

Six Components of Effective Collaboration

1. Shared purpose and clear understanding of what needs to be achieved
2. Shared power
3. Shared view of interdependence
4. Mutual respect and trust
5. Shared control
6. Shared indicators of progress



Partner with staff and community service providers to advocate for additional resources and services in the community based on family needs assessments.’

Telling Your Story

Develop your agency’s story and your personal family support story to use when building relationships with media outlets in your community:

1. Briefly describe your agency and program, including data about the number of families served, outcomes achieved and opportunities for growth.
2. Include family stories (with written consent) and quotes from participants about the services they are receiving, to make your services come to life and demonstrate that supporting families has a lasting positive impact on the community.
3. Share your story with local print media and television/radio media outlets.
4. Look for opportunities to share information with the community through news items and letters to the editor; include media representatives on your advisory committee or agency board.
5. Take advantage of electronic outlets for communicating with the larger community. Use social media as allowed by your agency and program (Facebook, Twitter, texting and email).
6. Email public service announcements to media outlets about upcoming community events that you want the public to attend, such as immunization events, family activities, health fairs, etc.

Resources

Chapter 1: Welcome

Chapter 2: Building Community Collaborations

- The Power of Collaboration - [Video](#) and [Transcript](#)
- Building Collaborative Relationships – [Handout](#)
- Collaboration Challenges – [Handout](#)
- Tips for Managing Conflict in Collaborations – [Handout](#)
- When Collaborations Go Bad – [Resource Handout](#)
- Collaboration is a Team Sport – [Resource Handout](#)
- Community Partnerships - [Video](#) and [Transcript](#)
- With Who Do You Partner? - [Handout](#)

Chapter 3: Assessing Family Needs

- Strategies for Assessing Family Needs – [Handout](#)
- Asking Open-Ended Questions – [Handout](#)
- Additional Strategies for Assessing Family Needs – [Handout](#)
- Overcoming Family Resistance to Asking for Help – [Handout](#)
- Family Resistance Case Study - [Handout](#)

Chapter 4: Media Relations and the Power of Story

- Positive Media Relationships - [Video](#)
- The Power of the Story TED Talk - [Video](#) and [Transcript](#)
- Developing Your Family Support Story – [Handout](#)
- Sample Brochure with Annual Report – [Resource Handout](#)

Chapter 5: Advocating for Resources

- What is Advocacy? The Wallace Foundation - [Video](#)
- Engaging Staff and Community in Advocacy – [Handout](#)
- Advocating for Resources Within Your Agency - [Handout](#)