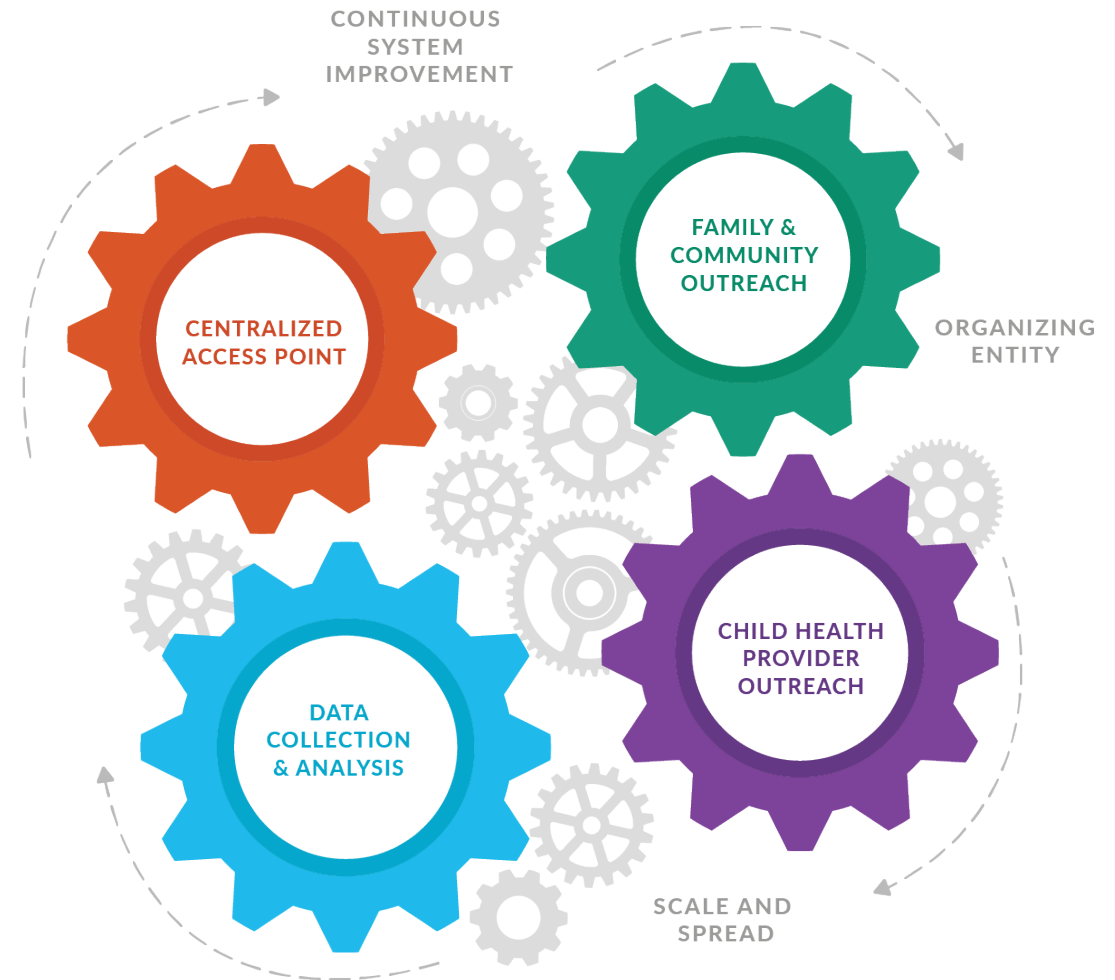


The Help Me Grow Model

WE BELIEVE THAT ALL CHILDREN SHOULD BE ABLE TO GROW, DEVELOP, AND THRIVE TO REACH THEIR FULL POTENTIAL.

The Help Me Grow Model is the only evidence-based early childhood system model existing nationwide. It provides a unique framework to implement comprehensive, cross-sector, coordinated, effective early childhood systems that promote equity and strengthen family resilience and protective factors.

It is the **co-operation** of the four Core Components that defines the Model.





Why is coalition-building an important piece of our work?

- Systemic issues are too large and complex for any one agency or organization to tackle
- A coalition can build a lasting base for change
- Building a Help Me Grow system, by necessity, requires skills like relationship maintenance, data sharing, messaging to different stakeholders, and reciprocity
- The practices and skills you're developing or enhancing can be applied in new ways, from building a broad base of bought-in stakeholders to advancing a narrow, focused campaign for change



Power Prism, Give & Get, and More: Strategies for Effective Community Change to Support Help Me Grow Affiliates

Danielle Patterson, National Senior Advocacy Consultant

April 24, 2024

Katie Bishop Kendrick, National Senior Advocacy Consultant

Voices for Healthy Kids



voicesforhealthykids.org | [@voices4hk](https://twitter.com/voices4hk)

Learning Objectives

- Introduce the Power Prism[®] as a tool to move advocacy campaigns and your mission forward
- In-depth discussion of Coalition Building & Maintenance tools and tactics
- Discuss Power Mapping



