



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



WELCOME

to *Fabulous*
LAS VEGAS
NEVADA





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



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

INVALUABLE LEARNING EXPEREINCE to discover....

- 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...

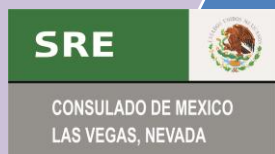
- Overhaul Organizational Infrastructure
 - ✓ Revision of Bylaws
 - ✓ Flexibility organization
 - ✓ Diverse organization=increased and interested members
 - ✓ Working Board
 - ✓ Strategic Plan
 - ✓ Clear Understanding of our Purpose and How to fulfill Mission

REWARDS & BENEFITS

- COMMITTED AND EXCITED MEMBERS
- INNOVATIVE PARTNERSHIPS
- INCREASED FUNDING OPPORTUNITIES
- FLEXIBILITY AND CHANGEABLE
- MEDIA EXPOSURE
- BRAND NAME



Partnerships Development



Ne
Partners

Strengthen
Existing
Partnerships

Establish New
Partnerships

Explore Opportunities for
Innovative Partnerships

Funding Opportunities



Partnerships Development

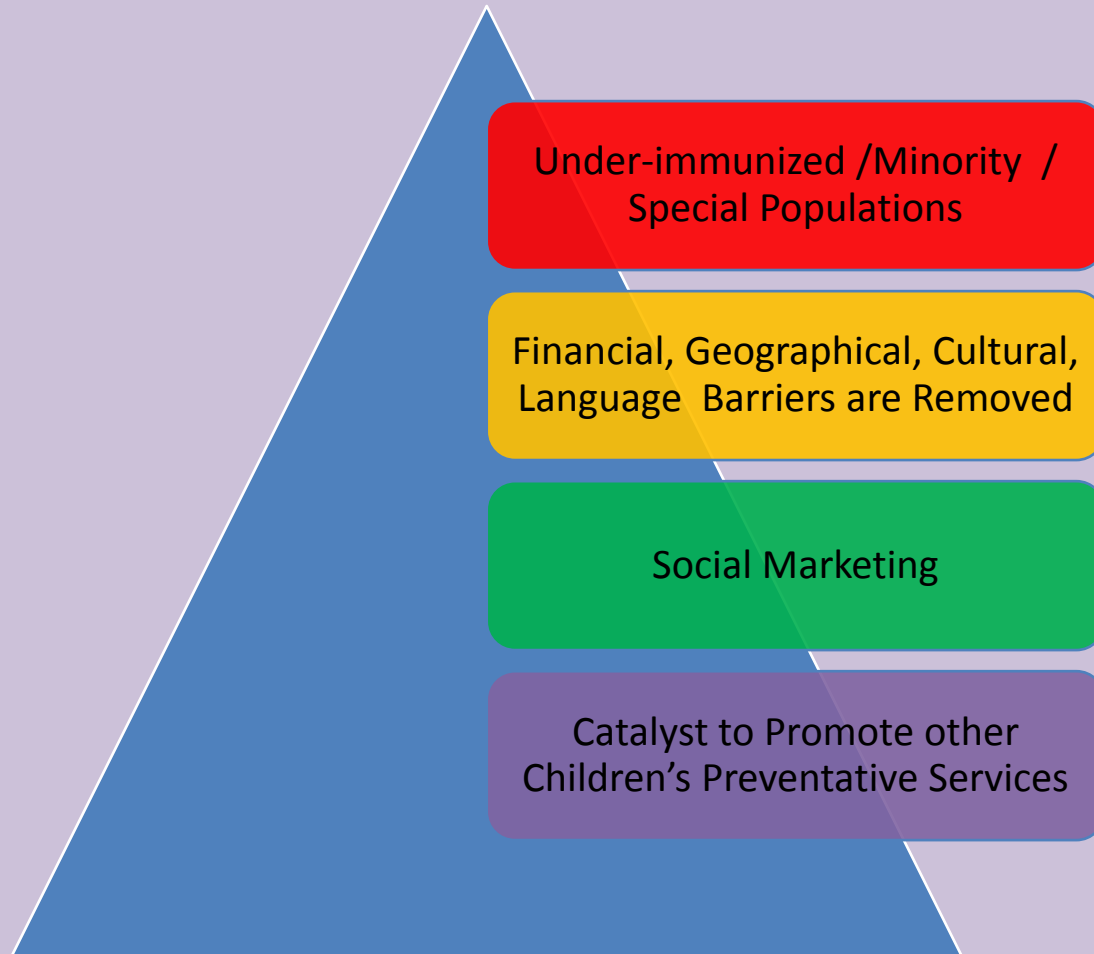
- Funding Opportunities
 - Corporate
 - Display Fees
 - Foundations
 - Government
 - Individuals

