



# Building and Sustaining Stakeholder Support

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The National Campaign to Prevent Teen and Unplanned  
Pregnancy

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## Today's Objectives

- After today's call, we hope you will be able to:
  - Identify strategies for raising awareness about your program among key leaders and influential groups and individuals in your communities;
  - Differentiate among supporters and identify those who are likely to be most closely involved in your efforts;
  - Identify meaningful ways for all stakeholders to have input through activities that are appropriate for varying levels of involvement; and
  - Describe at least two concrete ways to continue engaging your own community stakeholders through the life of the grant and beyond.

## Why Work on Stakeholder Support?

- Part of overall sustainability:
  - Clear vision or mission
  - Share program success
  - Identify financial needs
  - Change as needed
  - **Build a broad base of support**
  - **Identify community champions**
  - Accountability and strong management

## Getting Started on Stakeholder Education

- Identify key people with substantial influence and reach in your community.
- Determine how teen pregnancy prevention relates to their work, and provide them with information that helps connect your issue to theirs.
- Create opportunities for them to become involved in your work, such as inviting them to events, soliciting their feedback, or offering leadership positions on boards or task forces.
- Continue to nurture the relationship through ongoing outreach and engagement.
- Show your appreciation and reciprocate their support when possible.

## Identify Key People with Substantial Influence

- Who are the gatekeepers?
- All supporters are not created equal.
- Consider a mapping exercise to identify people by how influential, level of interest, how involved they would like to be, etc.
- Consider natural allies/like-minded organization and others.

## What Do We Mean by Stakeholders?

- Prominent leaders and organizations working on teen pregnancy and adolescent health.
- Prominent leaders and organizations working on social issues outside of teen pregnancy.
- Leaders with influence over members of the community.
- Local decision makers and policymakers.
- Local media outlets and individual journalists, reporters, and media personalities.
- Business leaders and other with a direct influence on the local economy.

## Provide Them with Information That Helps Connect Your Issue to Theirs

- Be prepared to make a strong case.
- Data + personal stories.
- Don't forget media is an important tool.

# Create Opportunities For Them to Become Involved in Your Work

- Meaningful opportunities.
- Solicit feedback – and listen.
- Champions.
- Levels of engagement may vary.



## Continue to Nurture the Relationships

- Keep reaching out, inviting, seeking feedback.
- Institutionalization.
- Again: media can be key partners.

# Show Your Appreciation and Reciprocate the Support When Possible

- Partnership is a two-way street.
- Demonstrate your investment in the community.
- Please and Thank You.

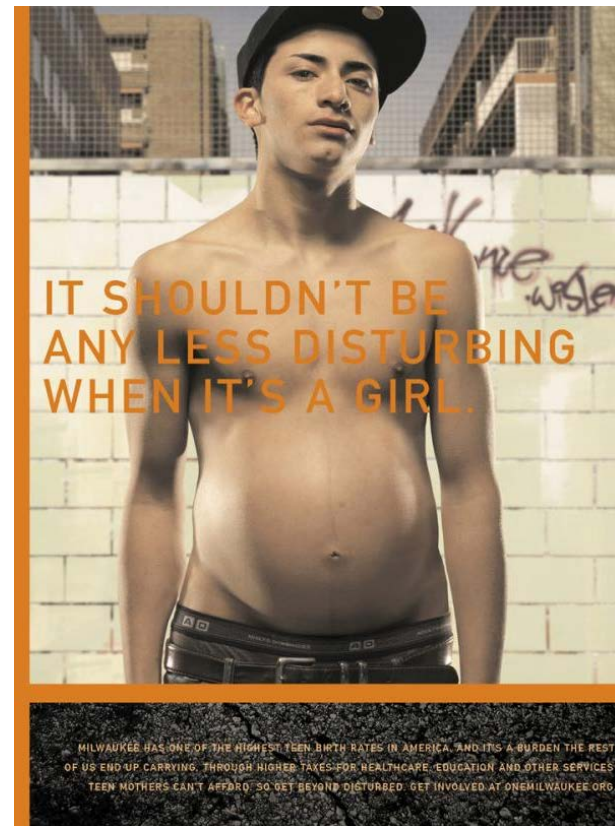
## Sustainability Plan

- Organizations that successfully implement long-term efforts have a plan.
- Building stakeholder support and cultivating champions are central to that plan.
- Just as important as balanced books and sound leadership.



**Nicole Angresano**  
**Vice President, Community Impact**  
**United Way of Greater Milwaukee**

# Teen Pregnancy Prevention: 2005-11 —and beyond!



## How will we achieve the goal?

- Parental Involvement
- Collaborative Fund
- Faith Initiative
- Schools
- Healthy Girls

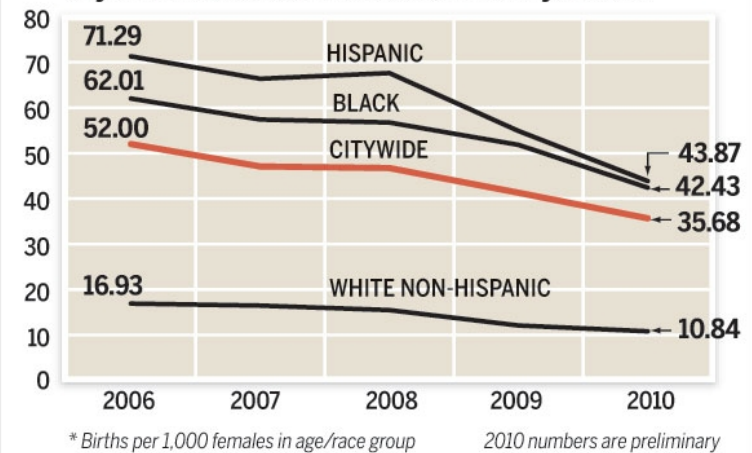
## So—is it working?