Power Prism[®] Advocacy Framework

POWERPRISM 

Additional information can be found at: www.PowerPrism.org

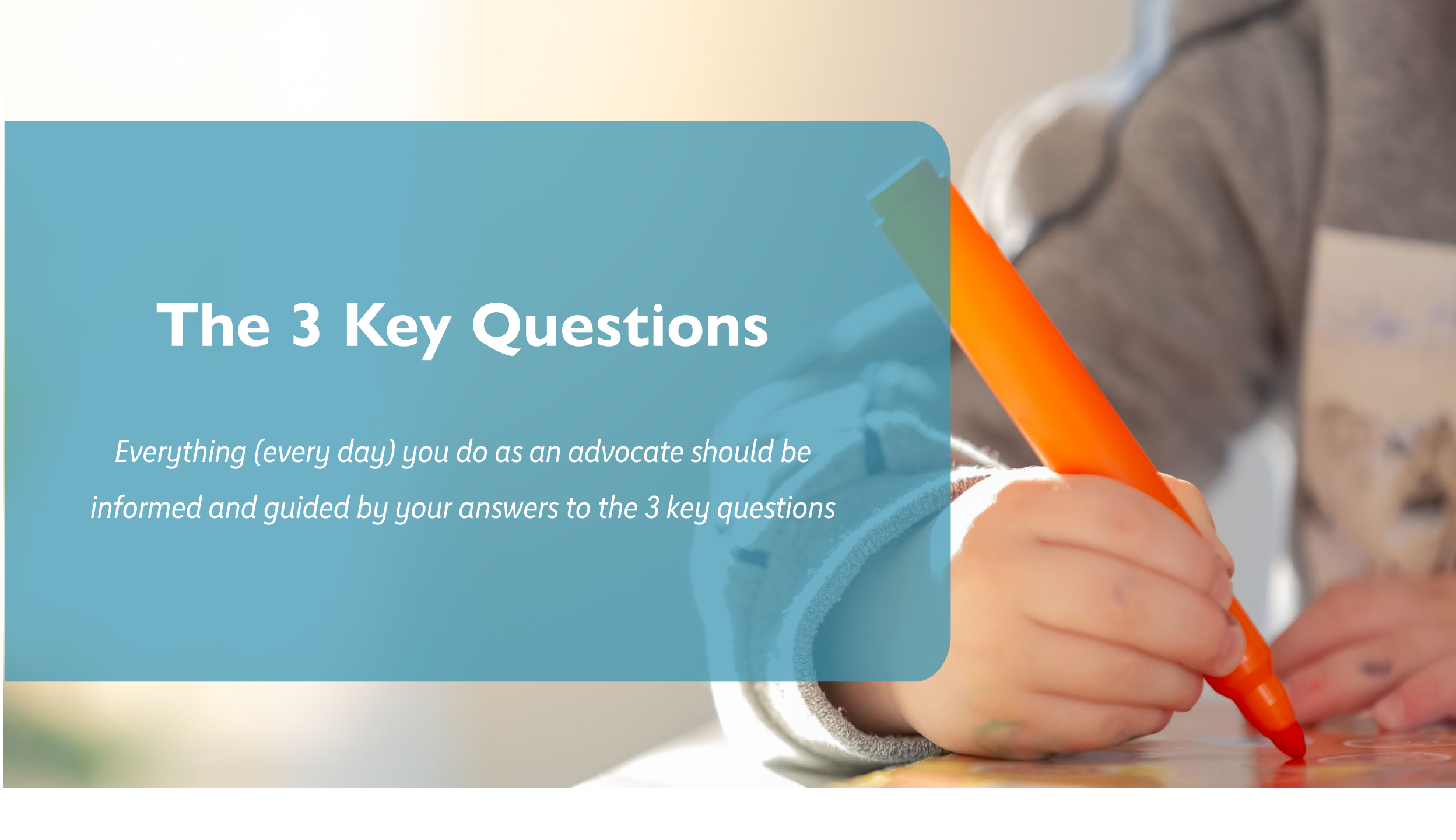
Created in 2001 by Lori Fresina and Judy Meredith. Been used by numerous organizations for the purposes of planning, executing, and evaluating campaigns to change systems and policy.

The Power Prism model has been adapted with permission for Voices for Healthy Kids



The 3 Key Questions

Everything (every day) you do as an advocate should be informed and guided by your answers to the 3 key questions



The 3 Key Questions



What do you want?

What is the policy change you are seeking to address your issue?

Why do you want it?

What data make a case for that policy change?

Who has the power to give it to you?

Which specific decision-makers have the power to make that change?

