The Power of a Coalition
through
Extraordinary Membership Involvement

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OBJECTIVES

#1: Identify ways in which coalitions can better engage new members, increase membership retention that enable coalitions to fulfill their mission.

#2: Demonstrate examples of how coalitions can and should be a catalyst and convener that will foster membership involvement.
FOOD
FOR THOUGHT

• Las Vegas is an Unconventional Place

• SNIHC is an Unconventional Coalition
ABOUT SNIHC
MISSION

To promote health and decrease the incidence of vaccine preventable diseases in southern Nevada through community partnerships and education.

VISION

- Remove barriers to ensure all southern Nevada children have access to immunizations and health resources.
- Encourage appropriate immunizations and preventative health throughout the life span.
GOALS

➢ Develop and sustain an effective.
➢ Facilitate immunization and health awareness, education and access to the community.
➢ Facilitate immunization information, health education, and support to providers.
➢ Advocate for policy changes to maximize immunization rates and health outcomes.

STRATEGIC OBJECTIVES

➢ Increase and enhance community access to childhood vaccinations.
➢ Increase access to community resources for preventative health.
➢ Increase education and public awareness.
➢ Promote and support the Statewide Immunization Information System - Nevada WebIZ.
COALITION MEMBERS

• Over 150 Individuals
• Representing over 60 public and private organizations
• Types – academic institutions, companies, corporations, faith-based, non-profits, government agencies, professional organizations
• Monthly general meeting – Avg. attendance is 75
COALITION MEMBERS
2007: Moment of TRUTH

- Organization re-examination
- Understand who were the members
  - Reviewed and updated the List of individuals and organizations
- Getting to know members
  - Scheduled meetings with individuals
- Provide education to Executive Board
  - Board Retreat & Strategic Planning
- SWOT Analysis
• No diversity
• No flexibility
• No short and long term goals
• Limited opportunities for coalition members to be engaged and Involved
• Activities did not foster collaborations and partnerships
• Mission could not be ful-filled
SIMPLE SOLUTION: Change

- Organization Infrastructure – Bylaws, mission
- Create a Vision, goals and objectives
- Culture – Perspective = Paradigm Thinking
- Diversity – Immunizations impact ALL
- Structure of our general meetings
- Start valuing Coalition Members
MIRACLES DO HAPPEN = LIGHT AT THE END to become a ..... 

- CATLYST
- CONVENER
- SNIHC – BECAME A BRAND NAME
- ELVATED
- Organization with members who started to BELIEVE = VALUE = COMMITTMENT
EXAMPLES OF how...

• Established Vision Resulted
  ✔ Clear Goals & Objectives
  ✔ Working Committees
  ✔ Successful Campaigns and Projects
    - NIIW, Back to School, Community Flu, etc.
  ✔ Opportunities for Coalition members
    Engagement & Involvement
EXAMPLES OF how...

• Overhaul Organizational Infrastructure
  ✓ Revision of Bylaws
  ✓ Flexibility organization
  ✓ Diverse organization=increased and interested members
  ✓ Working Board
  ✓ Strategic Plan
  ✓ Clear Understanding of our Purpose and How to fulfill Mission
REWARDS & BENEFITS

• COMMITTED AND EXCITED MEMBERS
• INNOVATIVE PARTNERSHIPS
• INCREASED FUNDING OPPORTUNITIES
• FLEXIBILITY AND CHANGEABLE
• MEDIA EXPOSURE
• BRAND NAME
Partnerships Development

- Strengthen Existing Partnerships
- Establish New Partnerships
- Explore Opportunities for Innovative Partnerships
- Funding Opportunities

Nevada Partners
- Catholic Charities
- Children’s Hospital of Nevada
- Touro University Nevada
- Children’s Foundation
- UMC
- St. Rose Dominican Hospitals
- 2-1-1 Nevada
- SRE
- CONSULADO DE MEXICO LAS VEGAS, NEVADA
- Access to Healthcare Network
- Walmart
- Amerigroup Real Solutions
- NEVADA Health Centers INC
- HEALTH PLAN OF NEVADA
- BOYS & GIRLS CLUBS OF LAS VEGAS
- NEVADA UMC
- Celebrate Kids
- SUNRISE Foundation
- Southern Nevada Health Coalition
Partnerships Development

• Funding Opportunities
  - Corporate
  - Display Fees
  - Foundations
  - Government
  - Individuals

Since 2007 = over $3 million
Partnerships Development

• Access to Other Resources
  - Facilities
  - Volunteers
  - Advertisements,
  - Volunteers
  - Food, equipment, supplies
Community Outreach

Under-immunized /Minority / Special Populations

Financial, Geographical, Cultural, Language Barriers are Removed

Social Marketing

Catalyst to Promote other Children’s Preventative Services
Immunization Delivery

Physician / Provider Engagement

Education to Providers

Increased Access

Immunization Tracking through Nevada WebIZ
Conclusions

#1: Increase and enhance the visibility of our coalition that’s attractive for members

#2: Support the sustainability of a creative and diverse coalition

#3: Gain a greater understanding of recognizing the value of coalition members

#4: Increased opportunities for funding and quality partnerships

#5: Develop leadership opportunities coalition members
The Power of One

The Power of Partnerships

The Power of Collaboration

The Power of Diversity

THAT’S THE POWER OF SNIHC!
Thank You!