Factors for Program Sustainability

**Strategize:** Create an action strategy

- CHNA
- Advisory council
- Administration
- Maintaining partnerships
- Represent in other workgroups/planning groups
- Realistic measures based on capacity
- Maintaining motivation
- Education in the community
- Increase board of directors involvement
- Increase staff involvement in program planning and grant writing
- Communicating success measures (and meeting of those measures) to staff consistently to increase buy-in to the plan
- Complete a needs assessment and create buy-in for top shared vision
- Work on and update your plan
- Involve youth
- Create a shared vision with youth
- Volunteer with organizations
- Integrate programs and activities

**Assess:** Assess the environment

- School and student culture
- Community culture
- Funding opportunities
- Coalition involvement
- Program fidelity
- Feedback from staff and sites
- CQI
- Political shifts
- School system leadership changes, changes to establish partnerships
- Create a system/approach for deciding what to stick with and what to eliminate
- Ask the community if they want your project before you apply/identify supporters
- Youth involvement
- Family involvement
- Political shift/agenda
- Appropriation of money
- Evaluations/outcomes
**Lead: Identify, Engage, and Develop Leaders**

- Superintendent/principal
- Teachers
- CBOs
- Health officer/director/coordinator
- Parents
- Coalitions
- Counselor/student liaison
- School administration
- Local government/businesses (additional funding)
- Service organizations
- Hospital
- Guest speakers
- Mentors
- Youth leading youth
- Current strategy
  - Advisory council
  - Youth advisory council
- Potential strategy
  - Utilize advisory council to plan service learning activities, annual partner convening, buy-in
- Staff provide updates to board presentations
- Direct staff to shadow organization leaders/vice versa
- Attend college seminars
- Campus overnight exploration days
- Communication/weekly updates
- Ownership of successful implementation and outcomes at multiple levels

**Evolve: Remain Flexible and Evolve**

- Cross training
- Orientation training
- Grant writers
- Meet people where they are
- Borrow ideas rather than create new (current)
- Offer services that reflect community wants/needs
  - Summer youth employment
  - Financial literacy
  - Trauma informed care
  - Check and connect
  - School-based case management services
- Potential strategies: marketing and messaging that reflects our values, reflects our partners
- Collaborate with unexpected partners
- Informal and formal surveys of youth parents and other stakeholders to make curriculum enhancements or supplements
- Designating an alternate person to fill upcoming vacancies (good transition)
- Addressing new trends in risky behaviors
- National/forum for sharing local info and activities
- Redefine terminology abstinence to SRA
- Willingness of staff to adapt to changes
**Communicate:** Communicate with Stakeholders

- Consider
  - What's our message / approach
  - What are we known for?
- Current Communication Tools:
  - Social Media
  - PSAs
  - Presentations to schools/other partners
- Potential Communication Tools
  - Podcasts
  - Student/parent testimonials
  - Partner communication vehicle
  - School newsletters/calendars/websites
  - Agency newsletter/social media
  - Social Media
    - Get someone with large following to “like,” shout out org, follow or engage with page
    - FB/Instagram live on key activities and other popular people, leaders, and youth
    - Use existing channels (school Twitter/Facebook)
  - Newsletters
  - Mobile app (Yunion)
  - Engage community leaders on key successes through face to face meetings
  - Community wide messaging
  - Share data with all partners
  - Community boards
  - CID Citizens Interactive Design websites, Apps
  - Word of mouth personal experience and participation
  - Booths-outreach events
  - Old school --> mailings and newspapers
  - Flyers
  - Movie theatre ads
  - “Remind” texting
  - Robo calls in schools

**Integrate:** Integrate Program Services into Community Infrastructure

- Find another established program to implement work/best practice
- Train other agencies to implement curriculum
- Create Partnerships
  - Schools
  - Churches
  - Community organizations
  - Parents
  - Families
- Educating through media events, parades
- Nutrition
- Child care/after school
- Summer camps
- 4-H programs
- Adopt schools
- SWAGG (community organization)
- City Department of Human Services
- Health Department
- Protective factors frame work --> youth thrive
- Parent education nights
- Advisory committees
- School board
- Girl/boy scouts
- Hospitals
- Other health classes
- School-based health clinics
- School/community-based case management and counseling services
Partner: Build Strategic Partnership and Mobilize the Community

- Community/private schools
- Churches
- Community organizations
  - Drug Free Muskegon
  - Hackley Community Care Health Center
  - Health clinics
  - Women’s resource center
- Child Abuse Council
- Parents
- ISD
- Health Department
- Health system/hospital
- YMCA
- Foundations
  - Family
  - Community
- Board of directors
- Boys/girls club
- Charter schools
- REACH
- 4-H Ingham County
- Foster homes/residential
- St. Vincent
- Judicial services
- School board
- Advisory boards
- Community coalitions
- Girls on the Run
- Child welfare/foster care
- Corporate sponsors
- Pregnancy centers
- Local government
- Service organizations
- Big brothers/big sisters
- Free lunch programs
- Colleges/Universities
- Animal shelters
- Realtors
- Rec centers
- Media

Diversify: Secure Diverse Financial Opportunity

- YET sessions
- SL activities
  - State/local grants
  - Fundraisers and foundations
- Annual funding events
  - Carnivals
  - Dinners
- Grant writer
- Co-train/partner with school staff to co-facilitate curriculum
- Look for natural opportunities for grants to build upon foundation
- Additional in-kind opportunities
- Youth advisory council
- Local business support/service groups/corporate sponsorship → promote events
- Identify more opportunities for fee-for-service
- Exchange services for promotional opportunities/in-kind services
- Volunteering