

Developing Effective Coalitions

Building effective coalitions:

Goals, Conditions and Pitfalls

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Developing Effective Coalitions

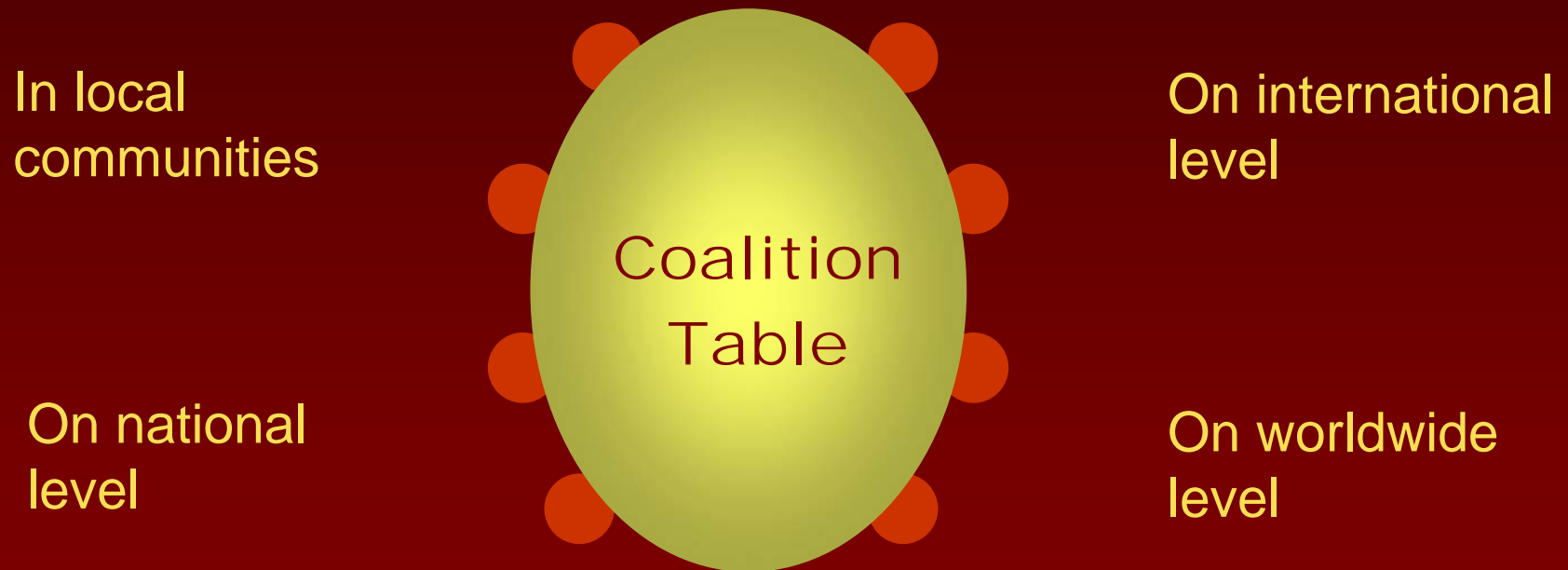
Aim of this presentation

1. To enhance the awareness that coalitions are essential to effective prevention and health promotion
2. To increase insight in barriers and facilitators to effective and sustainable coalitions
3. To advocate that these insights will be used to create more successful coalitions, and indirectly to more mental health and less disorders in target population.



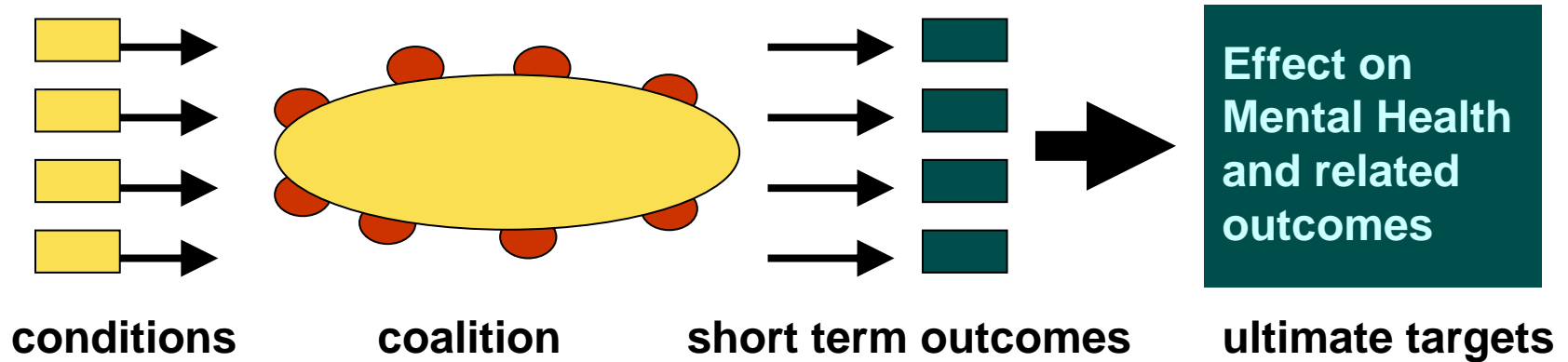
Who is sitting around the table?

