

African American Outreach: NAMI Tennessee

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NAMI Tennessee tale of the tape

- 8 targeted cities
- 5 cities sustained activity
- 31 presentations
- 1,400 contacts
- 3 classes African Americans, majority
- 3 radio broadcast
- 20% of State convention African American



Why Coalition Building?

- Boost effectiveness of existing programs
- Increase coordination
- Promote a holistic comprehensive approach
- Encourage collaborative problem solving
- Create culturally relevant solutions



Why Coalition Building?

- Integrate the informal and formal helping systems
- Examine elements of message mix
- Promote planning and the creation of a shared vision
- Increases accessibility to resources
- Encourage connection to the community



The Continuum of Collaboration

- Networking; information exchange health fairs, workshops, presentations etc.
- Coordination; information exchange working others, mental health association, TN Consumer Association, NAACP Health Committee
- Cooperation; resource sharing with faith based organizations, coalitions, others



Collaboration The Goal

- Collaboration - Exchanging information, modifying activities, sharing resources, and enhancing the capacity of another for mutual benefit and achieve a common purpose by sharing risks, resources, responsibilities and rewards



Guiding Principles

- Incorporate those directly affected by project at the start of dialogue and community building
- Avoidance of the issue of mental illness
- Identify new ways to make our services available
- Promotions that reach intended audience
- Build on community strengths and assets



Stakeholder Analysis

- Capacities, skills, resources?
- Potential role?
- Self interest of the org.?
- WIIFM?
- How to recruit?
- Barriers to recruiting?
- Who?
- When?



Factors Affecting a Coalition's Capacity to Create Change

- Having a clear vision and mission
- Having the right Partners
- Action planning for community and system change
- Developing and supporting leadership
- Documentation and ongoing feedback on progress
- Securing financial resources for the work
- Making outcomes matter



Benefits of Involving Grassroots Organizations

- Promote ownership
- They are the best architects of solutions
- Build local leadership
- Create positive norms – anti-stigma in the community
- Promote community involvement and increased membership



Barriers

- Turf and competition
- Bad history
- Failure to act
- Failure to provide and create collaborative leadership
- Costs outweigh the benefits
- Not engaging self-interest



Working With Conflict

- Conflict is Inherent in Coalitions
- It is Useful to Recognize the Different Types of Conflict: Power, Accountability, Unity and Diversity, Mixed Loyalties, Division of Labor, Interpersonal Conflict
- Expression and Negotiation of Conflicts is Healthy Coalition Behavior. It Leads to Better Results.



Outreach Strategies

- One on one interviews/dialogue
- Door knocking i.e., calling on business card contacts
- Conference calls and other meetings
- Street outreach i.e., radio, tv, health fairs
- Attendance at community and special meetings
- Community driven assessments:
Regional Planning Councils



Do's and Don'ts of Collaborative Leadership

- Do remember to delegate
- Don't try to juggle too many balls
- Don't take it personally
- Do Maintain an action orientation
- Don't hog the spotlight
- Don't avoid conflict
- Don't forget to celebrate the small victories



Retention – The 6 R's of Participation

- Recognition
- Respect
- Role
- Relationship
- Reward
- Results



Four Approaches to Sustainability

- Institutionalization of changes
- Policy changes
- Finding resources to sustain the effort
- Community ownership/capacity building



Skills of Successful Collaborative Leadership

- Be inclusive, promote diversity
- Practice shared decision making
- Resolve conflicts constructively
- Communicate clearly, openly, and honestly
- Facilitate group interaction
- Nurture leadership in others and encourage top-level commitment



Attributes of Successful Collaborative Leaders

- Ability to share power
- Flexibility
- Ability to see the big picture
- Trustworthiness
- Patience
- Abundant energy and hope



Remember

“Be the change that
you wish to create
in the world.”

M. Gandhi

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