Since 2007 = over \$3 million

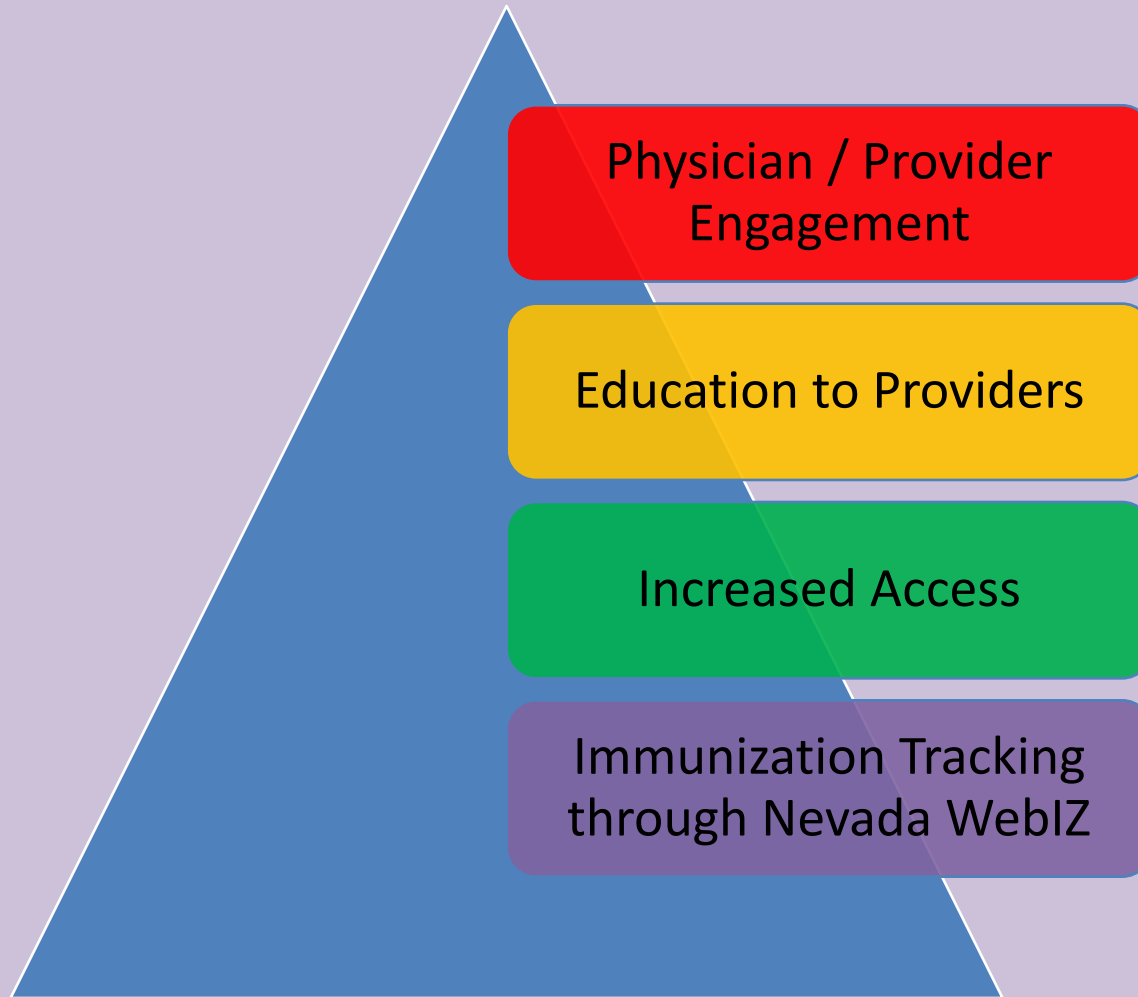
Partnerships Development

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

Community Outreach



Immunization Delivery



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!