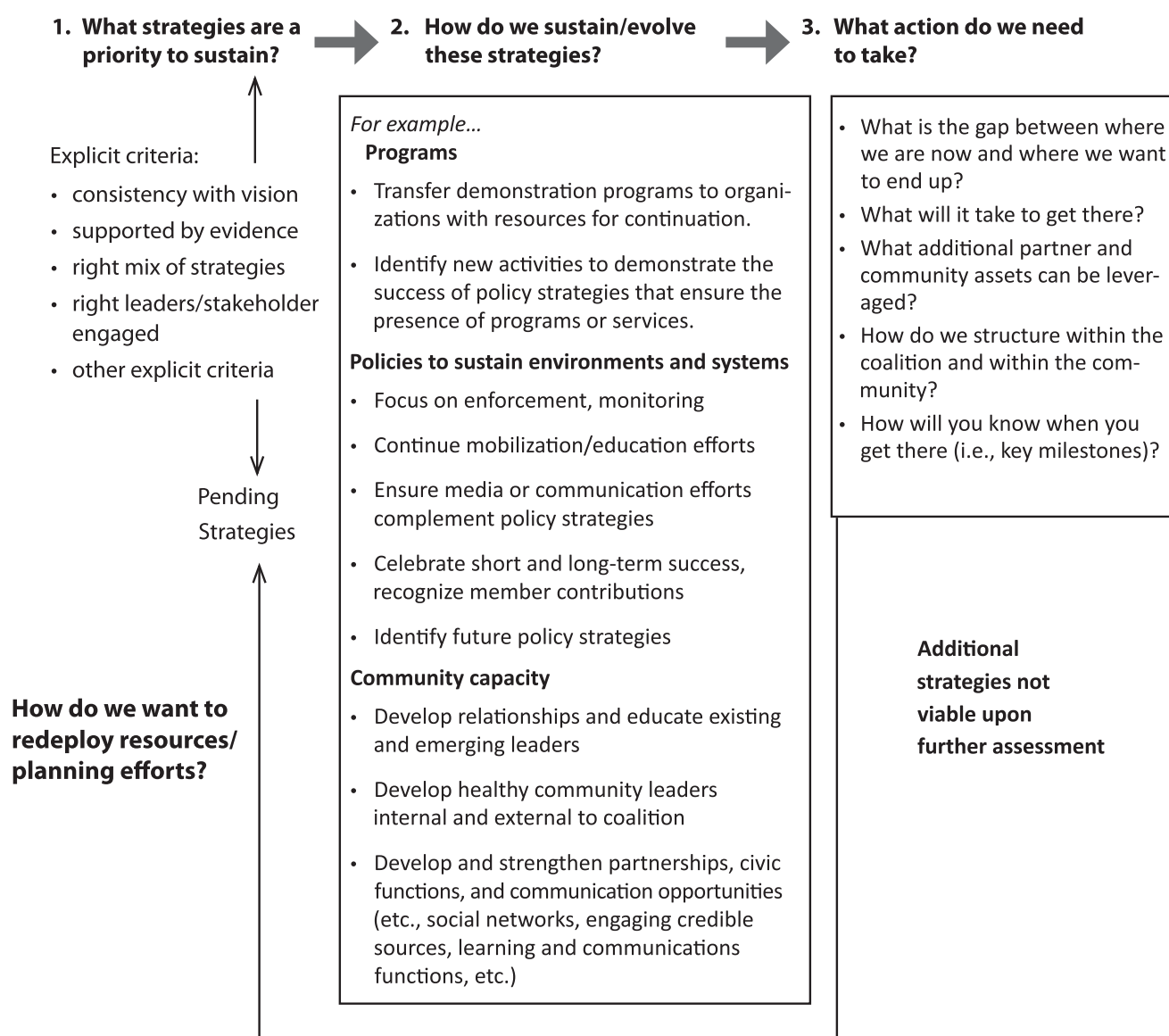


Asking Others to Take on Strategies

Just because your coalition designed and implemented a policy strategy, it may not necessarily be responsible for its long-term success or continuation. Coalitions often serve as community laboratories for testing innovative strategies; after deciding which should be continued, your coalition may conclude that another group is better suited to the task. Maybe it's not feasible for your coalition to sustain so many strategies and activities at once, or some don't precisely fit your criteria for continuation (see Step 5).

Spinning off strategies to other organizations that will support them in the long run is a solid sustainability goal (Goodman & Steckler, 1989). Kaiser Permanente developed a guide (see graphic below) to help decide which strategies from a funding initiative should be sustained or spun off to other organizations.

Healthy Communities Strategy Decision-Making Flow-Chart



Adapted from Wong, E., Norris, T., and Solomon, L. (2009). Kaiser Permanente Community Benefit v4.1