Suicide Prevention Resource Center
Promoting a public health approach to suicide prevention

The nation’s only federally supported resource center devoted to advancing the National Strategy for Suicide Prevention.
Cohort 9 Training Series

Building & Sustaining Partnerships

Facilitated by:
Petrice Post, MA and Lisa Capoccia, MPH

November 6, 2014
Before We Begin

To raise your hand, please click the hand raise icon at the top of your screen.

To lower your hand, you can click the hand raise icon again.
If you are joining from a location with background noise, please mute your line.

To mute your line, click on the phone handset icon at the top of your screen.

To unmute your line, click on it again.
Overview of the Webinar

- Strategies for reaching out to prospective partners
- Key components of establishing MOU’s or other formal agreements for suicide prevention
- Key considerations in reaching perplexing partners or settings
- Criteria to help consider what level and scope of partnership to evaluate
Partnerships & Collaboration

Core Competencies for Suicide Prevention Program Managers
Why Partnerships Are Important?

- To improve an individual’s prognosis for recovery
- To increase teamwork among providers in addressing needs of those at risk
- To improve coordination of services
- To access or leverage scarce financial resources effectively

Identify Criteria

- Target audience (geography, etc.)
- Size of client base
- Willingness to partner
- Available joint marketing programs
- Available technical fit
- Mutual clients
- Existing partnerships/potential conflicts of interest

Build a Short List

- Key players in your target setting
- Uncover smaller programs with different funding, other violence prevention programs, who may be a perfect fit for your program
- Evaluate each potential partner against the criteria you identified in Step 1
- Prioritize the top 3 programs you want to target

Craft your Pitch

Think about your target partner’s program objectives.

- Are they focused on acquiring new clients?
- Beefing up their products?
- Expanding into new populations/settings?
- How can you help them make progress towards these goals?

Do you share mutual clients?

What else do you bring to the table?

Get the Initial Meeting

First email or voice mail; briefly introduce yourself and your company, etc.

First Meeting; Be prepared and Respective of the their time

Sample Agenda

✓ Introductions
✓ Confirm their business goals
✓ Communicate WIIFM (What’s In It For Me?)
✓ Touch on your objectives
✓ Explore interest in partnering
✓ Identify specific next steps

Share Your Comments or Questions

Type them into the chat box at the left of your screen
Informal Partnerships

- Collaborate as a temporary team
- No contractual mechanism

- Communication checklist
- More services available for the client and improve service coordination.
- Breakdowns in service coordination are possible
Formal Partnership

- Links partners through a formal, written contract.
- Agencies work together on an ongoing basis and are accountable to the written contract.
- Case managers may be supported through pooled resources.
- Communication plan.
How do clinical and community sectors communicate?

How does each sector view sharing data?
Key Components of MOU’s

Clarity
- Roles and responsibilities of each party
- Referral process

Shared Understanding
- Terminology
- Purpose & goals of the partnership
- Who is responsible for collecting and being the keeper of the data

Define
- Cross-cultural training needs of each party
- Intended outcomes of the partnership
Share Your Comments or Questions

Type them into the chat box at the left of your screen
Perplexing partners

People or organizations who...

- don’t respond at all
- respond initially, then no follow-up
- plan to partner, then everything stops
Was it me?
*(should I have done something different?)*

What’s wrong with them???
*(don’t they care about suicide?)*

Maybe neither. Maybe a case of:
*“it’s not you... it’s me”*
Partnering With Providers

- Emergency Departments
- Primary Care / Pediatrics
- Outpatient MH
- Crisis Centers
## Partnership considerations

<table>
<thead>
<tr>
<th>Mission</th>
<th>Financing</th>
<th>Challenges</th>
<th>Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is their focus?</td>
<td>How is their work financed?</td>
<td>Factors that may interfere with partnerships</td>
<td>Factors that may facilitate partnerships</td>
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<tr>
<td>(How) does suicide prevention fit?</td>
<td>Is there funding to support the new activities?</td>
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<tr>
<td>Emergency Department</td>
<td>Mission</td>
<td>Financing</td>
<td>Challenges</td>
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<td>24/7 stabilize and treat emergencies; Concerned with the immediate future; All comers – (anyone can refer someone to the ED)</td>
<td>Bill patient’s insurance; Disproportionate share funds</td>
<td>Liability concerns; Financing; Time; Environment; Limited referral options</td>
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<tr>
<td>Primary Care / Pediatrics</td>
<td>Mission</td>
<td>Financing</td>
<td>Challenges</td>
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<td>Prevention; Treatment; Ambulatory services; Chronic disease mgt; Medical home</td>
<td>Bill insurance; HRSA funds; IHS, Tribal Government; Project grants (if 501c3)</td>
<td>All things to all people; Time; Financing; Lack of training/tools; Lack of follow-through with referrals</td>
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<tr>
<td>Outpatient Mental Health</td>
<td>Mission</td>
<td>Financing</td>
<td>Challenges</td>
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<tr>
<td>Treatment;</td>
<td>Bill insurance;</td>
<td>Independent nature of private practice;</td>
<td>Mission match;</td>
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<tr>
<td>Mental health conditions and problems</td>
<td>Private pay;</td>
<td>CMHCs under-resourced;</td>
<td>Some CMHCs operate crisis services</td>
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<tr>
<td></td>
<td>CMHCs – state block grant funds</td>
<td>Financing;</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Hours of business</td>
<td></td>
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<tr>
<td>Crisis Centers</td>
<td>Mission</td>
<td>Financing</td>
<td>Challenges</td>
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<td>24/7 crisis counseling and mental health referrals</td>
<td>Volunteer crisis counselors; Small grants; (Some institutional funds if part of a CMHC)</td>
<td>Phone-based services typically not billable; Resource- limited</td>
</tr>
</tbody>
</table>
Share your experiences:

