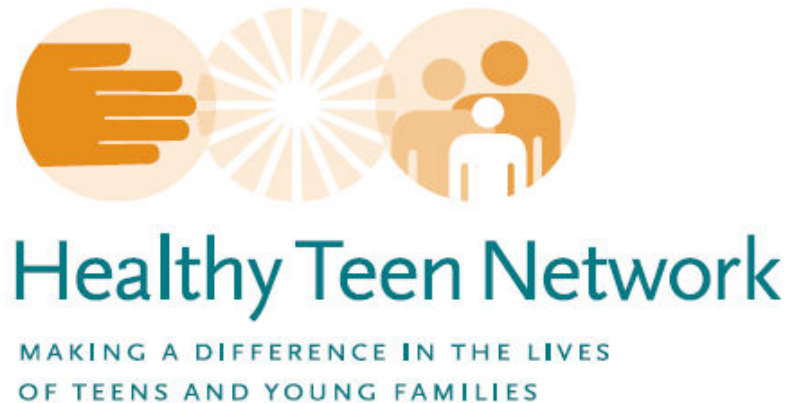# Built to Last

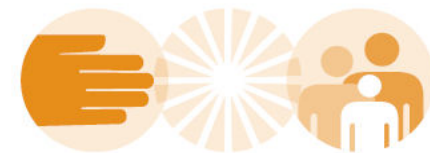## A Webinar on Programmatic Sustainability

August 23, 2012

About Healthy Teen Network

Healthy Teen Network is a national membership organization focused on preventing teen pregnancy and supporting young families.

Welcome!

- Janet Max

  Director of Education and Outreach

- Vanessa Geffrard

  Training and Technical Assistance Associate

Logistics

Participation is key!

- ▪ Chat

- ▪ Polling

- ▪ Q & A

Objectives

At the conclusion of this session, participants will be able to:

1. Define programmatic sustainability.

2. Describe three (3) common challenges to programmatic sustainability.

3. Identify three (3) best practices that support programmatic sustainability.

4. Name two (2) resources for programmatic sustainability.

Agenda

- Understanding Sustainability

  - Definitions

  - Challenges to Sustainability

  - Best practices

- Resources to Prepare for Sustainability

- Closure

Understanding Sustainability

Participant Poll:

When I think about sustainability in my work I think of…

A.   *Securing more funding*

B.   *Showing my stakeholders the value of my work*

C.   *Planning, planning, and more planning*

D.   *All of the above*

E.   *None of the above*

Understanding Sustainability

- Creating a community presence - indispensible

- Building organizational capacity to meet demonstrated needs

- Continue to reassess how well your programming meets these needs

- Manage and Leverage Resources

- It's more than money

Understanding Sustainability

Organizational

- Global

- Financially self-reliant

- Pursuit of a defined mission

- Encompasses various strategies, programs

Programmatic

- Specific to individual programming

- Contributes to organizational mission & goals

Challenges to Sustainability

- Difficulty planning ahead

- Lack of documented success

- Lack of stakeholder ownership

- Finite funding streams

Best Practices for Program Sustainability

- Start with the end in mind

- Stakeholders like to see:

