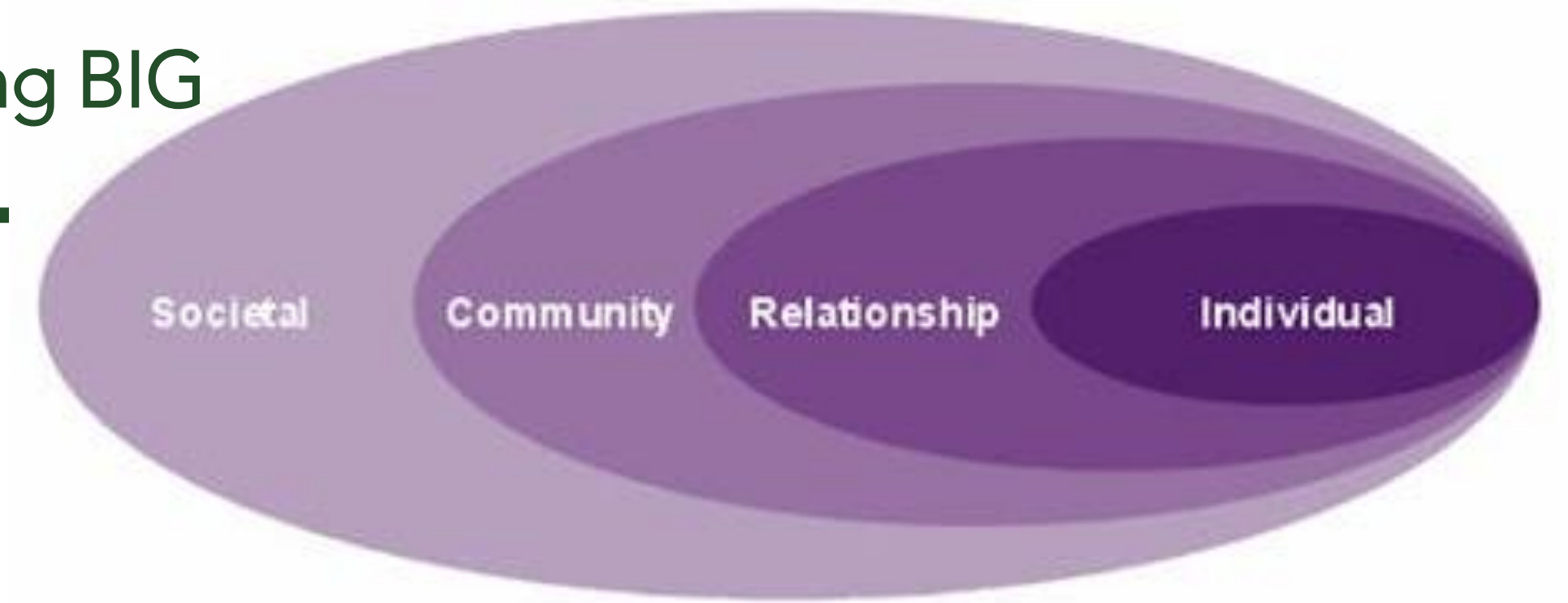
Strategy vs. Program Sustainability



For each strategy you will need to decide which program components should be sustained—and which could go

- Use Evaluation Findings!
- Prioritize strategies based on need, benefit, and reach

Thinking BIG



Thinking small

Put it all together



Cupcake Business Sustainability



Tie-Dye



Mint Chocolate Chip



Cinnamon



Peanut Butter Cup



Cookie Dough



Cookies & Cream



Let's get more structured



What is the most important work of this community prevention team/partnership/coalition to continue forward?

1

Important Work To Be Sustained

Practice!

Prevention Worksheet: Sustainability Planning

1. In general, what do you see as the most important work of this community prevention team/partnership/coalition to continue forward?

2. In your opinion, what are the most important prevention strategies to continue implementing?

Why?

3. There are many factors that affect whether a program or strategy can be sustained. Please rate the following factors in relation to ONE of the strategies you chose in the previous question (#2):

Name of strategy or program: _____

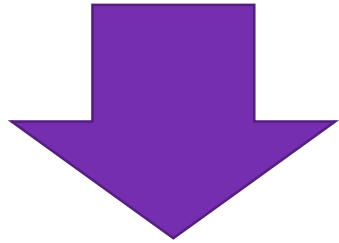
To what extent does this program or strategy have the following factors in place NOW?

	Not at all	A Little	Some-what	Very Much	I don't know
Political Support: Internal and external political environments support the program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Funding Stability: There is a consistent financial base for the program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Partnerships: Connections are cultivated between the program and its stakeholders	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organizational Capacity: There is the internal support and resources needed to effectively manage the program and its activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Program Evaluation: The program is assessed to inform planning and document results	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Program Adaptation: Actions are taken to adapt	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Digging deeper...



Think about the prevention strategies you are already doing



2

- **What strategies** would you choose to sustain as of today?
- Tell us your **reasons "why"**



Practice!

