



Coalitions and Partnerships in Community Health

Frances Dunn Butterfoss

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Coalitions and Partnerships in Community Health is a step-by-step guide for building durable coalitions to improve community and public health.

This important resource provides an in-depth, analytical, and practical approach to building, sustaining, and nurturing these complex organizations.

Author Frances Dunn Butterfoss includes all the tools for success in collaborative work from a research and practice-based stance. The book contains useful approaches to the issues, recommendations for action, resources for further study, and examples from actual coalition work.

Coalitions and Partnerships in Community Health explores

- Historical foundations of coalitions and partnerships
- Principles of collaboration and partnering
- Benefits and challenges of a coalition approach
- Coalition frameworks and models
- Cultivating coalition leadership
- Roles and responsibilities of coalition staff, leaders, and members
- Communication, decision-making, and problem-solving methods
- Vision, mission, and bylaws
- Effective marketing
- Planning for sustainability
- Approaches to assessment
- Developing strategic and action plans
- Implementing coalition strategies in the community
- Media advocacy, strategies, and tips
- Participatory coalition evaluation

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