

# MOVING UPSTREAM: TOOLS FOR PULLING YOUR COMMUNITY TEAM TOGETHER

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# Welcome!

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- The next webinar will begin shortly
- While you are waiting, please take a minute to tell us what you're hoping to learn from this webinar:
  - ▣ If you don't already have a community prevention team, what will help you to get started?
  - ▣ If you have a community prevention team already, what challenges are you facing?

# Welcome

- ❑ To minimize background noise, please **mute your telephone line: press \*6**
- ❑ To **unmute your line: press \*7**
- ❑ Be sure to utilize the chat function to send us questions or comments
- ❑ Do not put your line on hold—background music or other hold messages could interfere with the presentation
- ❑ We will be recording this for future use as a podcast unless anyone objects.
- ❑ We will send out a **survey—please share your feedback!**

# Poll

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- Do you currently have a multi-disciplinary primary prevention team?
- Do you have experience with pulling together and facilitating multi-disciplinary teams?
- Do you see yourself pulling together a multi-disciplinary prevention team in the next year?

# Our Premise

- Sexual Violence is a social issue that requires **community** solutions
- Broad based community involvement in solutions increases your chance for impact

“Never doubt that a small group of committed citizens can change the world; indeed it’s the only thing that ever has.”

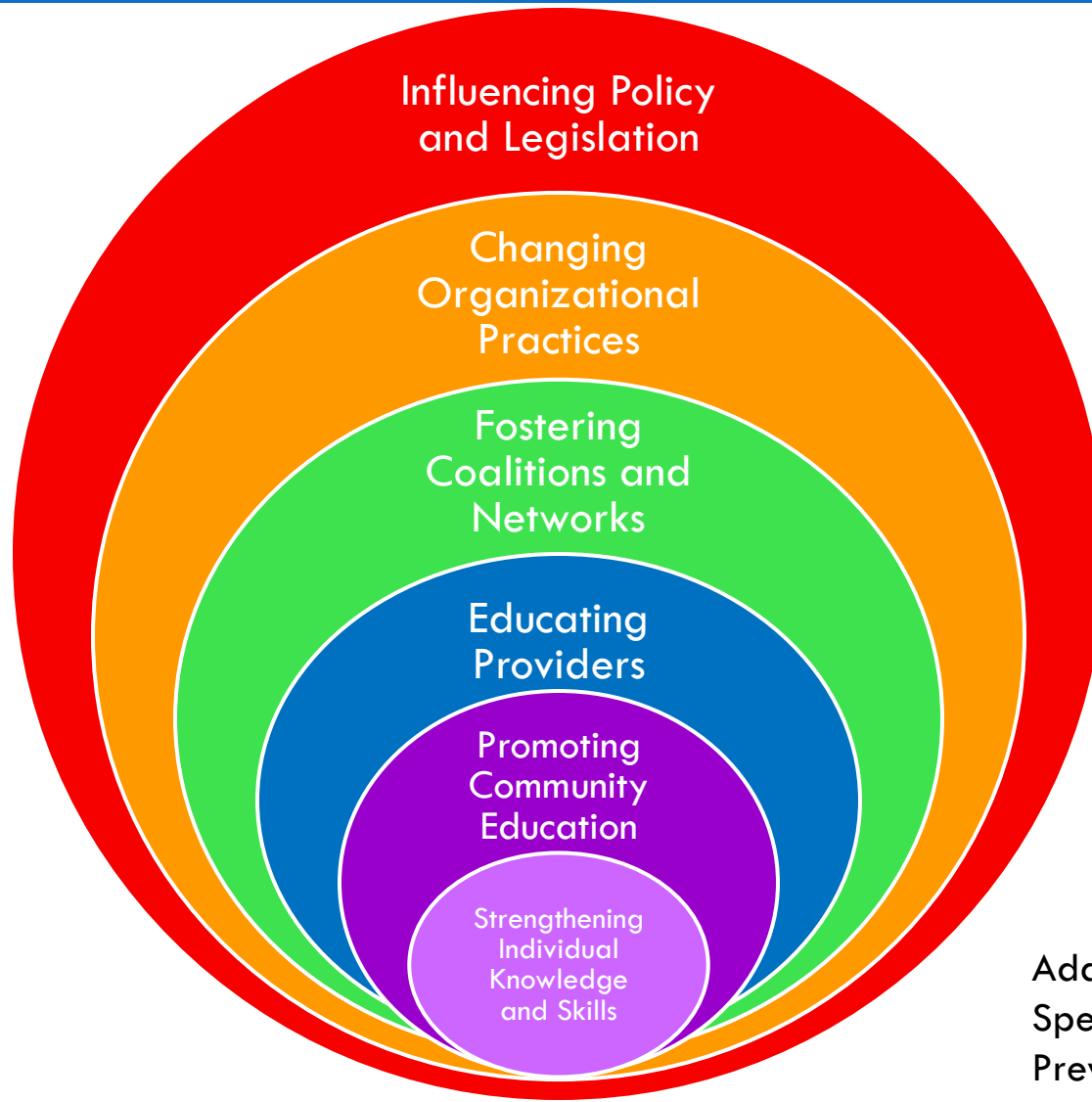
Margaret Mead

# What makes Primary Prevention unique?

- Primary Prevention is:
  - ▣ Strategic
  - ▣ Population based
  - ▣ Comprehensive and long term
  - ▣ Focuses on Root Causes and Contributing Factors
  - ▣ Community Based

In other words, primary prevention efforts have the best chance to succeed when there is broad-based community involvement

# Spectrum of Prevention



Adapted from:  
Spectrum of Prevention,  
Prevention Institute

# Early Decisions: Structure

- Are you creating a team or an advisory committee?
- Advantages of a “team”:
  - More community ownership
  - Bigger than you and your organization
    - Shared vision
    - Shared commitment
  - Brings in resources from other organization
- When might an advisory committee make sense?
  - When you’re working on a short term or single project
  - When you want to retain decision making power



# Our Premise:

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You will greatly increase your ability to create long lasting change in your community when you have created community ownership of both the issues and the solutions.

# In Real Life...

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# Early Decision: Leadership

- Leadership Styles
  - PROCESS leader: builds community, resolves conflicts, allows people to participate and be heard.
