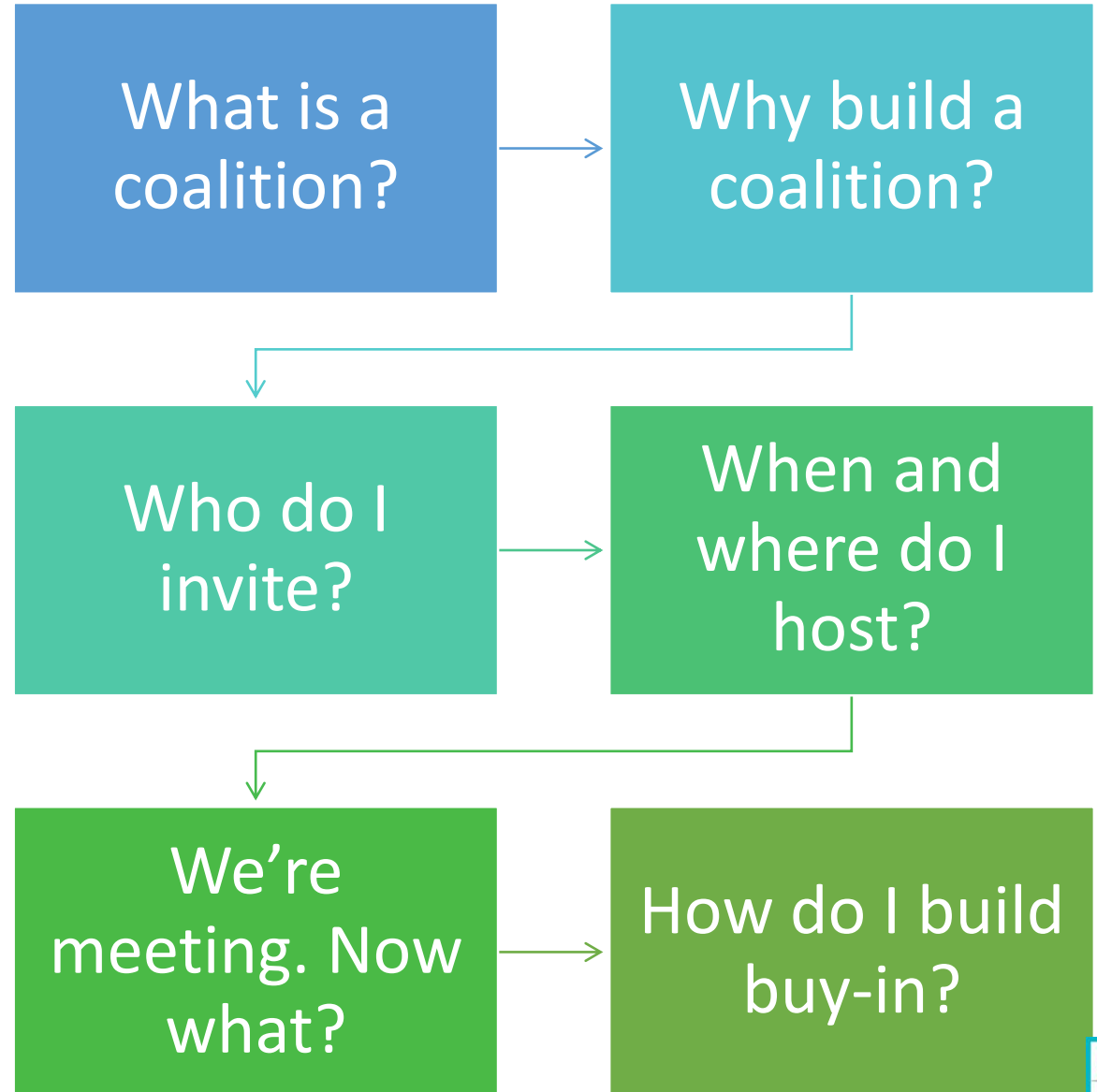


Coalition-Building Basics

Jessi Corcoran, MPH
Wisconsin Coalition
Against Sexual Assault



Overview



What is a coalition?

