Tips for Coalition Building

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Why build coalitions

- **Portray strength.** The strength of a coalition is the list of people and organizations representing diverse interests and greater memberships—the sum of which is greater than the individual parts.

- **Consolidate resources.** A larger diversity of people and organizations may be able to provide technical expertise, financial resources, name recognition or people power.

- **Become more influential.** Establishes your group as a leader, which leads to increased credibility, name recognition and respect within the community.
Skills for coalition building

- Establish a core working group
- Develop strong leadership
- Develop vision and mission statements
- Identify potential coalition members
- Embrace diversity
- Make it interesting
- 501c3
  - Reduces liability
  - Donors
  - Sales tax
Skills for coalition building

- Common understanding for how decisions are made
- Use technology as a tool for regular communication
- Establish ground rules for participation
- Create an identity (logo, tagline, colors)

- Coalition should have realistic goals
- Reinforcing a sense of worth and importance
- Respect and appreciation for the efforts of members
- Compromise, negotiate, and cooperate
Considerations for coalition building

- Sustainability
- Funding
- Securing partners/recruiting
- Participation drop off after first meeting
- Time
- Ease of participation
- Personality clashes
- Turf issues
- Absence of key players
- Unclear goals and roles
- Resistance to change

- What are the advantages of participation
- Sense of belonging
- Climate of trust and openness
- Clear project objectives
- Transparent management practices
- Acceptance and value of others point of view
- Clear roles and responsibilities
US Breastfeeding Coalition

- State coalitions as part of USBC
- Webinars
- Forums
- Coalition conference
- Power tools for coalitions
- Discussion groups
One on one process of capacity building

- One on one conversations for building coalition membership
- Establish levels of involvement
- Celebrate and share the credit
“Breastfeed Anytime Anywhere” campaign takes off!

(Atlanta, GA and Weston, MA) — ROSE and the Massachusetts Breastfeeding Coalition have launched an exciting social marketing campaign aimed at normalizing breastfeeding in public among African American women. Continue reading →

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