    - Well documented programs

    - Successes

    - A willingness to reassess programming

    - Genuine connections with the community members

    - Managing and leveraging resources

Plan (and document) All Work

- Supports the team to do better work

- Indicates where successes are

- Indicates where improvements can be made
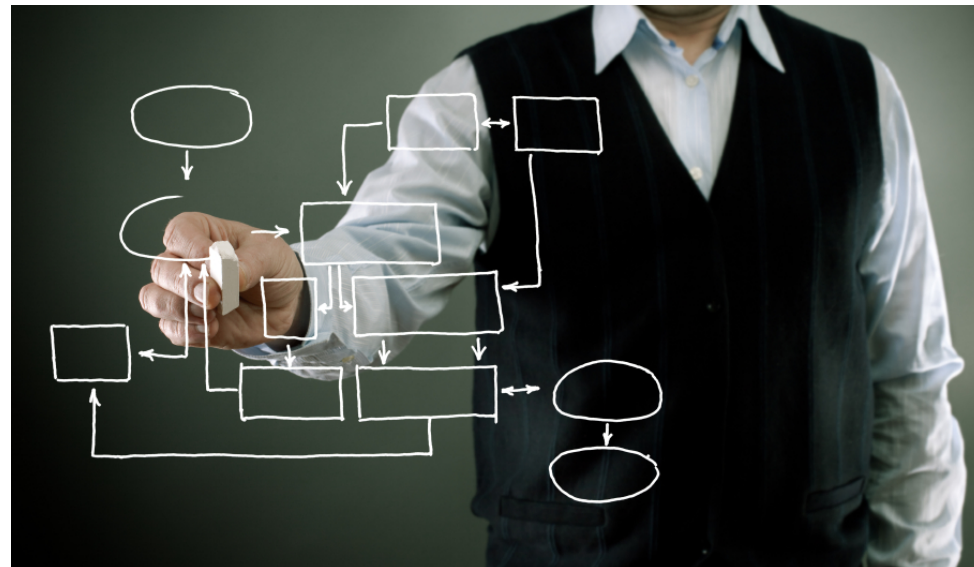
Best Practices for Sustainability

Participant Poll

What kinds of documentation are you already using/collecting? (Select all that apply)

A. *Implementation Plan*

B. *Fidelity Logs*

C. *Debriefing meetings (with notes)*

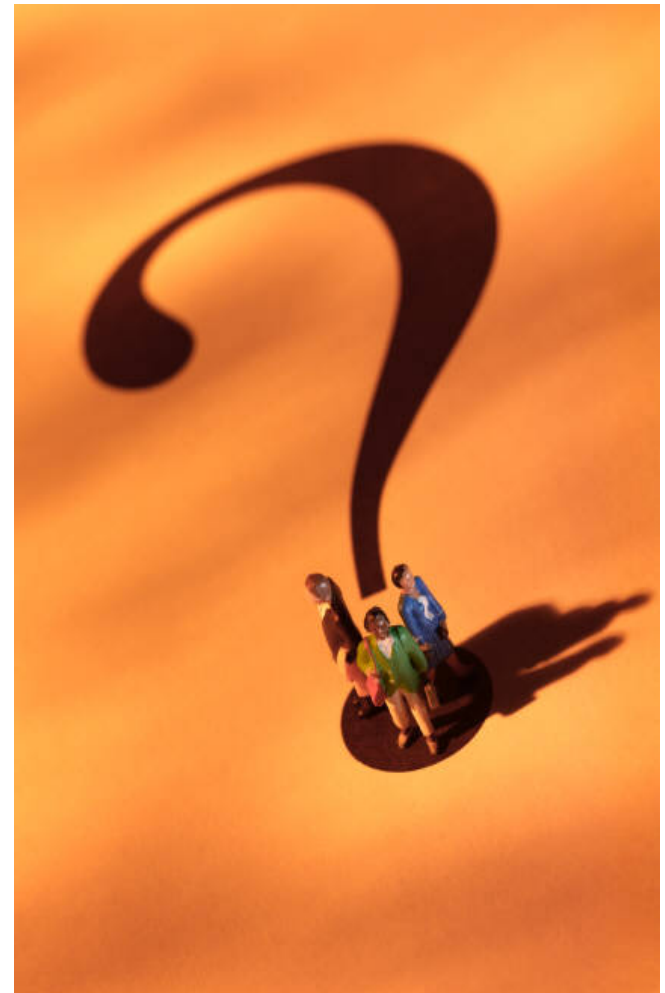D. *Other*

E. *None*

F. *I don't know*

Continuous Quality Improvement (CQI)

- Using data to drive changes

- Documenting successes

- Including a variety of perspectives

Self-Assessment: Guiding Questions for Sustainability

1. Should the program we delivered be sustained?

   • SWOT Analysis

2. Does the program continue to address the needs of the priority population and community?

3. Has the program been shown to be effective, or does it have the potential to be effective with feasible improvements?

Empowering Partnerships: The Value of Who You Know

- Develop empowering partnerships with:

    - The community

    - Other organizations

    - Youth

Strengthening the Bottom Line: Managing & Leveraging Resources

- Diversified funding portfolios

    - Federal

    - Local

    - Private

    - Fee-For-Service

- Support for ongoing partnerships

- Reduce pressure to renew/replace funding

Share Your Success: Toot Your Horn!

