Engaging Communities

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What I will cover?

• What is a coalition?
• How to:
  o Find the right people
  o Bring them together
  o Keep them engaged
What is a Coalition?

A coalition is a group made up of people and organizations, working together to achieve a goal.
Advantages of a Coalition

- Often more effective than individuals
- Created if a community wants to change behavior or attitudes
- Can build stronger community
- Offer more resources and a bigger voice
- Enhance credibility
- Achieve widespread support and activity
Finding Members

- Who are the key community leaders that need to be at the table?
- Are there any non-traditional partners in the community?
- Who has a personal interest in traffic safety in the community?
Recruit the right people!

- Who should be included?
  - 5 “Es”
  - Diverse membership
  - Traffic safety advocates
  - Community leaders
  - Personal impact

- Why should they get involved?

- Make the ask!
Riddle for you

A man buys champagne in a bar to celebrate his 16th birthday. He is in a country where the drinking age is 21. All patrons, regardless of age, must produce valid ID for each purchase.

*How did he buy the champagne?*
Now what?

- Plan
  (What do you hope to accomplish?)

- Prepare, and

- Move forward
Oh success - how do I get there?

- Purpose driven
- What’s your motivation?
- Identify some short-term outcomes
- Devise the coalition’s structure
Oh success how do I get there?

- Don’t get lost by the plan!
- Ensure vitality
- Evaluate
Success Stories

Community Action Teams (CAT)
Success Story

A Tribal Community
Insanity is doing the same thing over and over again and expecting different results.

- Albert Einstein (attributed)
Keys to Success

✓ Listen
✓ Be purpose driven
✓ Celebrate your success
✓ Build the relationship
✓ Follow through
✓ Start small and keep going!

✓ No idea is a bad idea
✓ Don’t place blame
✓ Its WE not “I”
✓ Learn from your failures
✓ Don’t get lost in the plan
Start small
Share a struggle?
Who has ideas to help with that?

Questions
Thoughts
Share a success
What’s been helpful for you?
One last thought

• Always listen to the experts. They'll tell you what can't be done and why. Then do it.

   - Robert Heinlein

Thank you!