

Partners in Prevention Coalition Toolkit

Step 1 Potential Coalition Partners

Listed below are common partners to engage in coalition work.

Indicate partners you already engage with or highlight those you don't; write in the person you would contact first to make a connection. The back of this document can also serve as a worksheet for further planning.

Chief student affairs officer	Orientation staff
Campus accountability/conduct	Alumni office
Campus/community police	Admissions office
Fraternity and Sorority life	Faculty
Residential life	Business owners
Alcohol and other drug prevention office	Property managers
Athletics	Social justice/Diversity, Equity, Inclusion staff
Business office/Public relations	City/county employees
Student activities staff	Students, student leaders
Counseling center staff	Human resources staff
Student health center staff	
Family/Parents Association	

You may not have all these individuals on your campus and some potential partners may not make sense within the scope and structure of your coalition. That's OK! The best coalitions are not simply made up of the people who 'should' be there but are made up of active and engaged members who are willing and able to do the work.

Tips for Initial Engagement

Consider having one-on-one meetings with individuals (grab a cup of coffee, talk over lunch) before engaging them in the larger coalition.

When thinking about gaining buy-in for membership, ask yourself some questions:

- What does this person value?
- What motivates them?
- Which health, safety, and well-being topics does this person care about the most?
- What can we each gain from this partnership?

It may be helpful to start by engaging partners that are most interested, or conversely those who are the most skeptical. This allows you to identify champions and gain early momentum or to avoid future pitfalls by talking through concerns with the people who may be tougher to win over.

Increase readiness for any hesitant members:

- Involve them in planning and decision-making.
- Be flexible and willing to listen to ideas and input.
- Offer training, funding, etc.; whatever resources you have access to and can provide to them.

<p>Existing Partnerships</p>	<p>How Can We Increase Buy-In/Engagement of Existing Partners?</p>
<p>Brand New Partnerships</p>	<p>How Can We Create Buy-In/Engagement for New Partners?</p>

You can also use the ‘Identifying New Partners’ and ‘Analyzing Existing Partnerships’ worksheets in the appendix of ‘Prevention with Purpose: A Strategic Planning Guide for Preventing Drug Misuse Among College Students’