coalition

noun

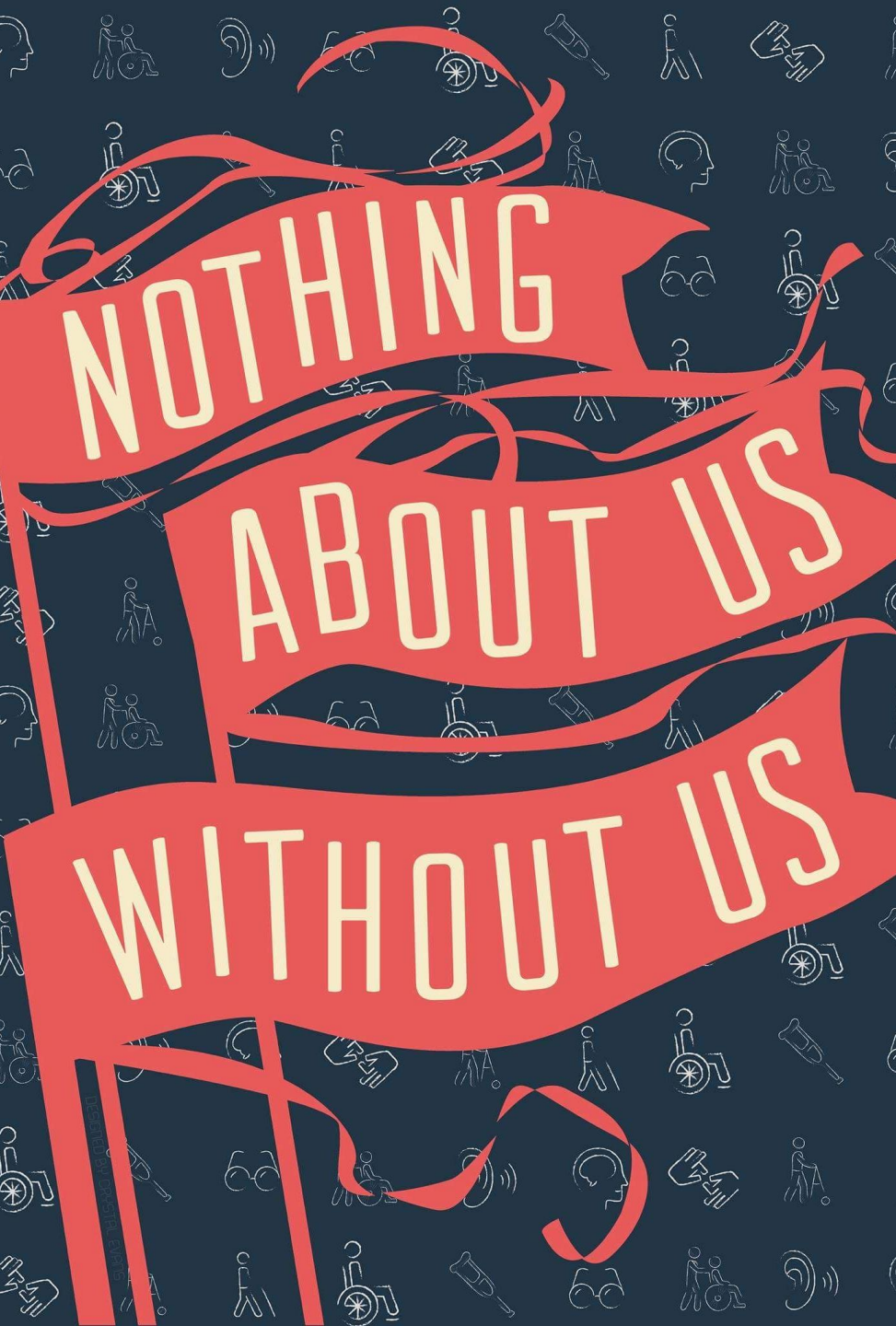
co·a·li·tion | \ ,kō-ə-'li-shən \

Definition of *coalition*

1a: the act of coalescing : UNION // the *coalition* of water vapor into raindrops

b: a body formed by the coalescing of originally distinct elements : COMBINATION // They formed a *coalition* with downtown merchants.

2: a temporary alliance of distinct parties, persons, or states for joint action // A multiparty *coalition* ruled the country.



Why build a coalition?