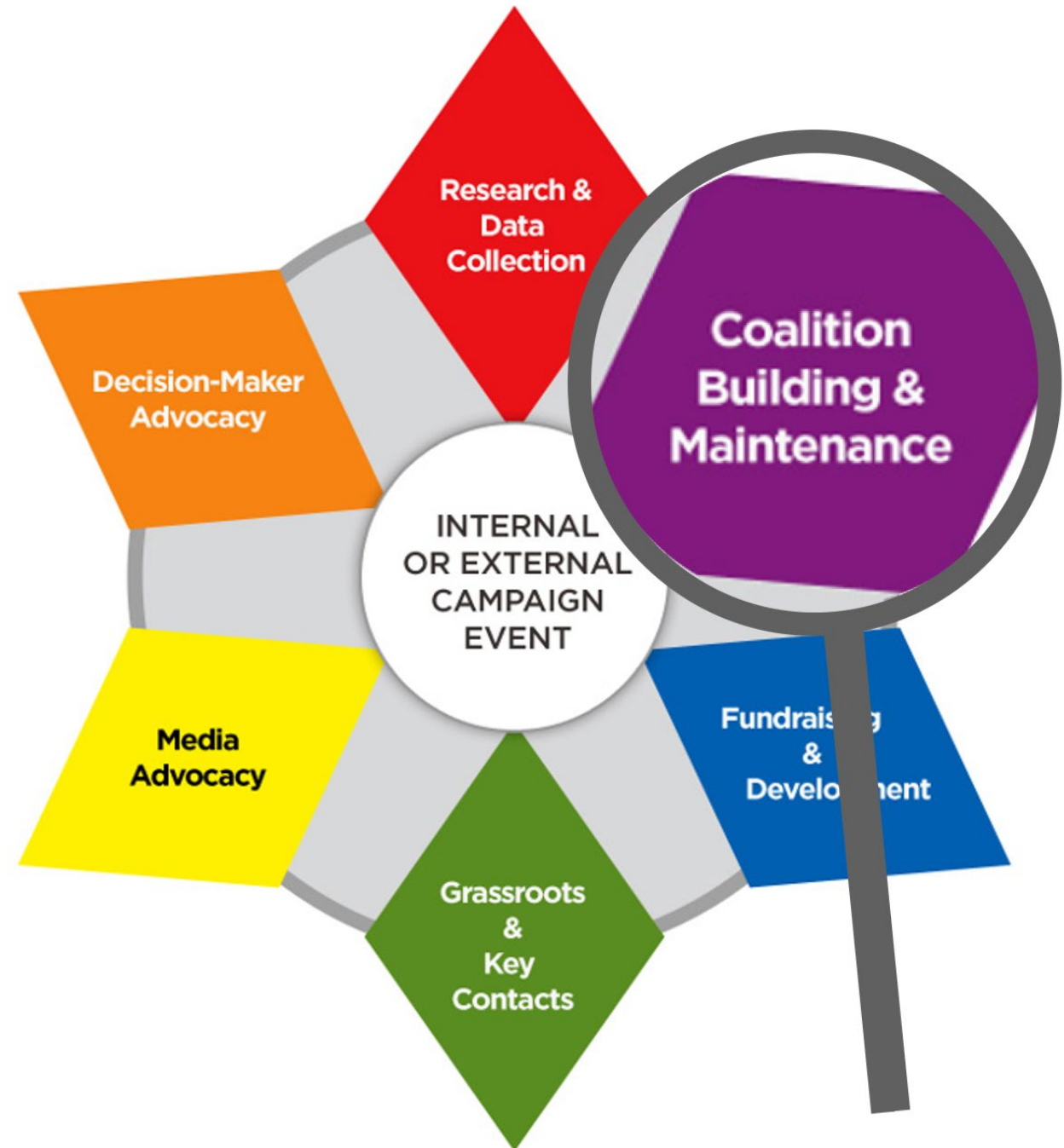
The Power Prism[®]

Build more power for your mission by using any or all of the six "power tools"



Coalition Building & Maintenance

A diverse array of organizations endorsing a policy proposal build credibility and makes it harder for lawmakers to ignore.



NOW YOU: DO A QUICK POLL

Tell us about your
experience in
coalition or
partnership
building...

- I am a pro and ready to learn new tricks
- A bit over the years, need a refresher
- I am new to this work



A good rule for
advocating and
organizing with equity



The policy advocacy goals of Voices for Healthy Kids are intended to increase health equity and racial justice. It is critical that campaigns to improve community conditions **consistently seek leadership, counsel, guidance, and practical feedback from members of communities** intended to benefit from the proposed changes.





Building a Powerful Coalition

*Your coalition will be most effective and equitable
if it brings together four layers of members*

Coalition-Building for Health Equity

Build a diverse coalition:

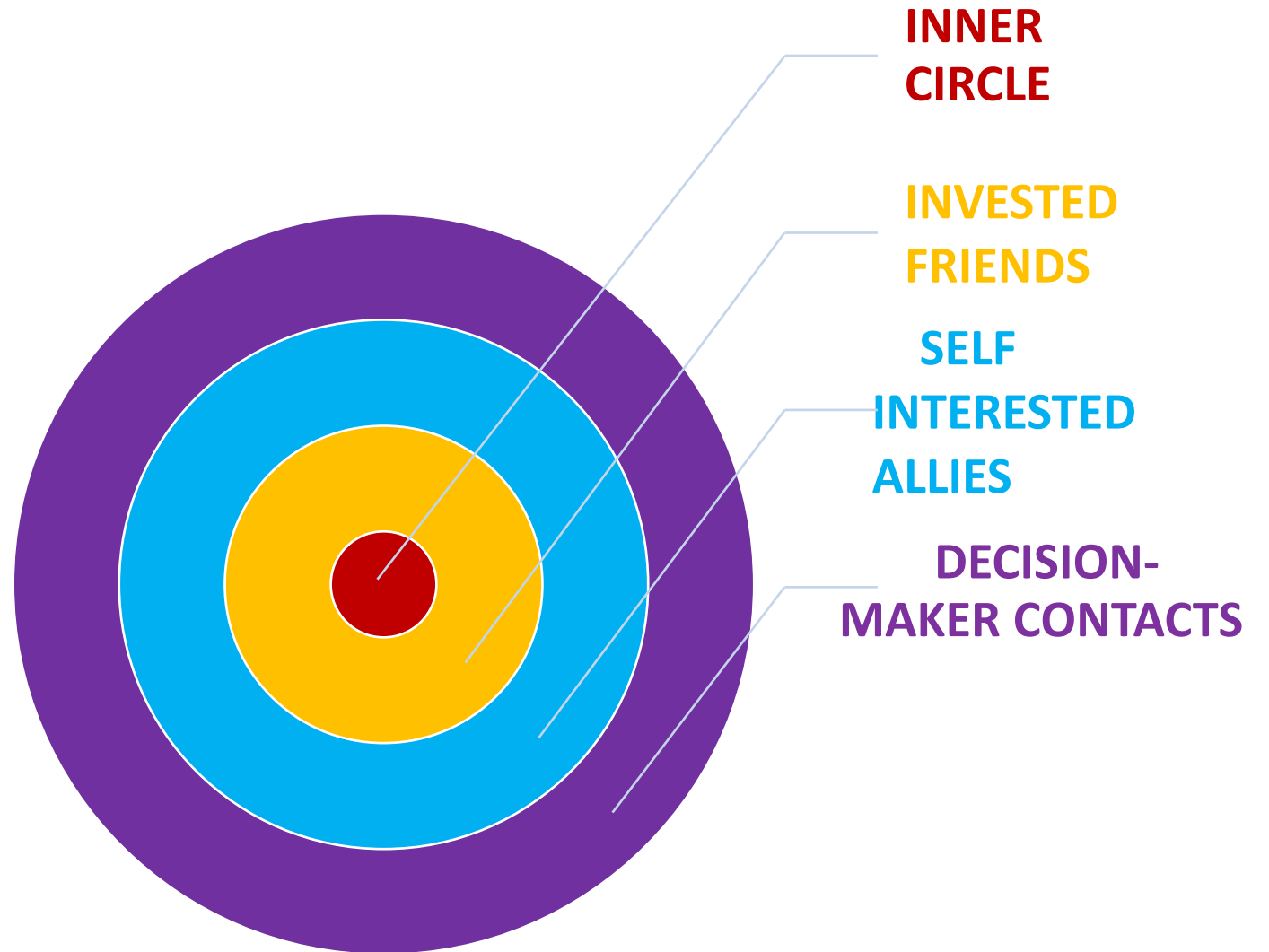
- Leadership from community leadership impacted by the policy proposal
- Allows the community being impact to participate and lead decision-making
- Amplifies the voices of community members
- Geographically inclusive
- Blend of interests that support goal (residents, nonprofits like AHA, business leaders, faith community, academia, youth, etc.)



Coalition Building for Health Equity

Consider engaging four types of partners:

1. Organizations that share your mission
2. Organizations that share your vision
3. Organizations with a self-interest that is advanced if you win
4. Organizations that have a positive connection to your key decision-makers





Inner Circle

Organizations that share your mission

- Communities intended to benefit from the policy change in central leadership roles
- Organization committed to reducing hunger and/or improving nutrition security
- School nutrition professionals
- Parent groups

Invested Friends

Organizations that share your vision

- Organizations with a primary focus on health equity
- K-12 educators
- Organizations committed to improving K-12 education
- Nonprofits, businesses, and religious groups in communities intended to benefit from policy change



Self-Interested Allies

Organizations with a self-interest that is advanced if you win



Local agriculture organizations and farmers



Decision-Maker Contacts

Based on your power mapping research, recruit organizations in your decision makers' sphere of influence and/or district:

- Organizations the decision maker (or a family member) belongs
- Organizations that have endorsed the candidacy of the decision maker
- Organizations in the lawmaker's district that are led by and represent communities who would benefit from the policy



A close-up photograph of a person's hand holding an orange marker, drawing on a map or document. The background is blurred, showing another person's hand and a map. A teal-colored rounded rectangle is overlaid on the left side of the image, containing the text.

Try it for Yourself

Coalition Mapping Exercise

Coalition Mapping

Categories of coalition partner	Criteria for consideration	Organizations you would like to engage and why (brainstorm 2-3)
INNER CIRCLE	Which organizations directly share your campaign mission?	
INVESTED FRIENDS	Which organizations embrace a vision that would be advanced if your campaign succeeded?	
SELF-INTERESTED ALLIES	Which organizations stand to better serve their membership if your campaign succeeds?	
DECISION-MAKER CONTACTS	Which organizations have a good relationship with any of the key decision-makers you are seeking to influence? Which organizations might challenge opposition arguments or assumptions?	

Potential Partners

- 2-1-1
- Child Care Resource and Referral (CCR&Rs)
- Children and Youth with Special Health Care Needs Program (CYSHCNs)/(Title V)
- Child advocacy groups
- Cultural/local organizations
- Early Childhood Comprehensive System Grant (ECCS)
- Family support organizations
- Foundations
- IDEA Part B (intervention for 3-5)
- IDEA Part C (intervention for 0-3)
- Home Visiting Programs, including Maternal Infant and Early Childhood Home Visiting (MIECHV)
- Hospitals
- Medicaid
- Mental Health/Infant Mental Health
- Parents
- Physician/Child Health Care Provider Champions
- Physician outreach programs
- Program Evaluators
- Specialized Call Centers
- State/local Health Department
- State/local Child Welfare Agency
- State/local chapter of the American Academy of Pediatrics
- United Way Local Chapters
- Universities

A close-up photograph of a child's hands using an orange marker to draw on a table. The child is wearing a grey sweater. The background is softly blurred, showing a dog and a person's legs. A semi-transparent teal box is overlaid on the left side of the image, containing the text.