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Reflection Questions



- Does the community need it?
- Does the community value it?
- Do evaluation results show you are making a difference?
- Do you need to sustain all of the strategy?
 - Which parts are most effective?
- Can you coordinate resources/funding from multiple sources?

Final Step



3



- Domains are specific to each strategy
- Select 2 - 3 domains



ENVIRONMENTAL
SUPPORT



FUNDING
STABILITY



COMMUNICATIONS



STRATEGIC
PLANNING



PARTNERSHIPS



PROGRAM
ADAPTATION



PROGRAM
EVALUATION



ORGANIZATION
CAPACITY

Sustainability Framework

Political Environment



Internal & External climates

Federal, state, and local policies and directives can have a powerful impact on program activities and efforts to support or sustain them.

- Conduct a stakeholder analysis
- Understand the policy process
- Connect to decision makers
- Inform policy makers—develop “talking points”
- Identify “champions”

Funding



For people, programs, and processes may come from foundation grants, business/corporate contribution, revenue or fee developments, or local/state/federal funding.

- Create a financial plan
- Develop short and long term financial goals
- Understand funding streams (local/state/federal)
- Leverage resources
- Develop sources of revenue

Partnerships



Individuals and groups that reflect the community can (and should!) work jointly toward a shared vision.

- Identify strategic partners
- Manage partner roles and expectations
- Continue partnerships/coalitions beyond funding
- Communicate regularly
- Involve in planning process
- Use tools for coalition building and evaluation

Capacity



Identify and create resources that enable continued delivery of activities (e.g., train the trainer program, expand staff and leadership skills)

- Staff training and development
- Build infrastructure
- Cultivate internal leaders and champions
- Develop and implement policies and procedures
- Institutionalize some of your program strategies/activities into the larger organization

Program Evaluation



Regularly assess your program to inform planning and document the results

- Have program staff or an evaluator who can collect, analyze and report data
- Design evaluations with sustainability in mind
- Develop a logic model
- Process (Implementation) & Outcome evaluation
- Continuous quality improvement (CQI)!
- Share results

Program Adaptation



Taking actions that adapt your program to ensure ongoing effectiveness. The goal shouldn't be to sustain everything but rather to sustain the most effective components and their benefits.

- Prioritize program components
- Continuous quality improvement—cut or adapt
- Evidence-based programming
- Communicate with focus population

Communications













Strategic communication with stakeholders and the community to gain visibility and buy-in

- Develop a communications plan
- Identify your audience(s)
- Develop your message
- Avoid jargon!
- Choose dissemination strategies

Audiences & Goals for Dissemination



Dissemination Audience		Possible Dissemination Goal
Board of Directors or Larger Community Prevention Coalition		Awareness, Understanding, Action
Staff		Understanding, Action
Program Participants		Awareness, Understanding, Action
Broader Community		Awareness
Other Community Prevention Teams or Coalitions		Understanding
Evaluation Partners or Current Funders		Understanding
Local Stakeholders, Including Elected Officials		Awareness, Understanding, Action
State Agencies or Organizational Partners		Awareness, Understanding, Action
Future Funders		Awareness, Understanding, Action
Other interested professionals		Understanding

DISSEMINATION GOAL

awareness

understanding

action

high

videos, psas

posters, visual media

community events

full report

executive summary

medium

snapshot

tri-fold

opinion piece

low

press release



bitesize

snapshots
tri-folds

reports

executive
summary
full report

campaign materials

video

PSA
poster / print
media

print media

press release
opinion piece

community events

office open
house
cafe display
First Friday
gallery
public training
rally
tabling



RESOURCES REQUIRED

Practice!

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Summary



- Plan for capacity loss
- Sustainability is an ongoing process
- What is most important about the work you are doing
- What strategies should continue to be implemented
- Familiarize yourself with the sustainability framework
- There are resources available: self-assessments & plans



<https://sustaintool.org/assess/>

Assess Sustainability

The online Program Sustainability Assessment Tool allows you to:

- Rate your program across the 8 Sustainability domains.
- View an automated summary Sustainability Report of your results.

ASSESS AS AN INDIVIDUAL

ASSESS AS A GROUP

Questions





WELCOME WORKBOOK ▾ WHAT WE DO PROJECTS WORKSHOPS & COURSES [RESOURCES](#) STAFF

CONTACT

Scroll down to the bottom of the page to select the resources you would like to receive. SPS provides these resources free of charge for you to be more effective and efficient in your program planning and evaluation!



Get The Word Out

A simple visual to help you decide what to produce for dissemination based on your resources and purpose (awareness, understanding, action)



Writing Outcomes Worksheet

A worksheet to walk you through the elements of a 'SMART' outcome. Very helpful for getting the hang of it!



Content Crosswalk Worksheet

Use this worksheet to make sure that your evaluation tools match the content that is covered in your prevention programming.



Comprehensive Programming Worksheet

How comprehensive is your prevention programming? Use these worksheets to determine which of your prevention activities are working together to form a strategy, and which strategies could be considered a program.

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