What problems have you encountered forming new partnerships?

or,

What has helped you develop successful partnerships?
1. **Don’t assume** they share your view of the problem.

2. Begin with **their perspective**. How does the problem affect them? What are their concerns?

3. Learn what’s on **their plate** (e.g., ACA implementation), that might limit their ability to partner right now.

4. Assess where you have **leverage** (e.g., licensing authority) if they’re unwilling to partner.
5. Be ready to state clearly what you’re seeking, if asked directly.

6. Be open to changing your expectations for the partnership. Bring draft, not final, protocol plans.

7. You may need to adapt tools and resources.

8. (When possible) find the right contact person

9. Use your motivational interviewing skills.
Words of Hope

BE PERSISTENT.

Don’t be discouraged by a few closed doors.

Think long-term.

Show your appreciation.

“If it was easy, somebody already would have done it.”
Breakout Rooms
Why Evaluate Partnerships?

Monitor Progress
- Functioning and productivity
- Improve and guide initiatives

Increase Awareness
- Leverage resources and support
- Build capacity and accountability

Reach Objectives
- Sustain partnerships
- Key to accomplishment of state and tribal programs
Formation Stage

**Inputs**
- Staff (number, type)
- Funds dedicated to the partnership functioning
- Leadership and expertise
- Program/agency capabilities
- Facilities
- Other Resources

**Activities**
- Recruit members
- Facilitate meetings
- Develop mission
- Establish leadership
- Identify facilitator
- Identify sub-committees or task groups

**Outputs**
- Formal agreement (s)
- Number of meetings
- Number of active committees or task groups
- Percent of members attending meetings
- Number of specific tasks accomplished

Building Stage

**Inputs**
- Staff (number, type)
- Funds dedicated to the partnership
- Leadership and expertise
- Program/agency capabilities
- Facilities
- Other Resources

**Activities**
- Recruit members
- Facilitate meetings
- Develop mission
- Establish leadership
- Identify facilitator
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**Outputs**
- Formal agreement(s)
- Number of meetings
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- % of members attending meetings
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**OUTCOMES (Intermediate)**
- Increased collaboration/reach
- Increase in leveraged resources for SP initiatives
- Increased SP plan activity implementation

Maintenance Stage

- Achieving Outcomes
- Ensuring Sustainability
- Communication
- Leadership

THE COALITION EFFECTIVENESS INVENTORY (CEI)

Based on your experience, please complete the following inventory as a self-assessment tool to evaluate the strengths of your coalition and its stage of development. Using the assessment scheme on the instrument, place a check in the box that best corresponds to your rating of the particular characteristic. Based on your coalition’s stage of development, you might not be able to rate each characteristic.

Take Home Lessons from the CEI

What stage is your coalition in now?

In what areas does your coalition excel (i.e., in which major categories did your coalition receive scores of “2”)?

1. 
2. 
3. 

In what areas does your coalition need to improve (i.e., in which major categories did your coalition receive scores of “0” or “1”)?

1. 
2. 
3. 

What specific and feasible steps should your coalition take to address the challenges identified in the question above?

1. 
2. 
3.
Type your comment or question into the chat box in the bottom left of your screen.
STATE (Self-Paced Exercises)

- Review Considerations for Building Partnerships Between Provider Practices and Community
- Complete the Researching Prospective Partners worksheet for new partners
- Complete MOU Checklist for established partners
TRIBAL (Self-Paced Exercises)

- Review Establishing and Maintaining Effective Partnerships and Draft MOU
- Complete the Researching Prospective Partners worksheet for new partners
- Complete MOU Checklist for established partners
Contact Us

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REMINDERS:
Thursday, December 4th
3:00-4:30 pm ET

Continuity of Care

All sessions are archived and can be accessed on-demand at http://www.sprc.org/grantees/webinars
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