  - TASK leader: gets tasks accomplished, makes sure all tasks are assigned to someone, creates accountability
  - STRATEGIC leader: sees the big picture, knows how to work backwards from the goal, focuses on strategy
  - ETHICAL leader: ensures things are done honestly, ethically, and with integrity
  - INSPIRATIONAL leader: Paints the big picture, motivates others to join, becomes the public face, connects community
- No one person can encompass all of this!

# You Can't Do This Alone...

- Start talking, one to one, with others to gauge their interest in starting a community effort
  - Are they interested?
  - Who do they think should be involved?
  - What are they willing to do?
  - What will be the keys to success in your community?
  - What are good days/times/places for a larger group to meet?

# Start with an Exploratory Group:

- Pull together a small working group (3 to 7 people) to explore what a community effort in your community might look like
  - Include people with:
    - Different types of leadership styles
    - Knowledge of your community
    - Social capital
  - Consider:
    - How will this group be different from what has come before?
    - Why is this needed in your community now?

# Agenda for an Exploratory Group:

- Discuss and decide:
  - What will your leadership structure be?
    - Convener/Coordinator
    - Leader
    - Co-leaders
    - Steering committee
  - What is your initial “ask”?
    - Attend an exploratory meeting?
    - Commit to being a partner in this effort?
    - Commit organizational resources to this effort?

# Agenda for an Exploratory Group

- Discuss and decide:
  - ▣ Who to invite:
    - Worksheets you can use to brainstorm:
      - *Our Community: What do we know? What do we want to find out?*
      - *Community and Organization Resources worksheet*
      - *Recruiting a team reflective of your community*
      - *WHO? Worksheet*
    - Consider:
      - Who will lend legitimacy to your efforts?
      - Who “plays well with others”?
      - Who has a stake in this issue?
      - Is the overall group representative of your community?
      - Do you want the group to be open or closed?

# Extra Credit: Broadening the Circle

- Meet face-to-face with as many community leaders as you can to hear their opinions and gain their insights. Ask them:
  - ▣ Who else should you be talking with?
  - ▣ Can you use their name when calling their contacts?
  - ▣ Will they mention this effort in their circles?



# Broadening the Circle: Inviting

Now is NOT the time to issue a general e-mail inviting a group of people to your meeting.

The first meeting can set the stage for your effort: give it the time it deserves

- Decide **who** will issue the invitation
  - ▣ Who already knows this person?
  - ▣ Who can make a personal appeal, explaining why you are asking **them specifically** to be involved?
- Decide **how** to invite them
  - ▣ What benefits will they receive in return for their time?
  - ▣ Open versus closed?