- You want to engage the population you're trying to serve
- You need input or shared leadership from stakeholders
- Multiple disciplines need to coordinate in order to make effective change

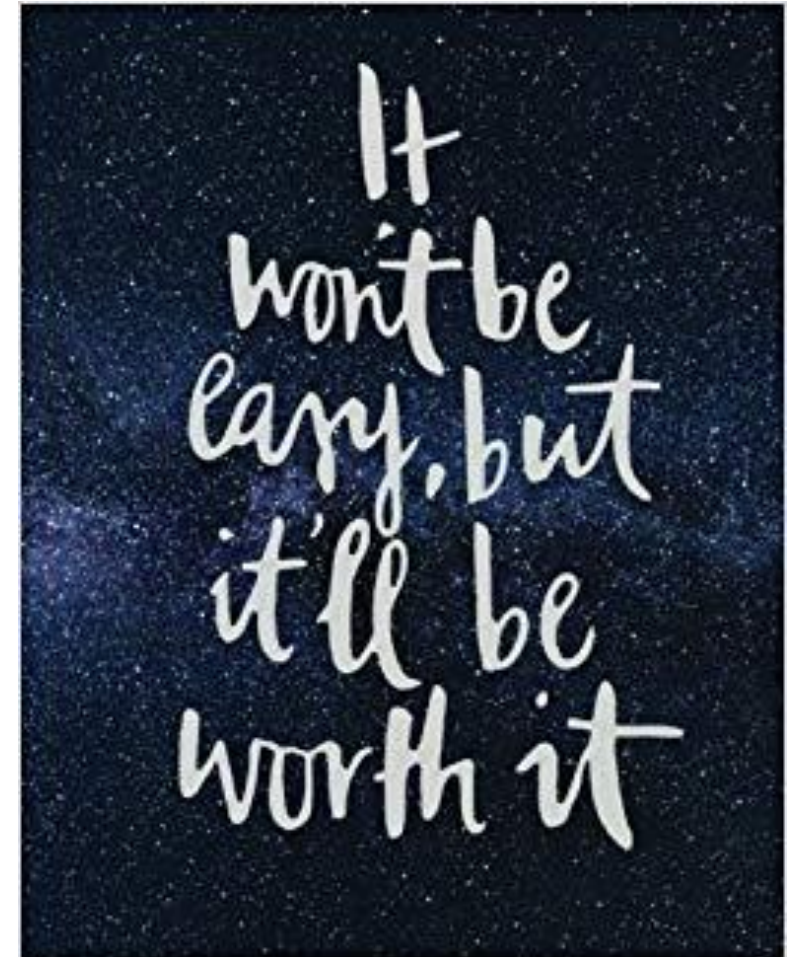
TO SERVE A COLLECTIVE INTEREST.



Sexual assault cases that involve a SART...

- Are reported more quickly
- Have more evidence (in particular, DNA evidence)
- Are the strongest predictor that charges will be filed in sexual assault cases with adult female victims
- Are more likely to lead to arrest
- Have personnel who keep victims better informed and engaged throughout the criminal justice process

Nugent-Borakove et al., 2006



Who do I invite?

- Related agencies/professionals
- Culturally-specific organizations
- Community members and leaders
 - Include diverse and marginalized representation!*
- People with an interest in your issue and something to contribute

In your invitation:

- Explain your overall vision for the coalition (your “why”)
- Show that this coalition will serve a *collective* interest
- Give a general list of folks you are inviting
- State a specific “ask”



When and where do I host?

- Pick a **location** that:
 - is central OR easily accessed by the community you're trying to serve
 - does not cause conflict for marginalized groups (e.g., not next to a police station)
- Pick a **time** that most people wouldn't have to take off work to participate
- Consider your ability to reimburse travel or provide food and childcare



We're meeting. Now what?

- Establish meeting frequency, length, etc.
- Establish leadership or coordinator
- Establish ground rules, expectations, and communication agreements
- Develop a mission as a group
- Clarify members' roles, develop MOU
- Decide how you will decide
 - Command, consult, vote, consensus
- Create infrastructure for sustainability



How do I build buy-in?

