

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

Figure 6. One-on-One Relationship Building

Basis of One-on-Ones

Relationship Building

An on-going process of deepening understanding of the community and its members

- What is important to her/him?
- What are her/his priorities?
- What are her/his joys?
- What are her/his concerns?
- What makes her/his tick?



- What does she/he like to do?
- What does she/he want to accomplish in the next:
 - 3 months?
 - 1 year?
 - 5 years?

What did you learn about the person that can further your work?



Massachusetts Breastfeeding Coalition

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Breastfeeding help near you:  ZipMilk.org



“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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“I really like your Making Milk is Easy, birthday hug and discharge instruction sheet. You did a wonderful job.” --Cheryl, midwife in Pennsylvania

Handouts and Products

[Purchase our new Breastfeeding Welcome Here products](#), and show the world that nursing moms are welcome where you are!

[Download one of our handouts that help make breastfeeding easy](#). Most are available in English and Spanish.



Features

The Affordable Care Act insurance requirements

The Affordable Care Act mandates that new private insurance plans cover “breastfeeding supplies” and “breastfeeding counseling” with no copayments. See MBC’s [guidelines on breast pumps and](#)

News

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