Why? What are their interests?



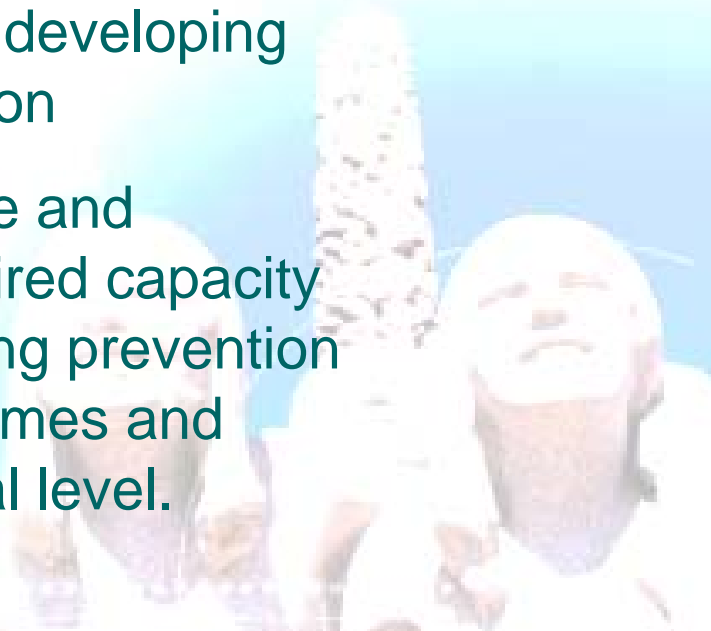
Common and Diverse Goals and Interest

Developing Effective Coalitions



Coalition building is an essential tool in developing effective prevention and health promotion

Skills in building and managing effective and sustainable coalitions should be a required capacity for all who are responsible for developing prevention and (mental) health promotion programmes and policies at local, national or international level.



Developing Effective Coalitions

Need for intersectoral coalitions

- Health organizations have limited control over determinants of mental health.
- Many significant environmental and social risk factors are under control of public sectors, organizations and policy makers outside the health sector (power, access settings) school, work and industry, sport and leisure, justice, mass media, consumer organizations, and human rights movements.
- An effective mental health promotion and prevention strategy requires intersectoral actions and coalitions across a wide range of public sectors and organizations.



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Varying success rate

Some coalition are productive, others not

Some coalition are sustainable and long term, others are short-lived and prematurely ended

We need to increase our insight in the dynamics and conditions of successful coalitions

Successful = Productive and Sustainable

Coalitions are going from time to time through crises

That is normal and could be functional

Crises are signals, coping well means: gains

We need to learn from crises and successes



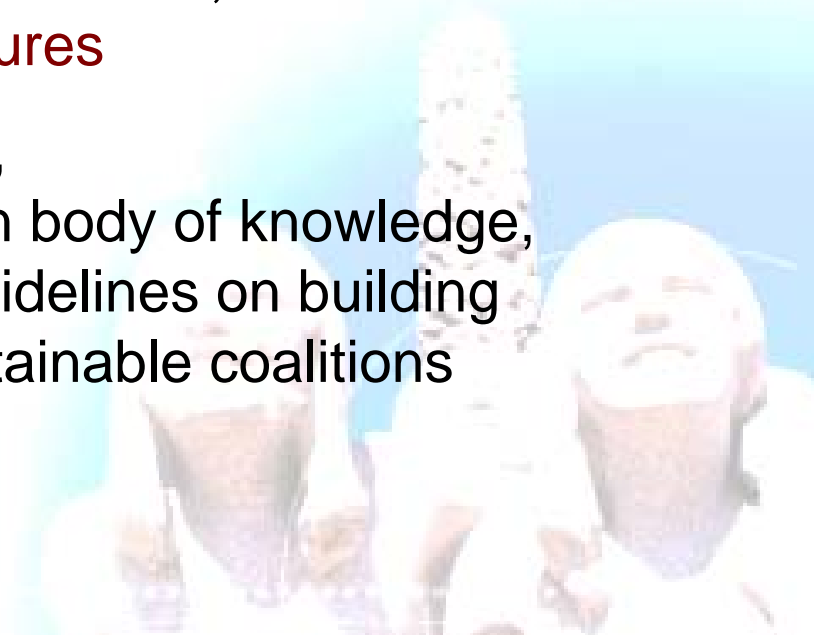
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Sharing experiences and learning our lessons

