

Public/Private Partnerships

Carol Bufton
President
Minnesota Safety Council

Gail Weinholzer
Director of Public Affairs
AAA Minnesota/Iowa

We'll Cover ...

- Public/Private Partnership Concepts
- Traits of Strong Partnerships
- Our Examples
- Your Examples!

Public/Private Partnerships

- Powerful tool for social change
- Back to the '60's
 - Government
 - Business
 - N-F-P Organizations
- Changing Roles

They're all about ...

- Clear problem identification
- Solid plan
- The right players at the table
- Shared agenda
- Combined resources

Broad Categories

- Operational Partnerships
- Policy and Strategy Partnerships
- Advocacy Partnerships
- Multifaceted Partnerships

Common Traits

- Build on strengths
- Mutually beneficial results
- For the common good

Benefits

- Expanded reach
- Fresh view
- Build credibility
- Access to resources
- Shared risks – and rewards

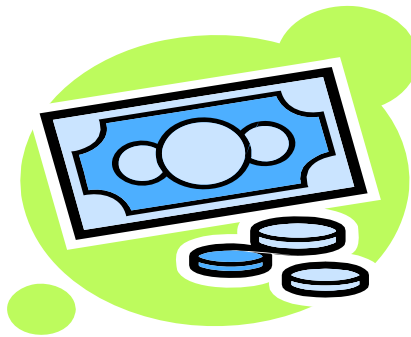
Partner Traits ...

- Mutual trust
- Dependability
- Sensitivity
- Flexibility
- Communication



Thank you, Ben Franklin!

It is all about resources!



Example - “Move Over” law

- Law- came from a fatality
- Campaign idea- came from a ride along
- Artwork- came from the MN State Patrol
- Money for printing of brochures, folders and posters- came from AAA Minnesota/Iowa
- Distribution- State Patrol (citations), MN Safety Council (NETS) and AAA Minnesota/Iowa (mail and branches)

Example - CSMS.org

- Idea- came from the MN Safety Council
- Work group included the MNSC, AAA, DPS, HCMC, NM, Safe Kids, and others
- Web Site/Artwork- led by the MNSC
- Money for promotional materials- came from AAA Minnesota/Iowa
- Distribution- AAA Minnesota/Iowa (mail), MNSC and Safe Kids, as well as other CPS advocates

Example - ECHO (911 segment)

- Idea- came from law enforcement
- Work group included ECHO, AAA Minnesota/Iowa, State Patrol and 911 Dispatchers
- Expertise- came from ECHO and dispatchers
- Money- came from AAA MN/IA and Emergency Responders
- Distribution- AAA MN/IA

More Examples

- NETS
- Operation Lifesaver
- Safe Kids Minnesota
- Minnesota Seat Belt Coalition

It is all about resources!

- Everyone has resources- an idea, expertise, money, and/or distribution networks.
- Good partnerships involve everyone bringing at least one resource to the table.
- Good partnerships can be built through networking and events like this conference.

Public/Private Partnerships

- Enormous benefits
- Challenging, too
- Effective and rewarding

Comments? Contact Us:

Gail Weinholzer
Director of Public Affairs
AAA Minnesota/Iowa
952-707-4985
gail.weinholzer@mn-ia.aaa.com

Carol Bufton, President
Minnesota Safety Council
651-228-7304
bufton@minnesotasafetycouncil.org