Take Inventory of Coalition Assets

Thinking about Power Prism[®]-based skills will help you tap into current partners' talent and assemble a coalition with assets needed to win a campaign

Power Prism® Asset Inventory Homework

- Uncover current partner strengths and assets
- Engage partners deeper in the work with a clear sense of their strengths
- Identify gaps to begin a brainstorm about potential partners that might be a fit for the campaign and bring in needed assets

Action Step: On Your Own Complete the Campaign Asset Inventory

Coalition Building Using the Power Prism®

Do you or your partner organizations have capacity or strengths in:

Research & Data Collection

- Key decision-maker research
- Opposition research
- Participatory action research within impacted communities
- Youth surveys

Coalition Building & Maintenance

- Trusted by communities most impacted
- Can secure early and equitable participation from these communities
- Training skills
- Represent with other coalitions

Fundraising & Development

- Can offer resources for state lobbying, (monetary or lobbyist time):
- Can share expertise on raising unrestricted funds for advocacy

Coalition Building Using the Power Prism®

Do you or your partner organizations have capacity or strengths in:

Grassroots & Key Contacts

- Advocate reach and mobilization among diverse communities
- Grasstops contacts
- Grassroots staff
- Trainings for youth and advocates

Media Advocacy

- Issue and community expertise
- Promoting policy change and equity through social media
- Media and spokesperson training
- Leading inclusive events to focus attention on issue

Decision-Maker Advocacy

- Paid lobbyists or 501c4 status
- Government leadership experience
- Campaign experience
- Influence elections via endorsements donations
- Ballot initiative experience

Coalition Campaign Asset Inventory – Full Coalition

This survey can be completed as a group to provide a sense of the assets and gaps that the campaign coalition has – collectively. Use the version for individual organizations to collect this specific data from all partners. Consider using a digital survey tool like Survey Monkey to collect responses as it will make it much easier to analyze and present the data about the coalition’s strengths and gaps.

Will your partners contribute these resources and assets to the campaign?	No	Yes	Comments (Which partners?)
Leadership from communities intended to benefit from policy change			
Policy expertise in campaign topic (including lived experience)			
Commitment to equity and racial justice			
Knowledge of historical oppression in community from pre-colonization to present day			
Representation from communities that have been historically oppressed in campaign location			
Expertise in disability justice			
Expertise working with non-English speaking populations			
Funding to support campaign activities			
Staff to participate in coalition meetings/activities			
Research & Data Collection	No	Yes	Comments (Which partners?)
Scientific research			
Policy research			
Population research			

Evaluating Your Coalition

Once you've completed your campaign asset inventory, answer the following questions:

- Does the coalition meet the needs of organizations representing communities intended to benefit from policy change?
- Where does our coalition have considerable strengths/gaps?
- Which of these gaps are most essential to fill in order to be successful on our campaign?
- What organizations might be able and willing to fill those gaps for our campaign?
- What are our immediate next steps for building our campaign assets?



Give and Get Exercise

A close-up photograph of a child's hand holding an orange marker, drawing on a surface. The child is wearing a grey sweater. In the background, a small dog is visible. The image is partially obscured by a blue semi-transparent overlay on the left side.



POWERPRISM

Give and Get of Strategic Partnerships for Coalitions

Partner categories	What will you give to the campaign?	What do you hope to get from the campaign?
Organizations that do NOT lobby		
Organizations that DO lobby		
Public agencies (local, state and federal)		



Coalition Maintenance

Our job is to make it easy for these partners to be advocates for policy change – and to ensure that they feel like they played a role in the success of the campaign

Coalition Maintenance Tips

Coalitions require regular communication throughout campaigns

When planning, consider the following:

Allow enough lead time:

- Give partners advanced notice for meetings, hearings, votes, and other time-bound events.

Plan around coalition members availability:

- Outside of the 9-5 workday.
- Meetings in convenient locations or virtual
- Compensate youth advocates for time and talent.



Coalition Maintenance Tips

Coalitions require regular communication throughout campaigns

Simplify support:

- Make it easy for partners to participate with shared, adaptable materials and an assigned campaign point-person.

Share credit:

- It is a success when coalition partners take credit for good work and broadcast campaign leadership!

Shine together:

- Ask partners to provide quotes and a spokesperson for media outreach or events; provide equitable opportunities for all partners, no matter their size or time they devote to the campaign.



Coalition Maintenance



Own the negative.

If something bad happens along the way, own it at the coalition leadership level



Show gratitude.

Thank partners each time something good happens



Most importantly, treat every coalition partner like a long-term asset.

This is not your last campaign!

Organizer's Checklist for Effective In-Person Coalition Meetings

✓	Activity	Notes, Person(s) Responsible & Follow-up
	<p>Poll coalition members for most convenient times and locations for regular meetings. Set a schedule of meetings and circulate to coalition partners. Include meeting schedule in orientation packet for new members</p> <ul style="list-style-type: none"> ▪ <i>Choose a location that is accessible by public transportation, has free or affordable parking, and is accessible to persons with disabilities.</i> ▪ <i>Choose a meeting time that works for the youth, parents, and other community members you want to engage – not just for staff.</i> 	
	<p>Develop a meeting agenda with times and roles and share with coalition chairs and subcommittee chairs 3 days before meeting for their changes and approval</p>	
	<p>Assign coalition partners to report on key parts of agenda for greater buy-in and listener interest</p>	
	<p>Establish goals of meeting in advance and share with membership when circulating meeting reminder</p>	
	<p>Circulate a meeting reminder 24-48 hours in advance</p>	
	<p>Plan for onsite help for room set-up and post meeting clean-up – “staff” should arrive early!</p>	
	<p>Circulate a sign-in sheet to gather records of meeting participants -- or require an online registration beforehand.</p>	

Share The Small Wins



Policy change takes time.