Many, probably all organizations represented in this conference have a rich history of building and participating in coalitions and partnerships; coalitions at local, national or international level

We all have experiences with **successes**, as well as with **setbacks** and **failures**

By sharing our 'lessons learned', we could develop a rich common body of knowledge, experience-based theory and guidelines on building and managing effective and sustainable coalitions



Developing Effective Coalitions

What are Conditions for Effective and Sustainable Coalitions ?

- Transparent Common Goals
- Benefits for all members
- Benefits larger than costs
- Respect for other's interests and culture
- Complementary strengths
- Good personal relationships
- Representatives with implementation power
- Leadership and expertise on coalition building
- Technical secretariat



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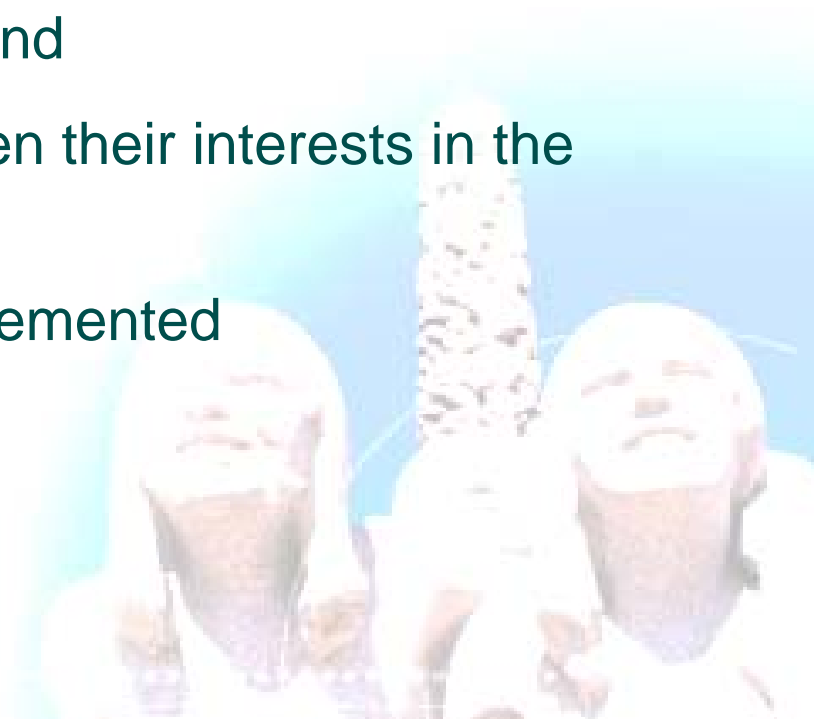
Conditions for Effective and Sustainable Coalitions

Transparent Common Goals

Coalitions can be only effective when:

- (1) it is clear to all members why the coalition is needed and what it should achieve, and
- (2) all members agree, even when their interests in the coalition would be diverse.

Obvious principle, but poorly implemented



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Multiple Agendas and Benefits

Benefits can be evaluated from two perspectives:

- (1) benefits for each of the coalition members, and
- (2) benefits for the cause of prevention and promotion

Be aware that partners in a coalition could have very different reasons to join and stay in a coalition

Essential not only to respect this but also to facilitate as a group that each partner organization gets its own benefits

The more reasons for joining apply to an organization, the more active a partner and sustainable participation

