

Community Encourager 201

Paul B. McGinnis

McGinnis and Associates

503-657-7848

Community Encourager 201

- **Purpose of Presentation:** To describe the factors that influence the continuation and sustainability of community health development efforts.
- **What Makes a Community Change? :**
Data, Leadership, Money, and Process

– Source: Jim Bernstein North Carolina

Community Encourager 201

- **Factor**: *Vision and Leadership*
 - Leadership Change is Deadly
 - Understanding from the Beginning
 - Initial Funding – Local Contribution
- **Factor**: *Collaboration and Partnerships*
 - Attracting and Keeping Partners
 - Clear Agreements
 - Mutual Benefits
 - Involve Lots of People

Community Encourager 201

- **Factor:** *Community Support*

- Celebrate and Promote Every Success
- Be Able to Say WIIFT
- Branding – I Know Them!

- **Factor:** *Program Impact*

- Don't Promise Things You Can't Control
- Measure and Show

Community Encourager 201

- **Factor**: *Funding*
 - Attempt Multiple Strategies
 - Find a Champion
 - Think Line-Item
 - Build Relationships
 - In-Kind Match
- **Factor**: *Staffing*
 - No One “Owes” You a Job
 - Volunteer Development
 - Decrease Dependency on Paid Staff