- Develop a marketing strategy

- Increase visibility of your work

    - Press releases

    - Conference presentations

    - Case studies

    - Community outreach

Sustainability Resources

A SAMPLING OF SOME AVAILABLE SOURCES. (NOT SPECIFICALLY ENDORSED BY THE OFFICE OF ADOLESCENT HEALTH)

Resources

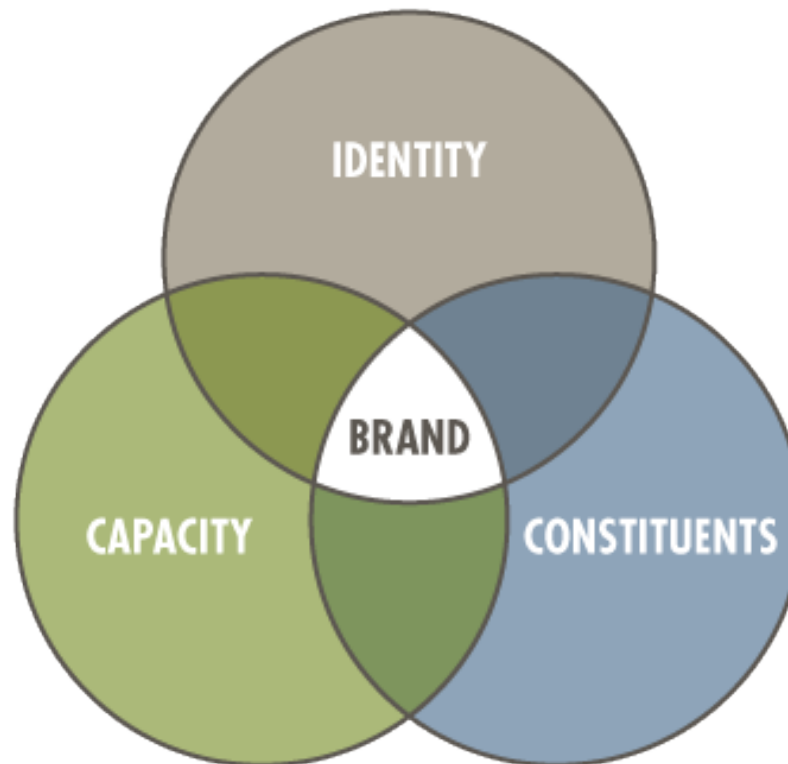**What to look for in a sustainability resource:**