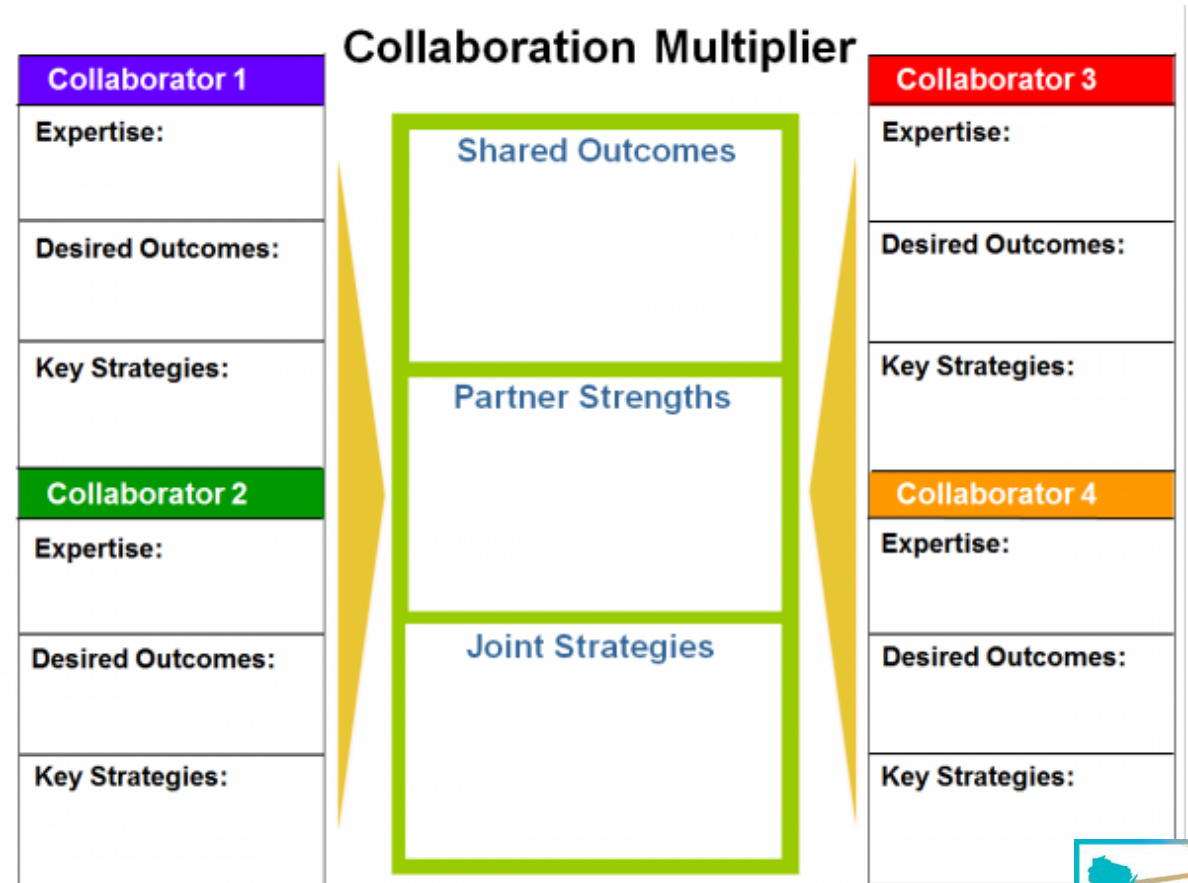
- Establish equal voice
- Develop a mission as a group
- Develop an action plan as a group (goals and objectives)
- Avoid tokenizing marginalized groups
- Be consistent and persistent
- Develop systems of accountability

Other coalition activities

- Implement needs assessments
- Community mapping
- Coordinate services among providers
 - Streamline for better TIC
- Policy development, education, and advocacy
- Write and publish public statements
- Evaluate outcomes

Resources

- [To Be \(A Coalition\) Or Not To Be \(A Coalition\)](#)
- [University of Kansas Community Toolbox](#)
- Prevention Institute:
 - [Developing Effective Coalitions: An Eight Step Guide](#)
 - [The Tension of Turf](#)
 - [Collaboration Multiplier](#)
 - [Collaboration Effectiveness Assessment](#)
- [Effective Coalition Member Recruitment](#)
- [6 Must-Read Tips For Making A Coalition Succeed ONLINE](#)





Contact me!

Jessi Corcoran, MPH

Training & Technical Assistance
Coordinator

Wisconsin Coalition Against Sexual
Assault (WCASA)

jessic@wcasa.org

608-257-1516