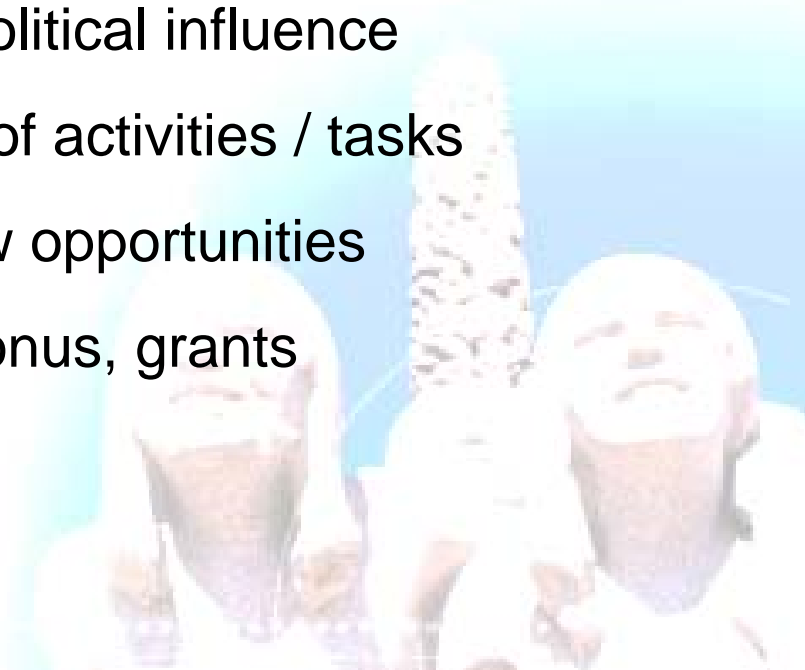
Benefits need to be made visible to enhance sustainability of coalitions

Not only long term but also short term benefits needed

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‘Why’ a coalition? What could be benefits for partners?

- ▶ **Effectiveness** together more effective on common goal
- ▶ **Recognition** receiving recognition from partners
- ▶ **Information** partners offer needed information
- ▶ **Influence** together more political influence
- ▶ **Efficiency** less duplication of activities / tasks
- ▶ **Innovation** new skills or new opportunities
- ▶ **Incentives** governmental bonus, grants
- ▶?



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Common pitfalls and barriers in coalition building

Lack of clarity about goals

Lack of shared views

Lack of time to invest

Lack of financial resources

Costs of participating are higher than benefits

Unequal division of influence between partners



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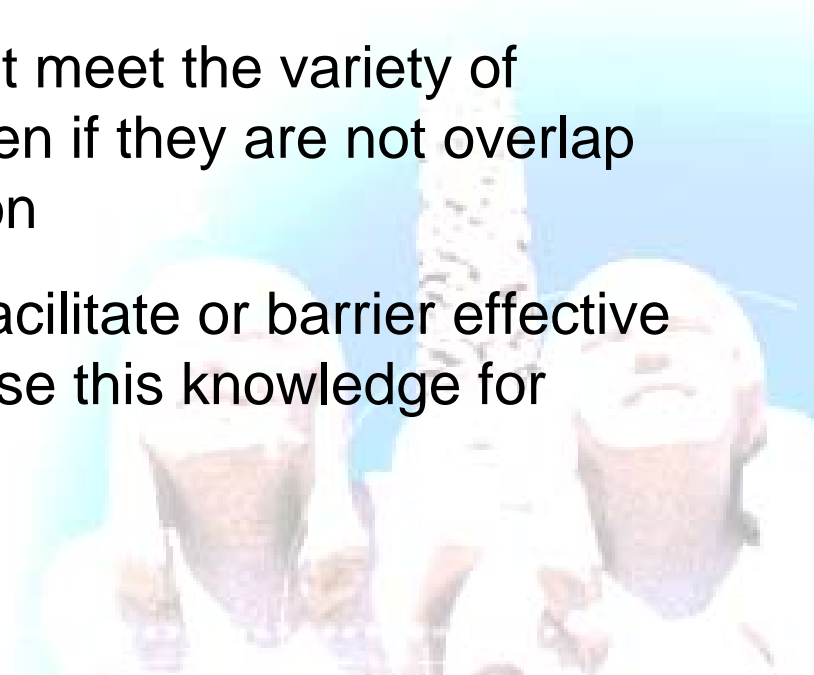
Conclusions

Coalition building is an essential condition for effective prevention and promotion, and to reach target populations

Define the targeted outcomes of your coalition, and make successes visible

Safeguard multiple outcomes that meet the variety of interests of coalition partners, even if they do not overlap with the core target of the coalition

Be aware of the conditions that facilitate or barrier effective and sustainable coalitions, and use this knowledge for building and managing coalitions



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Barriers and Facilitators of successful coalitions



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A major challenge for mental health promotion and prevention of mental disorders is to actively involve such sectors in the planning, development and implementation of measures targeted at conditions that will enhance and protect mental health. Building strong coalitions across organizations and sectors is a major condition for improving the living conditions and competencies of people that are conditional to mental health.



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Coalition

What do mean?

