

# 6 Collective Strategies for 1 Broad Impact

Our mission is to be a community alliance who leads education, awareness and prevention efforts to reduce substance abuse. Below is the Board of Directors' commitment to you, our community partners, with which none of this would be possible without you.



## 1 Guide Vision & Strategy

**Build a common understanding of the problem** that needs to be addressed and provide strategic guidance to develop a common agenda, resulting in increased alignment of partners' individual work to the organizational mission.

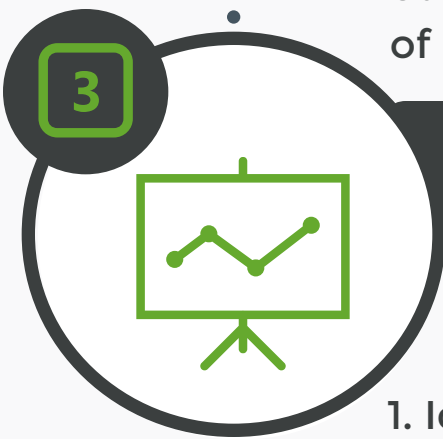
1. Provide regular forum for partners to provide their perspective on issues and solutions
2. Identify and engage partners who are committed to the "shared agenda" who have common goals/missions to the AOD Partnership
3. Expand widespread support for the AOD Partnership within current and/or prospective community partners who are supportive of the mission



## 2 Support Aligned Activities

**Ensure mutually reinforcing activities take place**, such as coordination, facilitation and convening partners; nurture new initiatives; provide support through training and resource development; continue to grow the organization; and seek out opportunities to align with other community initiatives.

1. Increase partner requests to the AOD Partnership for support in activities (events, programs, grants and policies) which relate to mission/vision
2. Increase partner leadership in specific initiatives, including Short Term Action Teams (STATS)
3. Support for partners through coordination, capacity building, recognition and other relationship/feedback opportunities that will strengthen the infrastructure of the AOD Partnership



## 3 Establish Shared Measures

**Collect, analyze, interpret, and report data**; initiate or develop shared measurement system; and provide technical assistance for building partners' data capacity.

1. Identify key data and/or establish measurement tools that will illustrate the impact of substance abuse on the community
2. Increase collection and use of local data, including facilitating/participating in community assessments
3. Increase use, alignment, and consistent messages regarding data used to identify priority areas related to substances of abuse (ex. LIFE Report or Community Health Improvement Plan [CHIP])

# 6 Collective Strategies for 1 Broad Impact

Our mission is to be a community alliance who leads education, awareness and prevention efforts to reduce substance abuse. Below is the Board of Directors' commitment to you, our community partners, with which none of this would be possible without you.



## 4 Building Public Will

**Frame the problem to create a sense of urgency** and articulate a call to action; support community member engagement activities; and produce and manage communications (e.g., news releases, reports).

1. Increase overall community awareness of AOD Partnership as a leader in prevention
2. Assess and evaluate frequency of project specific (ex. advocating for sober living) communications in support of the AOD Partnership initiatives and priorities



## 5 Advance Policy

**Advocate for an aligned policy agenda** that is based in best practice.

1. Establish a policy platform to support organizational mission/vision and community priorities related to substance abuse
2. Increase partners who engage in development and implementation of best practice and evidence-based policies



## 6 Mobilize Funding

**Mobilize and align public and private resources** to support community goals.

1. Diversify and leverage funding opportunities in support of the strategic plan
2. Engaging and utilizing partners to convey the benefits of "investing" in the AOD Partnership

### Suggested Sources:

<http://www.fsg.org/publications/understanding-value-backbone-organizations-collective-impact>  
<http://ctb.ku.edu/en/table-of-contents/overview/models-for-community-health-and-development/collective-impact/main>