



ARIZONA PARTNERSHIP FOR  
HEALTHY COMMUNITIES

# USING COALITIONS TO PROMOTE PUBLIC TRANSPORTATION SOLUTIONS

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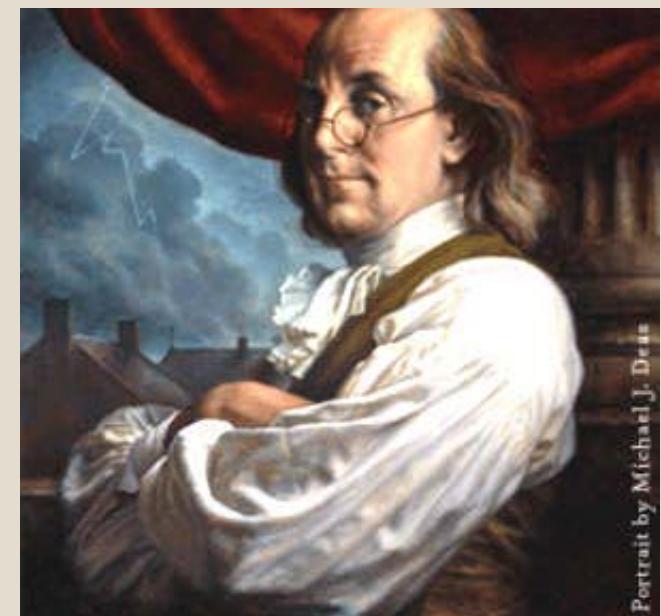
# What is a Coalition?

## Coalition

*a combination or alliance, especially a temporary one between persons, factions, states, etc.*

“We must all hang together, or assuredly we shall all hang separately.”

- Benjamin Franklin,  
at the signing of the Declaration of  
Independence



# Why work in a coalition?

- Show of strength
- Consolidate resources
- Build credibility
- Build relationships
- Demonstrate leadership

# Types of Coalitions

- Endorsement model
- Active endorser
- Partner model

# Which model to use?

- Short-term or long-term coalition?
- Will the decision makers be influenced by the formation of the coalition?
- What resources are available?
- Does the goal need long-term structure?
- Is this something we created or are we adding to something already underway?

# Arizona Partnership for Healthy Communities

- Partner-model coalition
  - Long-term
  - Staff person
- Multi-sector collaboration to create healthy communities
- 30+ partner organizations



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# Steps to develop a coalition

1. Outline your vision for the coalition
2. Make a list of who to approach
3. Create materials
4. Contact the groups
5. Follow up to secure endorsements
6. Track your progress

# How to develop coalitions

## Coalition materials

- Cover letter
- Endorsement forms
- Tracking sheets
- Other:
  - Fact sheets
  - Brochures
  - Website

# Tips on building coalitions

- Think about why other groups might be motivated to get involved
- Learn as much as you can about the potential coalition partner
- Make it easy for them to contribute to the campaign
- Explain why their support is so valuable

# Challenges of Coalition Work

## Communication

*Keep people informed on progress*

- Send them links to articles from events or relevant news
- Build an email list of endorsers and send them updates and action alerts at key point
- Let them know how their support has helped to attain the coalition's goals

# Challenges of Coalition Work

Getting people involved

*Brainstorm a set of actions that they could take if the group decides to endorse the campaign*

Ask them to do something that plays to their strengths:

- Media
- Working with elected officials
- Activating a grassroots membership

# Vision for Partnership for Healthy Communities

- Coalition model is key to our success

The screenshot shows the homepage of the Arizona Partnership for Healthy Communities. At the top, there is a navigation bar with links to HOME, OUR STORY, PARTNERS, NEWS, and CONTACT US. Below the navigation bar, there is a grid of logos for various partners. The partners listed include:

- Arizona Community Foundation
- ADOT
- Arizona Housing Solutions
- Alliance Bank of Arizona
- Arizona Department of Housing
- Regional Center for Border Health, Inc.
- Carondelet. Be well.
- PIMA COUNTY COMMUNITY DEVELOPMENT
- EL RIO COMMUNITY HEALTH CENTER
- FEDERAL RESERVE BANK OF SAN FRANCISCO
- Avondale
- ARIZONA MULTIBANK Community Development Corporation
- YMCA of Southern Arizona
- National Bank of Arizona
- Maricopa County Public Health WeArePublicHealth.org
- NEDCO nedco-mesa.org
- ASU School of Geographical Sciences & Urban Planning ARIZONA STATE UNIVERSITY
- Arizona Department of Health Services
- WELLS FARGO
- BIGTONE ALLIANCE LIVABLE COMMUNITIES
- AzTA Arizona Transit Association
- LISC Phoenix Help neighbors build communities
- CARE 1ST HEALTH PLAN ARIZONA

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