Facilitators

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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
• 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

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

<table>
<thead>
<tr>
<th>Individual Capacity</th>
<th>Organizational Capacity</th>
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<tbody>
<tr>
<td>• Knowledge</td>
<td>• Structures</td>
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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?

- The program itself
- Function
- Effects
- Benefits
- Partnerships
Is it really all about the money?
Characteristics of sustainable organizations (and programs)

- Strong leadership
- Community engagement—awareness and buy-in
- Efficiency and effectiveness
- Adaptability and agility
- Financial health—strategic financial plan
- Solid infrastructure (policies and procedures that guide the work)
- Relevance—meets the community’s needs
Steps to Sustainability

1. Identify
2. Determine
3. Prioritize
4. Plan
5. Action

Understand
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
Put it all together

1. Important Work To Be Sustained
2. Strategies That Support Important Work
3. What Supports Those Strategies?
Cupcake Business Sustainability
Let’s get more structured

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

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 Digging deeper…

Think about the prevention strategies you are already doing

• **What strategies** would you choose to sustain as of today?

• **Tell us your reasons “why”**

Strategies That Support Important Work
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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

Domains that Support Strategies

- Domains are specific to each strategy
- Select 2 - 3 domains
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
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<td>Staff</td>
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<tr>
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<td>Local Stakeholders, Including Elected Officials</td>
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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
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
Visit Our Website!