

HOW TO BUILD AND SUSTAIN PARTNERSHIPS

Ten Tips for Productive Partnerships

Advancing impactful injury prevention solutions requires strong partnerships with broad coalitions to implement, evaluate, enhance, and sustain systems interventions. We offer these 10 tips for building partnerships:

- 1. Think broadly.** Be creative and open when considering whom to invite to the table as possible partners. Who wouldn't want to work on a program whose goal is to keep children safe?
 - 2. Aspire boldly.** Be audacious and bold when developing the goals for your program. Is even one injury-related death of a child acceptable?
 - 3. Plan strategically.** Be clear and strategic in your partnership's goals. Fuzzy goals are not conducive to effective partnerships; everyone must share a clear vision, and tasks and deliverables must be clearly defined and assigned.
 - 4. Define specifically.** Be exacting and precise in your work; this goes beyond writing SMARTER objectives for your program. Careful attention to detail and accuracy is critical in any community program in which content is at the core. Ensure your messages and strategies are consistent with best-practice recommendations.
 - 5. Act respectfully.** Be respectful with and considerate of your partners. It is likely that you will have differences of opinion over the course of your partnership. Focus on your common goal rather than on any differences.
 - 6. Meet judiciously.** Be careful with and respectful of your partners' time. No one has time to waste, and nothing erodes partners' enthusiasm more than unnecessary or unproductive meetings.
 - 7. Communicate frequently.** Be timely and frequent with partner communication. Share meeting minutes to keep partners informed. Use technology to share important information with partners between or instead of meetings to keep everyone engaged and informed of partnership tasks, accomplishments, and needs.
 - 8. Share generously.** Be authentic and generous in acknowledging partners' contributions to the overall project.
 - 9. Assess periodically.** Be sure to assess and evaluate the partnership and your program regularly. Nothing stays the same, and without careful monitoring, the partnership may go astray.
 - 10. Celebrate frequently.** Be quick to acknowledge and celebrate even small successes. Make certain all partners' efforts are noted.
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Stakeholder Engagement Plan		
Prevention Goal and Objectives:		Partners and Stakeholders:
Primary Responsible Partner: (agency or person leading the effort/carrying the recommendation)	Role/Deliverable: (what is this person/group responsible for? e.g., setting agenda & taking notes, drafting policy, sharing data)	Notes: (task list and current status)
Partner: (agency or person participating in effort)	Role/Deliverable: (what is this person/group responsible for?)	Notes: (task list and current status)
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Collaboration Multiplier. The Prevention Institute: Available at: <https://www.preventioninstitute.org/tools/collaboration-multiplier>

Community Tool Box. The University of Kansas. Available at: https://ctb.ku.edu/en/Health_Care_and_Public_Health_Partnerships:_How_to_Create_Cross-Sector_Relationships_that_Succeed._American_Hospital_Association._Available_at:_https://www.aha.org/system/files/media/file/2020/06/AHA-Crosswalk-Presentation.pdf

Informed. State States Resource & Training Hub. Safe States Alliance. Available at: <https://resources.safestates.org/>

NACCHO Resource Hub. National Association of County & City Health Officials. Available at: <https://www.naccho.org/resource-hub>

Guide to Data. National Center for Fatality Review & Prevention. Available at: <https://ncfrp.org/wp-content/uploads/Population-Based-Data-Guidance.pdf>