

Engaging Communities

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What I will cover?

- What is a coalition?
- How to:
 - Find the right people
 - Bring them together
 - 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

Updated _____ County Safe Roads Coalition Plan

Members:

Mission: Decrease traffic fatalities and injuries in our communities through education, engineering, enforcement and emergency medical and trauma services

Goal #1: To reduce the incidence of impaired driving.

DWI 2013	# DWI's	# Crashes	K's	A's
County	382	1,082	4	15

DWI Incidents	IYEAR					All
	2009	2010	2011	2012	2013	
	N	N	N	N	N	N
county	644	473	403	345	382	2,247

Objectives: 1) To reduce ___XYZ___ Counties alcohol-related fatalities and serious injuries from 27% to less than 20% by 2020

Activities:

A. Develop a Sober Cab or Joy Ride Program

1. Complete community assessment
2. Locations: community events in the county
3. Dates: summer 2016
4. Who will help: _____, _____, _____
5. Media: local newspapers and tv.

B. Impaired Driving Enforcement waves Labor Day wave, November/December Holidays

1. Locations:
2. Dates:
3. Who will help:
4. Media:

Goal # 2: To increase Occupant Protection (seat belts) devices.

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



What's been
helpful for you?

Share a success

Share a struggle?
Who has ideas to help with that?

Questions

Thoughts



<https://www.youtube.com/watch?v=4z7gDsSKUmU>



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!