Highlight the successes you have had over the year to showcase your hard work.

Thank your partners, staff and volunteers in the work they are doing. Show gratitude. Thank partners each time something good happens.

It's normal to have conflict. A good coalition has a diversity of opinion and that can generate conflict. This is healthy!

Conflict is a signal of deep and inclusive coalition work

Making room for and resolving conflict is the real work of coalition maintenance!

Navigating Coalition Conflict



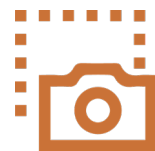
NOW YOU: HEAD TO BREAK OUT

Name

Role & Organization

How have you managed conflict in coalitions? What are some tools and strategies that have worked for you in managing conflict within a coalition? What do you still want to learn?

Roles: **Scribe** (takes notes if needed) & **Leader** (helps get focused & times)



Screenshot
with phone

Let's Review:

Coalition Building & Maintenance will support today and tomorrow's campaign work.

Keep on:

- **Generating important support and resources for your campaign**
- **Building advocacy capacity in your organization and among partners**
- **Forming authentic relationships with partners**

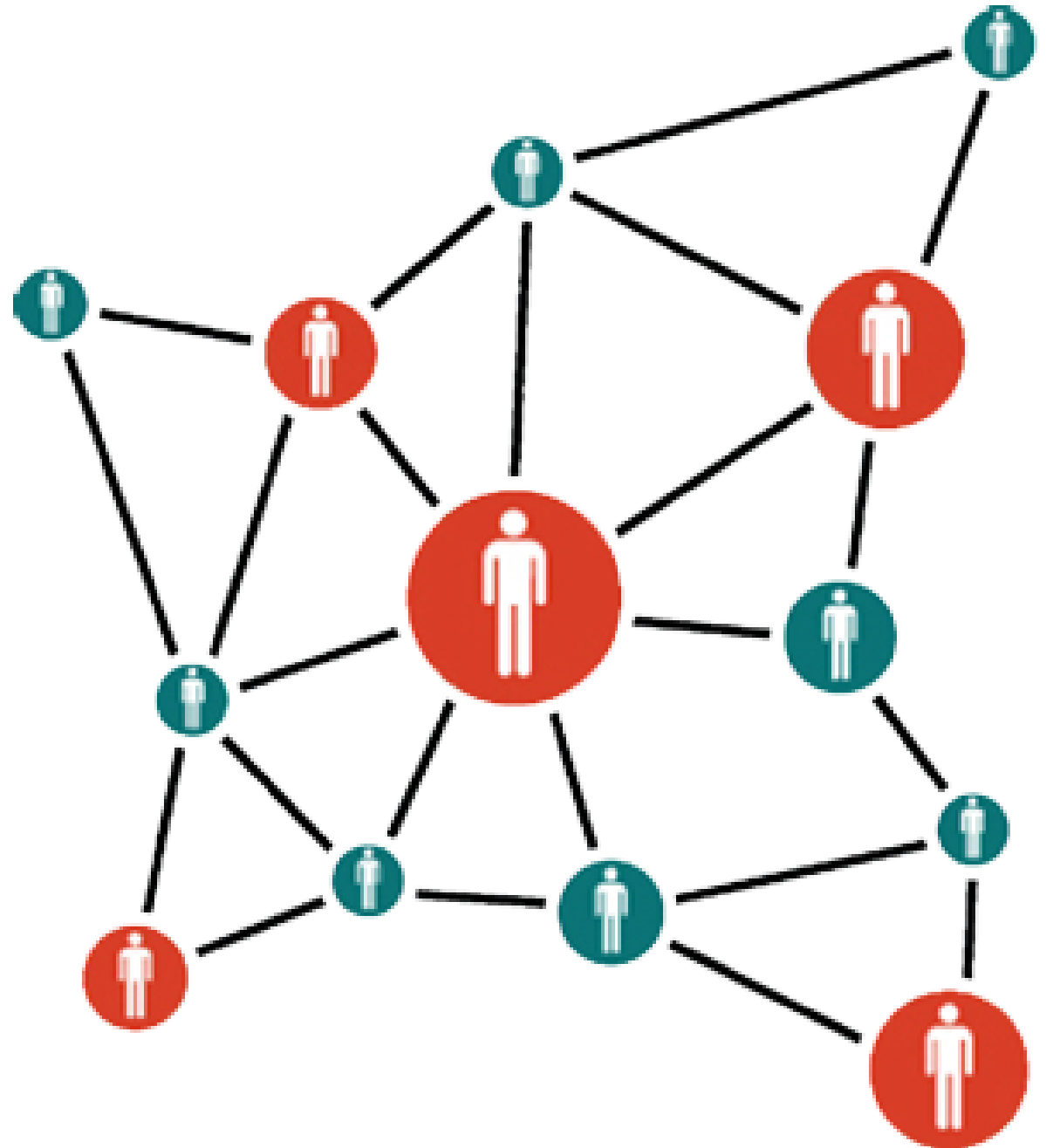
Knowing which individual lawmakers, at each step, has the power to give you what you want is the best way to utilize all your advocacy power tools!

Power-Mapping

A close-up photograph of a child's hand holding an orange marker, drawing on a map. The map is partially obscured by a semi-transparent blue overlay on the left side. The child is wearing a grey sweater. The background is blurred, showing a dog's head.

