

# Conversations With A Purpose

## Model for Roundtable Discussions



SERA 19 - Houston, Texas

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# Objectives

- Create an environment that will spur dialogue for discovering assets, obstacles, and issues
- Identify possible solutions to problem areas

# Room Design/Materials Needed

- Round tables with 6-8 people per table
- Table facilitator at each table
- Packet of material for each participant
- Large flip chart paper
- Small sticky notes
- Markers/pens/pencils

# Focus On The Positive

## Round 1

- Share what works! What are the recruitment and retention strategies that encourage Resource and Stakeholder Engagement in your respective communities?
- What else is working for your area?

# Responses to Round 1

- Offer food-luncheon-sponsor covered meal
- Clear agenda-what to cover (2)
- Clear understanding of mission and goals
- Benefit to members
- Leave with an assignment
- Short meetings – 1 hour
- Mail-outs
- Frequent reminders/keeping members informed and involved (3)
  - Mail-outs
  - Email as recruitment tool (2)
  - Personal contacts (4)
- Feeling like we accomplished something at end of meeting
- Sharing personal experience with cancer
- Charge members with bringing others
- Keep colleagues accountable
- Use common activity to recruit others
- Planned activity to pull in new people
  - Fun, active involvement....WIIFM (What's In It For Me?)

# Responses to Round 1 Cont'd

- State fair – giving out information
- Weekly cancer conferences
- Networking in communities and with providers (2)
- Identification and informing stakeholders and community resources
- Relay for Life
- Office garage sales
- Raffles
- Keeping programs fresh
- Involvement of non-profit organizations
- Newsletters, periodic reports, regular meetings, face to face contacts
- Website
  - Surveillance document
  - CDC Data (incidence & mortality data)
  - Cancer Registry
  - State Cancer Plan

# Keeping Members Connected

- To what groups do you currently belong?
- Why have you stayed connected?
- To what groups have you belonged in the past?
- Why did you leave?



# Let's Talk...

## Round 2

- What are common themes for staying/leaving?
- How do these relate to coalition work?
- What strategies do these suggest?



## Let's Talk Cont'd...

- Why are you here today?
- Why are you still connected to this group?

# Response (a) Staying?

- Admire the mission
- Cause it's fun
- Interested in it
- Desire to help
- Sense of belonging
- Personal/professional interest
- Sense of commitment/believe in mission
- Focus
- Past experiences
- Meeting needs
- Connectivity
- Job duty
- Good relationship with group
- Active involvement
- Have a voice
- Important to live changes
- Resources and networking
- Mission calling

# Response to (b) Leaving

- Impatience with progress
- Change of job
- No fun
- Politics
- No sense of belonging
- Convenience
- Travel cost
- Lack of involvement
- Time constraints
- Group does not carry out stated mission
- Can accomplish more somewhere else
- Last minute changes in meeting schedule
- Monotony
- Lack of input/voice
- Unstructured meetings
- Lack of personal time
- Frustration
- Ideas should be allowed to be spoken
- Leadership should ensure all member have a voice
- Well organized meetings and activities
- On-going communications
- Feeling of accomplishment
- Lack of organization
- No progression
- Leadership not open to new ideas
- Invalidation by leadership

# Response to (Relation to Coalition Work)

- Not producing things-cause people to leave
- No personal benefit, don't stay
- Do not need to duplicate coalitions
- Stay organized, stay validated
- We need to work together on integrated approach

# Response (Strategies Suggested?)

- Make sure you accomplish something new
- How can you take the activities/accomplishments back to community
- Listen to and respond to membership
- Feeling accomplished
- Time agenda-good on-going communication
- Self-assessment of the coalition
- Break duties and responsibilities down so that everyone can participate
- Make things enjoyable but educational
- Personal element
- Integrated approach
- Clear goals and objectives
- View everyone's time and input as valuable
- Leadership being more open and engaging with members

# Response (Why Are You Here Today?)

- Represent organization
- Part of job
- Cancer survivor
- Education
- Oncology nurse-taking personal time
- Leadership role
- Networking (4)
- Asked to be a facilitator
- Professional enrichment
- Support the cause/mission
- To make a difference
- Part of the executive committee
- Resources
- Commitment to the council
- Form new partnerships across the state

# Response (Why Still Connected to Group?)

- Feel like you make a difference (2)
- Survivor
- Continuing education
- Personal loss to cancer
- Remind people that children have cancer
- Networking
- Want to see things come to fruition

# Opportunities For Growth

## Round 3

- Share what's not working! Challenges and obstacles arise in coalitions. Each participant share your top 5 challenges \_\_\_\_\_ is facing with your table members.



# Top Issues Defined

- Communication
- Lack of meaningful projects
- Lack of orientation of new members
- Regionalization
- Evaluation of efforts
- Clearly defined and manageable objectives (steps)
- Transportation (to participate in the activities)
- Access to care issues

# Brainstorm For Ideas

## Round 4

- Each group will separate their challenges/issues into categories and develop ideas for solving the problems.

# Categories Defined

- Interest
- Resources
- Retention
- Communication
- Attendance issues
- Orientation for new members
- Lack of meaningful projects
- Structure
- Time constraints
- Productive meetings
- Regionalization

# Common Struggles of Coalitions

- Developing focused goals
- Getting core members committed to action
- Cultivating leadership
- Obtaining needed resources
- Gaining community wide involvement

# Developing Regional Coalitions/Assessing Current Membership

- Steering committee/coalition leadership should be good mirror of the community itself
- Have the right people involved---who are the movers and shakers?
  - Diverse group from all social fields in the community

# Member Retention

- Keys for Retaining Members
  - Success of coalition
  - Action projects
  - Celebrate successes...even if small
  - Communicate with members

# Tips for Developing Partnerships

- Think creatively
- Unlikely partners may provide the greatest alliances
- Look for groups or people that could directly or indirectly benefit from achieving common goals

# Approaching New Members

- Two important keys
  - Identifying potential assets – what you need from that partner
  - Identifying self-interests – what is in it for them---"What would this person or organization gain from being a part of this coalition?"





# Taking Action On An Issue

- Develop Mission Statement
- Develop Vision Statement
- Goals—what you want to accomplish
- Develop Objectives/Critical Steps---how you are going to accomplish the goals

# Think Back...

- What has emerged here today?
- If there was a single voice in the room, what would it be saying?
- What deeper questions are emerging as a result of these conversations?
- Do we notice any patterns and what do those patterns point to, or how do they inform us?
- What do we now see and know as a result of these conversations?

# Summary

- Shared positive actions about \_\_\_\_\_
- Developed list of issues/challenges for \_\_\_\_\_ to address
- Generated dialogue for future discussions in workgroups

Remember this...

*Never doubt that a small group of thoughtful committed citizens can change the world. Indeed, it is the only thing that ever has.*

*—Margaret Mead*

# Resources

- World Café Model
- Gene L. Theordori, PhD., “Preparing for the Future: A Guide to Community-Based Planning”
- Gillian Kaye, President, Community Development Consultants, New York City
- Table Facilitator’s Guide utilized by the Citizens’ Health Care Working Group in their series of forums on Health Care That Works For All Americans Supported by the Health Resources and Services Administration of the U.S. Department of Health and Human Services. It was also used with the Forums on Smart Aging: Healthy Futures project supported by the Cooperative State Research, Education and Extension Service, U.S. Department of Agriculture.

# CONVERSATIONS WITH A PURPOSE



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