

# STRATEGIES FOR DEVELOPING AND SUSTAINING EFFECTIVE STATE PARTNERSHIPS

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# WHAT DO THEY HAVE IN COMMON?

- ◉ Abbott & Costello
- ◉ Bonnie & Clyde
- ◉ Gilbert & Sullivan
- ◉ Sherlock Holmes & Dr. Watson
- ◉ Siegfried & Roy
- ◉ Simon & Garfunkel

**SUCCESSFUL  
PARTNERSHIPS!**

# GETTING TO KNOW YOU

- ◉ Currently have an established, effective state partnership for FASD?
- ◉ Have an established state partnership, unsure of its effectiveness?
- ◉ Had a state partnership, currently inactive?
- ◉ Actively planning to establish a state partnership this calendar/fiscal year?
- ◉ Thinking about establishing a state partnership?
- ◉ Other?

# DEVELOPING AND SUSTAINING PARTNERSHIPS: THE PROCESS

- ◉ Assess needs, resources and readiness, capacity and commitment; potential partners
- ◉ Undertake a multi-year strategic planning and first-year action planning process; establish infrastructure with shared responsibility
- ◉ Implement the plan with active partnership involvement; track progress
- ◉ Track and evaluate progress toward goals and effectiveness of partnership
- ◉ Refine plan and partnership based on results and changes (internal, external)

# START WITH AN ASSESSMENT

- ? What is known/not known about the prevalence and impact of FASD in your state, needs, programs and services/gaps, current collaborations?
- ? Who are potential FASD prevention partners? FASD diagnosis and intervention partners? Are they aware of FASD? Concerned? Involved? Willing and able to partner, or at least receptive?
- ? Whose job will the partnership be?
- ! Look “outside the box” for partners.
- ! Strive for readiness before the launch.

# DESIGN YOUR PLANNING PROCESS FOR PARTNERSHIP DEVELOPMENT

- ◉ Planning can increase knowledge and awareness, build relationships on common ground and purpose, promote shared responsibility, and create commitment.
- ◉ The process is as important as the product.
- ◉ Make participation as convenient and manageable as possible.
- ◉ Welcome buy-ins, large and small.
- ◉ Facilitate introductions and networking.
- ◉ Follow up with participants and no-shows.

# SUSTAIN YOUR PARTNERSHIP WITH INSPIRED IMPLEMENTATION

- ◉ Develop and follow an up-to-date annual work plan.
- ◉ Maintain energy and action orientation.
- ◉ Strive for partner retention.
- ◉ Recruit, orient and integrate new partners as needed.
- ◉ Reinforce members' investment, satisfaction and sense of purpose.
- ◉ Regularly recognize partnership achievements and partners' contributions.

# EVALUATE AND COMMUNICATE: LET YOUR LITTLE LIGHT SHINE!

- ◉ Establish a simple process for documenting and monitoring partnership activities.
- ◉ Track and evaluate progress toward the goals of the partnership.
- ◉ Communicate results to partners and other stakeholders.
- ◉ Use results to attract new resources.
- ◉ Use results to retain current partners and recruit new partners as new needs and opportunities are identified.

# ENDURING PARTNERSHIPS: MAKE BEAUTIFUL MUSIC TOGETHER

- ◉ Consider convening an annual meeting to reassess needs and resources, refine your plans, celebrate achievements and refresh partners/partnership.
- ◉ Never stop making partnering a rewarding experience.
- ◉ Embrace new challenges that may emerge as the partnership matures (e.g., leadership development/succession).
- ! Maintain focus on partners' shared commitment to the population(s) you serve.

# LET'S TALK ABOUT IT!

- ◉ Share strategies that have been successful with your state partnership.
- ◉ Ask about strategies for developing or sustaining your state partnership or for addressing challenges you have encountered or anticipate.