Coalitions, partnerships, collaborative relationships



Framework of the series of conferences on Prevention and Promotion in Mental Health



- **Research and Development**
- **National Policy Making and Organization**
- **Evidence-based Programs, Policies, and Principles**
- **Effective Dissemination and Implementation**
- **Development of Training and Expertise (building professional capacity)**

Core conditions for effective promotion and prevention

Populations and Mental Health Themes

Research and Knowledge development

Developing Effective principles, Programs, policies

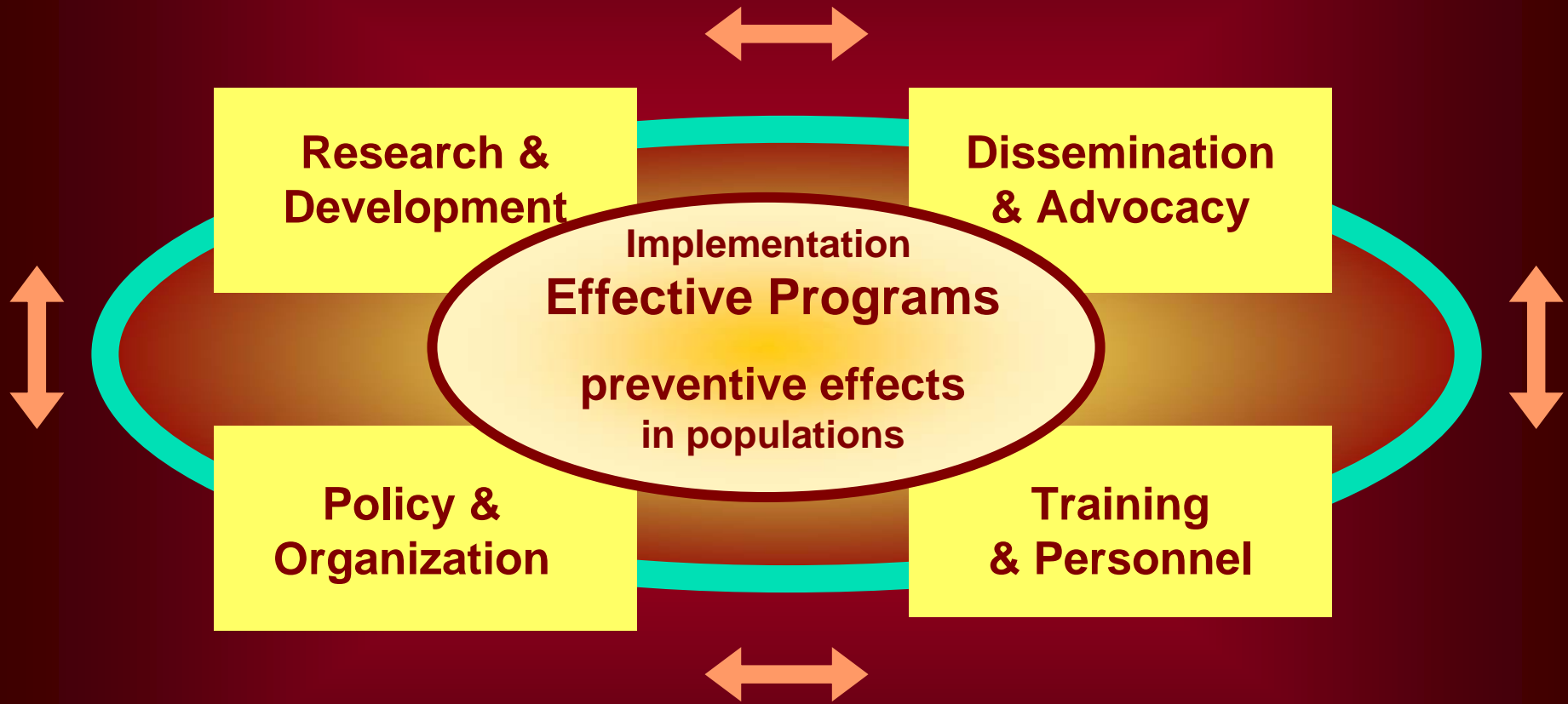
Knowledge dissemination & utilization

Advocacy, Coalition building, Policy, Organization

Developing Capacity, Education & Training

General Community	Pre-natal Pre-school	School aged	Work	Elderly

developing partnerships



Building a System for Effective Prevention

Parties involved in evaluation studies & in examining the value of the study outcomes

Who will be involved ?

For effective MHP
Coalitions of
Stakeholder
Organizations
needed



Making an
agreement
about
multiple
related goals

What are their interests ?

Parties involved in evaluation studies & in examining the value of the study outcomes