1. A framework with a holistic approach

2. Simple enough that program staff AND administration can get on board

Examples of Resources

- **Nonprofit Impact**
    - www.nonprofitimpact.com

Examples of Resources

"*Sustainability Means More Than Money!*" National Service Resources

http://www.nationalserviceresources.org/sustain-more

- Get Things Done Well

- Develop and Support Strong Community Partnerships

- Re-Examine Program Design

- Empower Communities

- Share Program Impacts with Government Offices and Funders

- Increase Awareness of the Program in the Community

- *Toolkit available on their website and noted on accompanying tipsheet*
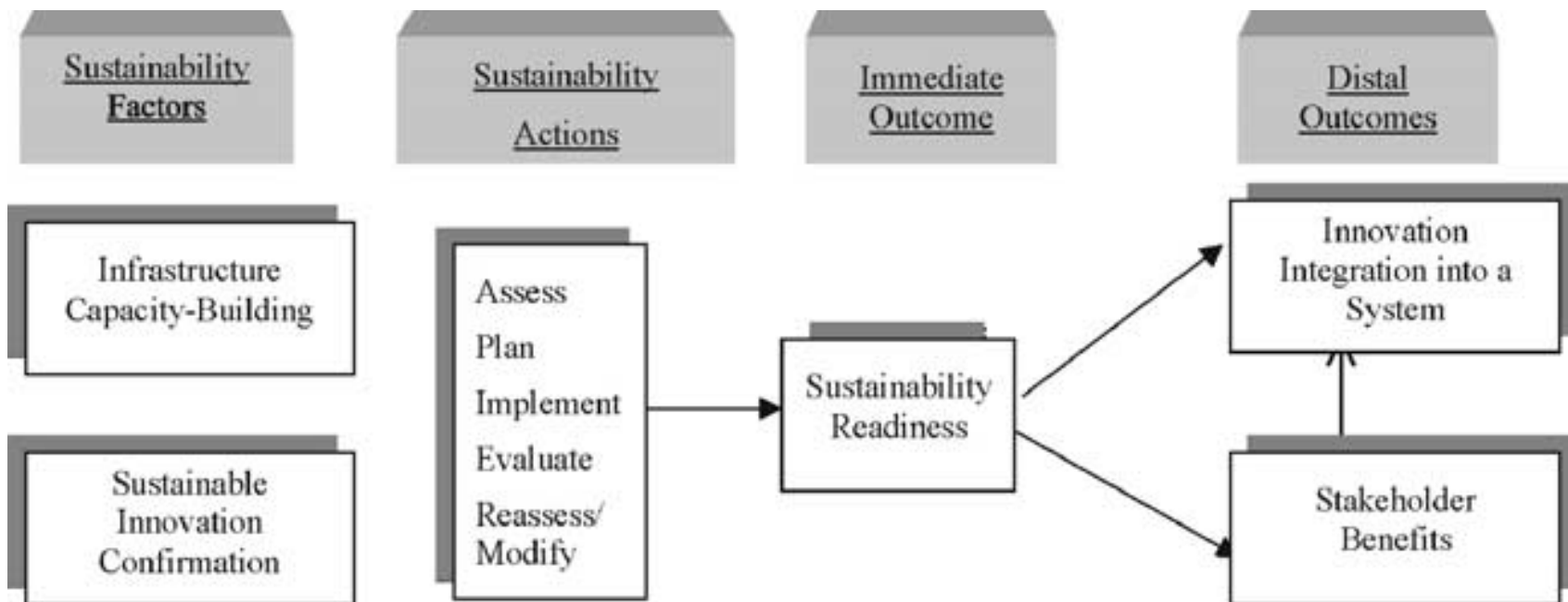
Examples of Resources

- **"Getting to Outcomes" (GTO)**
  - Rand Corporation http://www.rand.org/health/projects/getting-to-outcomes/documents.html
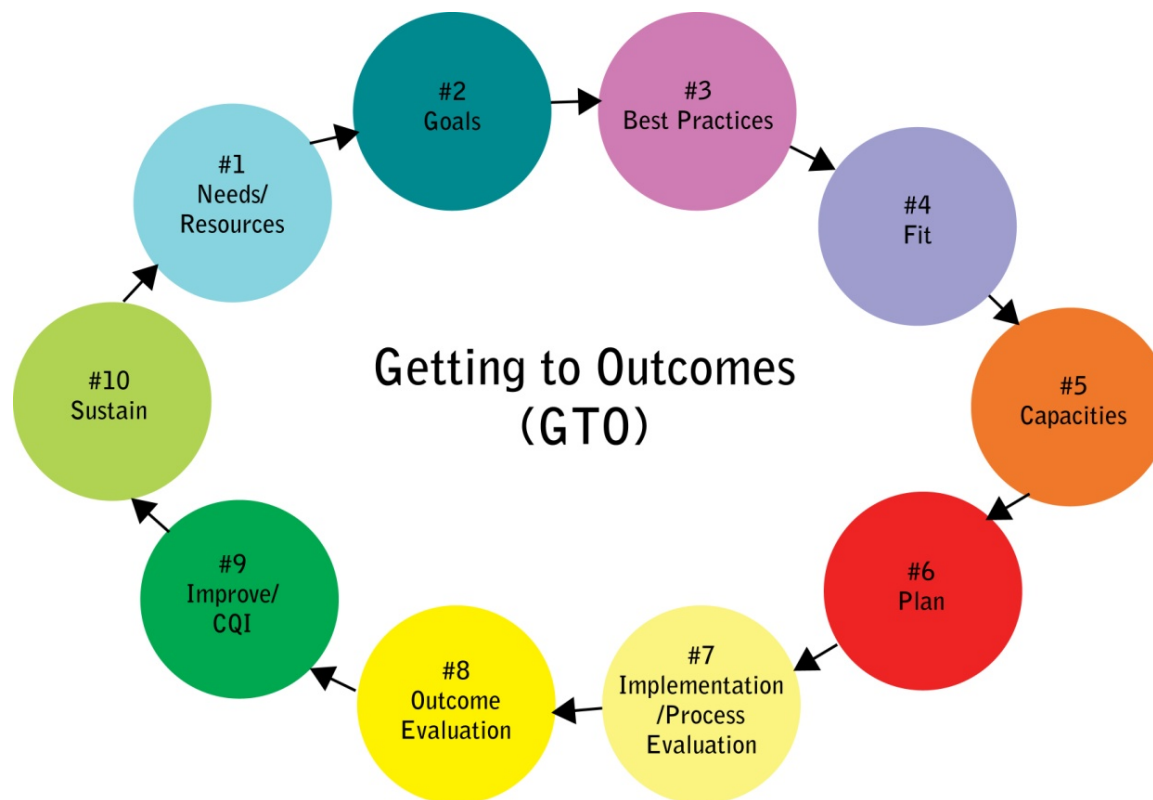
Examples of Resources