- Births among 15- to 17-year-old girls in Milwaukee have dropped to their lowest level in 28 years.
- In 2011, our largest single year decrease to date.

### Teen birthrate decreases in 2010

Milwaukee's teen birthrate is dropping at a pace that could allow the city to reach its goal of reducing the rate to about 30 births per 1,000 teens by 2015, which would put it in line with the state average.

City of Milwaukee teen birthrates, 15- to 17-year-olds



Source: Milwaukee Health Department

Journal Sentinel



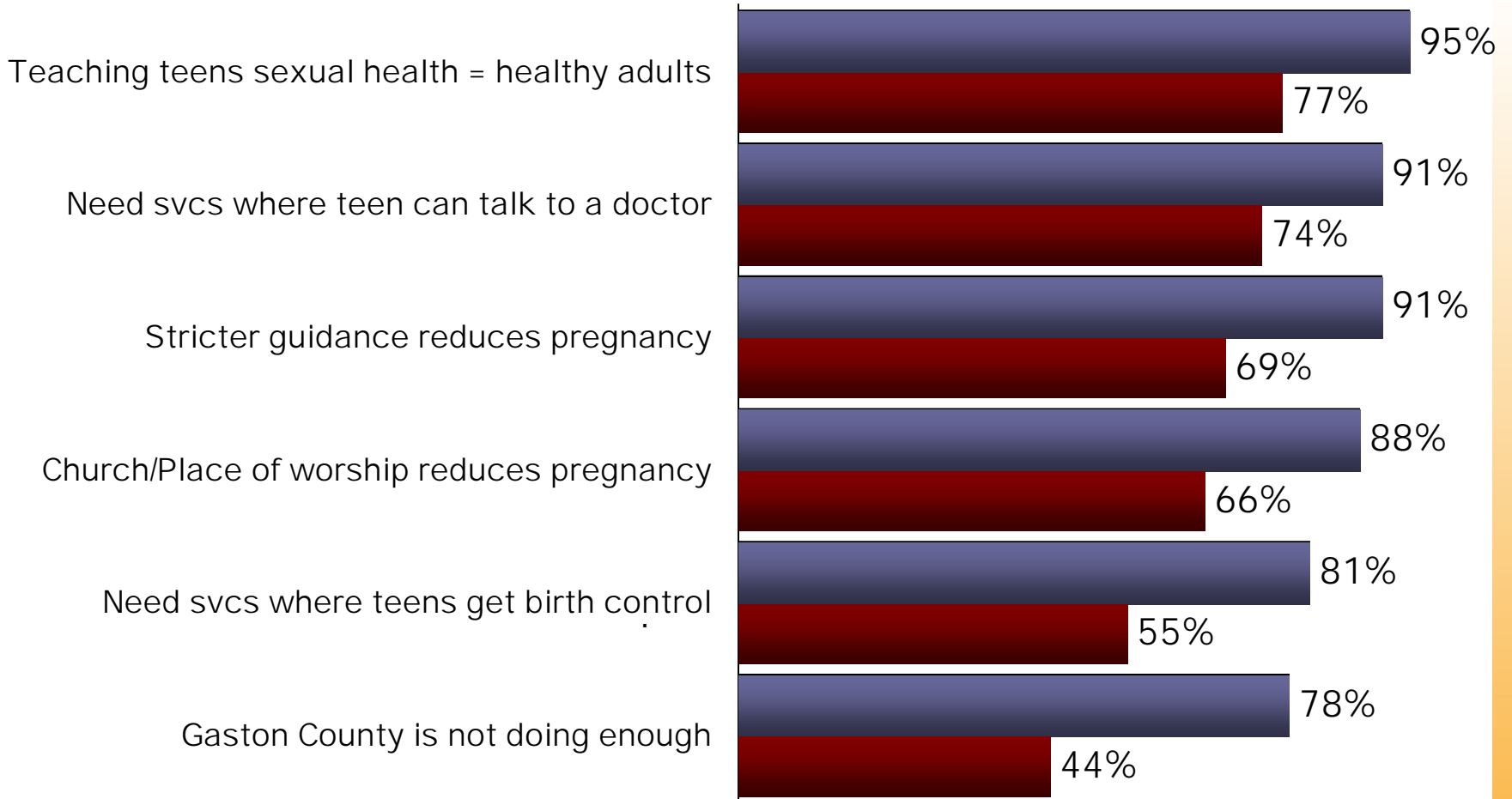
**Sally Swanson**  
**Director of Prevention Programs**  
**Adolescent Pregnancy Prevention Campaign**  
**of North Carolina**



## **Gaston Youth Connected: Harnessing the Voices of Parents**

- Very specific data from Gaston County Parents
  - Stronger foothold for school involvement
  - Increased rationale for general support of project aims
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Gaston Parents' Attitudes Sexual Health Education



■ Strongly/Somewhat Agree ■ Strongly Agree

## Project Value

- Has provided a precise and essential tool for staff and leadership teams to work with stakeholders, including parents.
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**Let's discuss! Any questions?**