



ARIZONA PARTNERSHIP FOR
HEALTHY COMMUNITIES

USING COALITIONS TO PROMOTE PUBLIC TRANSPORTATION SOLUTIONS

Serena Unrein, Arizona Partnership for Healthy Communities

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

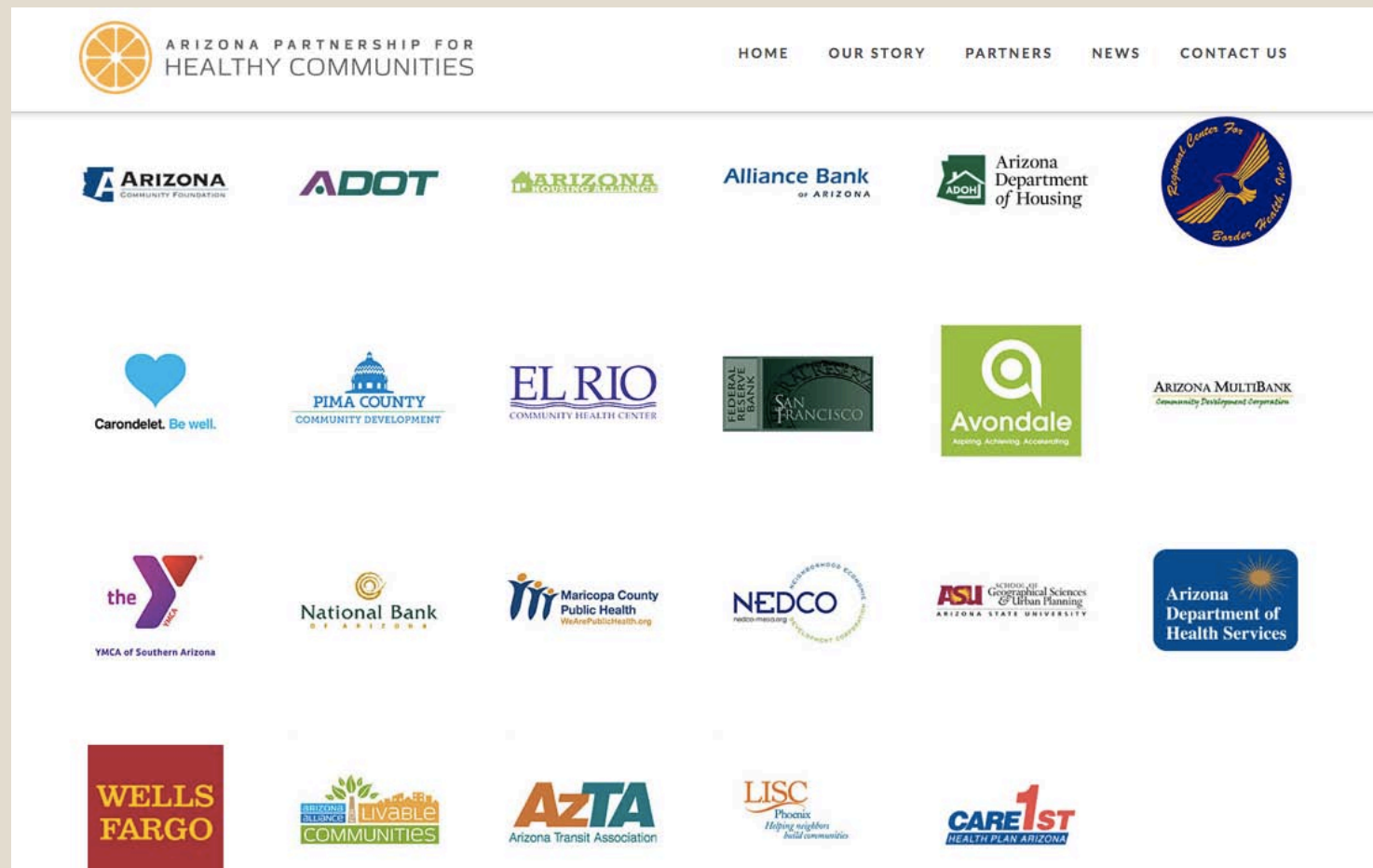
Brainstorm a set of actions that they could take if the group decides to endorse the campaign

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



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