POWER-MAPPING

A fancy term for researching, match-making, planning, executing, and planning again



Power-Mapping

Step-by-step recipe for success

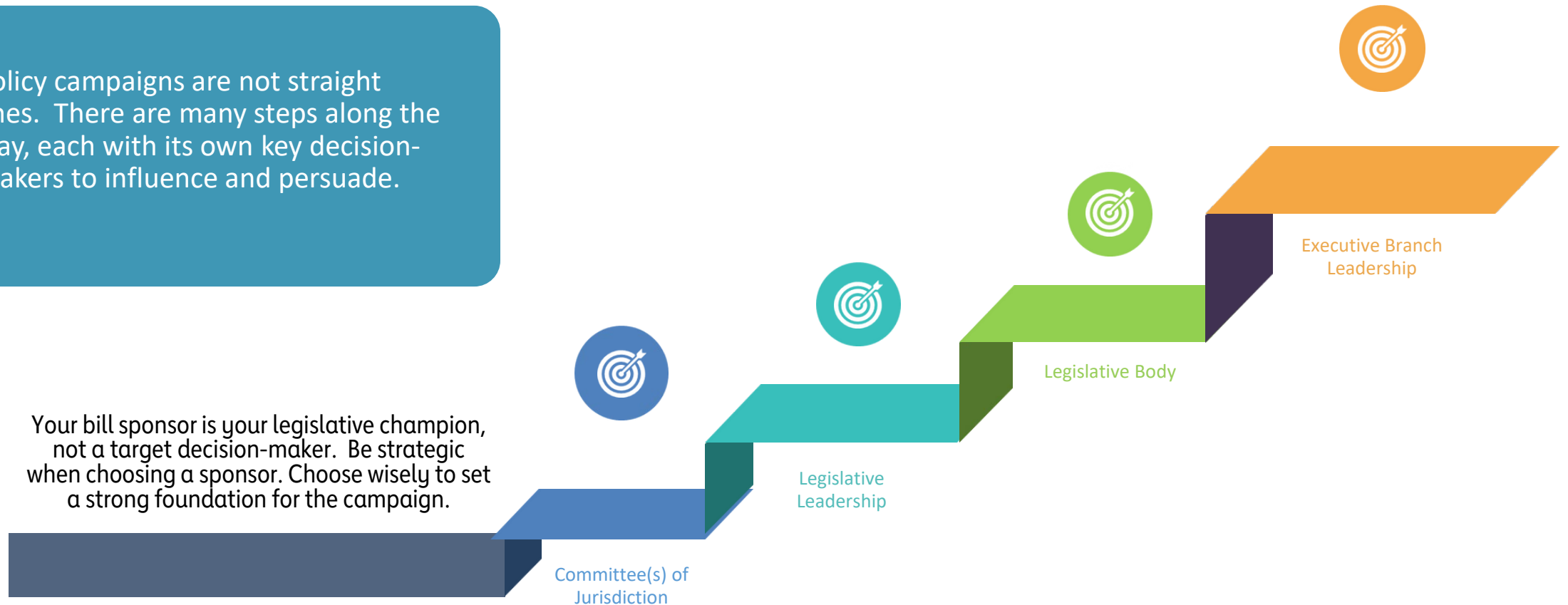
- Determine the handful of key decision-makers at each step of the process
- Research possible **pathways of influence** to those key decision-makers.
- Cross-reference those promising pathways of influence with assets that you and your campaign partners already have (personal relationships, common interests, donors, employers, and more)
- Plan to connect the dots between your assets and those pathways of influence to build your issue's profile within the decision-maker's sphere of influence
- Bring the plan to life

Decision-makers Every Step Of The Way

There will be different key decision-makers throughout the process

Policy campaigns are not straight lines. There are many steps along the way, each with its own key decision-makers to influence and persuade.

Your bill sponsor is your legislative champion, not a target decision-maker. Be strategic when choosing a sponsor. Choose wisely to set a strong foundation for the campaign.





Try it for Yourself

Naming names - Who are the key decision-makers you can expect to encounter along the campaign journey?

Find out more about Key Decision Makers



Find out more about Key Decision Makers

- Ways to connect from legislative biographies and campaign bios
- Priorities of districts or cities/towns that they serve
- History of systemic racism and health inequity in their district
- Details about what motivates them
 - Legislative history
 - Family life
 - Community involvement

Appeal to Decision-Makers' Self-Interest!

Self-interest is not always a bad thing... you can connect your issue to their interests

Do they care about...



or...



FOOD INSECURITY

or...





Try it for Yourself

Time to do some research,
compare notes, and co-conspire
to build power!