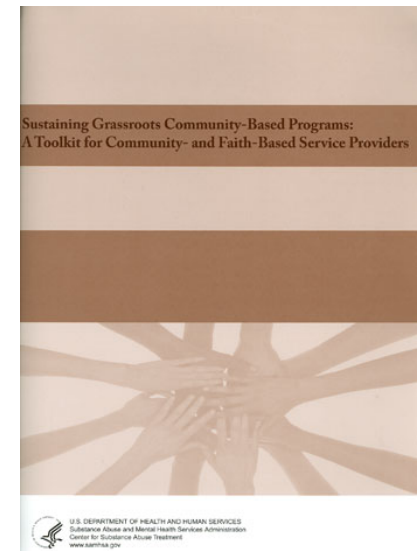- ***Building Capacity & Sustainable Prevention Innovations: A Sustainability Planning Model***
  - Knowlton Johnson, Carol Hays, Hayden Center, and Charlotte Daley. (Evaluation and Program Planning. Vol. 27, 2. May 2004. P 135-149)

Examples of Resources

- **Sustaining Grassroots Community-Based Programs**

  - SAMHSA: http://store.samhsa.gov/product/Sustaining-Grassroots-Community-Based-Programs/SMA09-4340

- Assess funding gaps

- Develop strategic marketing strategies

- Initiate and establish strategic relationships

- Analyze program costs and fund development strategies

- Diversify funding

- Execute fundraising plan

Sustaining Grassroots Community-Based Programs:
A Toolkit for Community- and Faith-Based Service Providers

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Substance Abuse and Mental Health Services Administration
Center for Substance Abuse Treatment
www.samhsa.gov

Questions?

Closing

- **Thank You!**

- Citations

  - Bischoff, Shelli. 2012. *A systems approach.* Nonprofit Impact. http://nonprofitimpact.com/approach/. Accessed June 12, 2012.

  - CDC-DRH. Promoting Science-Based Approaches to Teen Pregnancy Prevention Using Getting to Outcomes. Draft 2011. P 10-4.

  - Duplechain, Michael. 2000. *Sustainability means more than money.* National Service Resources. http://www.nationalserviceresources.org/sustain-more. Accessed June 12, 2012.

  - JBS International, Inc. Internal memorandum to the Office of Adolescent Health. July 2, 2012.

  - Rand Corporation on Getting to Outcomes: http://www.rand.org/health/projects/getting-to-outcomes/documents.html

Contact Information

Janet Max

Janet@healthyteennetwork.org

Vanessa Geffrard

vanessa@healthyteennetwork.org

Healthy Teen Network

MAKING A DIFFERENCE IN THE LIVES
OF TEENS AND YOUNG FAMILIES