# What motivates people to join?

- **Recognition:** Will they/their organization be listed as a partner?
- **Respect:** You are offering them the opportunity to be involved in a successful community venture that will reflect well on them
- **Role:** Share what unique skills, expertise, point of view will they add?
- **Relationships:** Offer them the opportunity to deepen and expand relationships, both personal and professional
- **Rewards:** They have the potential to create major change in your community, change that will outlast them and their work
- **Results:** Invite them to join an action team, not a discuss and commiserate team!

# Getting Started: Planning the first community team meeting

- Find a day and time that works for a significant group of your exploratory team/early recruits
- Send a “save the day” out as soon as possible
- Follow up with an agenda and a reminder about two weeks before
- Ask people to RSVP
- Call people who haven't sent an RSVP
- Confirm with RSVP people the day before

# Getting Started: Your first team meeting

## □ First goal: Build relationships

### ■ Introductions:

- Ask them to share their name, organizational affiliation (if they have one) and:
  - Why they are interested in being a part of this effort
  - What they bring that might be unique and helpful
- Include a sign-in sheet
- Create a group roster and share it with everyone after the meeting
- Encourage people to connect during breaks, at the end of the meeting, etc.

# Your first team meeting

- Second goal: Introduce key primary prevention concepts to begin to build shared understanding:
  - What is primary prevention?
    - Differentiate from risk reduction
    - Differentiate from awareness and education
  - Review the Spectrum of prevention

# Your first team meeting

- Third goal: Broaden the Circle
  - Ask for their input:
    - Who is missing?
    - Who else should you be talking with?
  - Ask for their commitment:
    - Will they be at the next meeting?
    - Ask for specific help, e.g. bring treats, invite a friend to the next meeting, etc.
    - Ask what else they might be willing to do to help build momentum for your effort

# Your first team meeting

- Closing:
  - Go over logistics for your next meeting
    - When?
    - Where?
    - Agenda highlights
  - Ask each member to answer a question as a way to close the meeting by hearing from everyone
    - For example:
      - Say one adjective to describe the meeting
      - Share what you know now that you didn't before?

# After the meeting: With your exploratory group

- Debrief the meeting
  - Who was there?
  - Who wasn't?
  - Do you need to follow-up with anyone?
  - Who will do that?
  - What were the high points?
  - Where did things miss there mark?
  - What are the next steps?
  - Who will do them?



# After the meeting: External

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- Thank everyone for coming!
- Send out the group roster
- Send out a summary of the meeting including what happens next
- Confirm the date and content of the next meeting
- Encourage them to talk with others
- Ask them to share their thoughts on the effectiveness of the meeting
- Thank everyone for coming!

# Characteristics of a successful collaboration

- Collaborative group seen as legitimate leader in the community
- Mutual respect, understanding and trust
- Appropriate cross section of members
- Members see collaboration as in their self-interest
- Ability to compromise
- Members share a stake in both process and outcomes
- Open and frequent communication
- Unique purpose

# Communicate, communicate, communicate!

- Use save the date and meeting reminder e-mails and phone calls
- Send out agendas ahead of time
  - Be sure to include something they would “miss” if they weren’t at the meeting
  - Prioritize decision making over information sharing
- Focus on relationship building
  - Welcome new members!
  - Use introductions to get to know each other
  - Consider scheduling a phone meeting or coffee with people you don’t know or know well
  - Thank everyone for being involved

# Next Steps

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- Decide how your team will operate
  - ▣ *How are we going to function? worksheet*
- Consider naming your group to build group identity
  - ▣ Bemidji: Moving Upstream
  - ▣ Winona: Primary Prevention Partnership
- How will you build and diversify leadership?
  - ▣ Asking for volunteers
  - ▣ Subcommittees and work groups

# Questions & Problem Solving

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# Next Webinar:

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- Wednesday, December 4<sup>th</sup> at noon
- Topic: *Moving Upstream: Talking about Primary Prevention in Your Community*

# Thank you!

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- We are available to help you start or reignite your community prevention team. Contact us for help!
- Yvonne Cournoyer [ycournoyer@mncasa.org](mailto:ycournoyer@mncasa.org) OR 651-288-7444
- Chuck Derry [gvi@frontiernet.net](mailto:gvi@frontiernet.net) OR 320-558-4510