Final Thoughts



Technical Assistance Areas

- Coalition & Community Engagement
- Decision Maker Advocacy
- Fundraising and Development
- Health Equity and Inclusion
- Legal Review
- Media Advocacy
- National Partner Engagement
- Offline Grassroots Engagement
- Online Grassroots Engagement
- Policy Language Development
- Policy Language Review
- Polling, Focus Groups & Other Message Research
- Research Technical Assistance
- Science Review
- Subject Matter Expertise
- Training and Capacity Building
- Translation Services

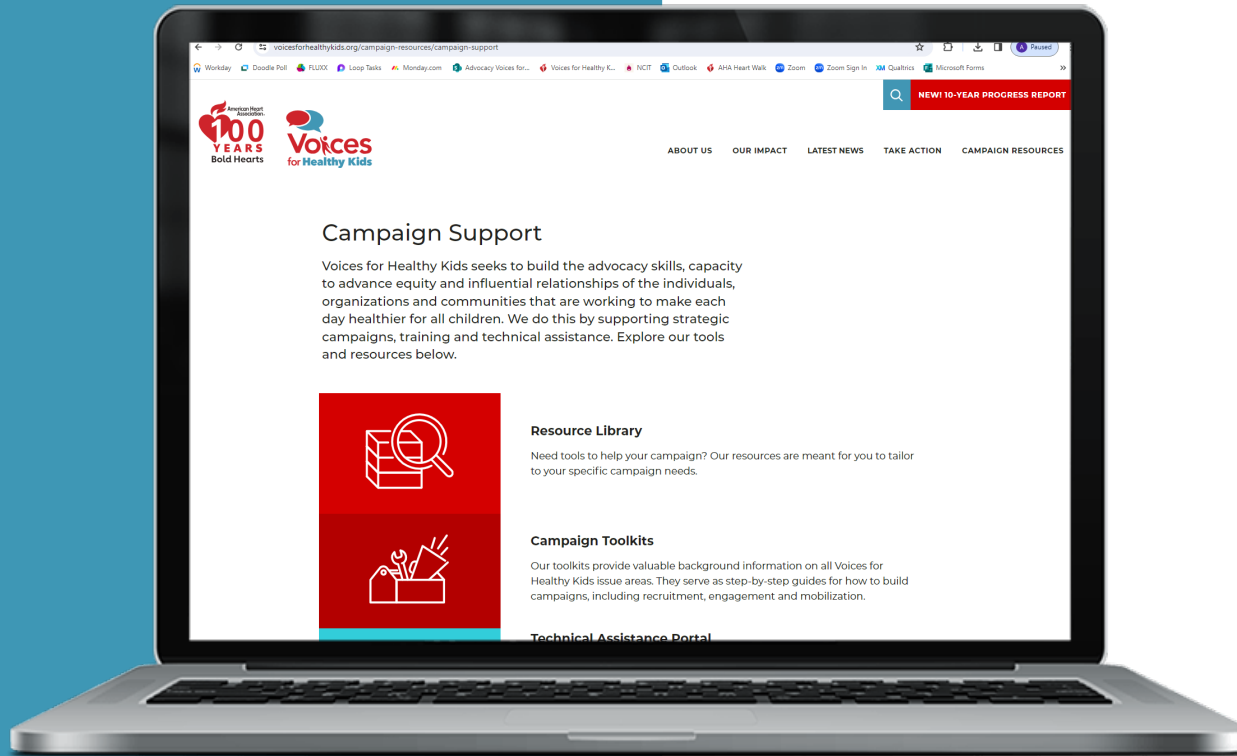


NO-COST *(free!)*

Policy Change and Campaign Consultation

Each request starts a conversation – you don't have to have all the details ready. We'll get you connected to the right person!

[Connect with us here!](#)



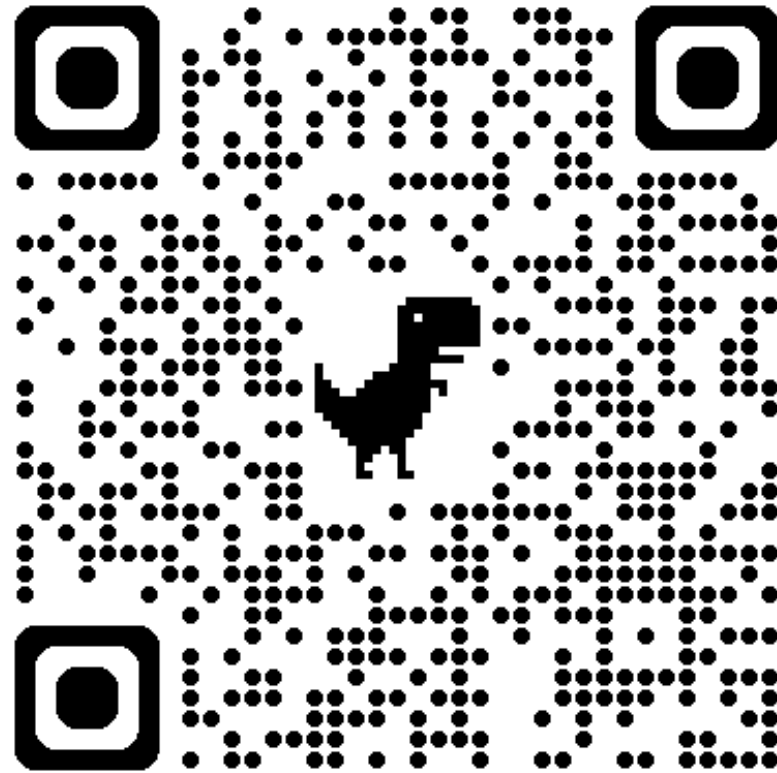
You Are Making Change Through the Work!

- Coalition Building & Maintenance will support today's campaign work – and tomorrow's as well. You are:
 - Generating important support and resources for your campaign
 - Building advocacy capacity in your organization and among partners
 - Forming authentic relationships with partners that will benefit this work beyond the campaign



Remember that knowing which individual lawmakers, at each step, have the power to give you what you want is the best way to utilize all your advocacy power tools!

*Please take 90
seconds to complete
the post-survey*



Thank You!