



# 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

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## Building & Sustaining Partnerships

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

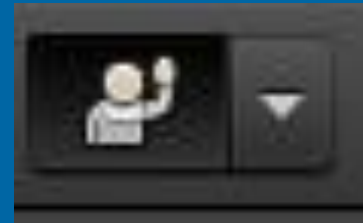
November 6, 2014



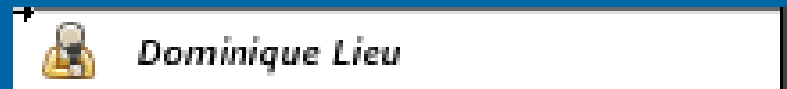
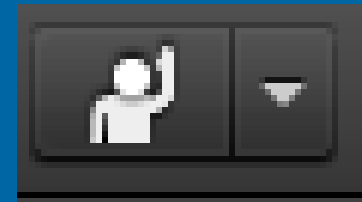
# Before We Begin

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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.



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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

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- 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



# Why Partnerships Are Important?

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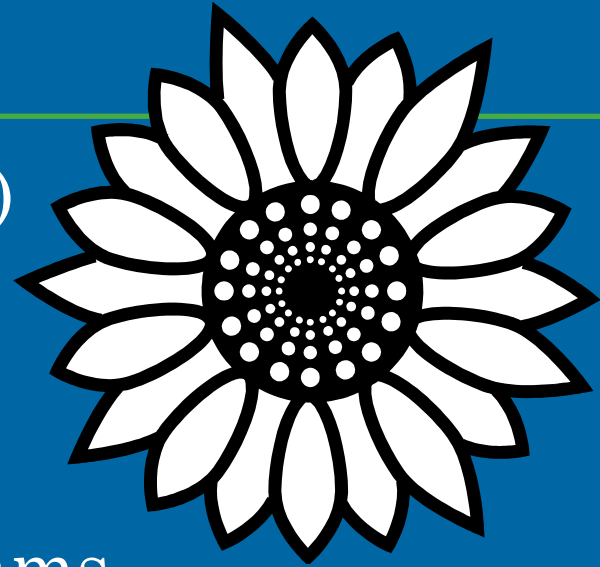
- To improve an individual's prognosis for recovery
- To increase teamwork among providers in addressing needs of those at risk
- To improve coordination of services
- To access or leverage scarce financial resources effectively



# Identify Criteria

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- 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

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- 🌐 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

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- 🌐 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

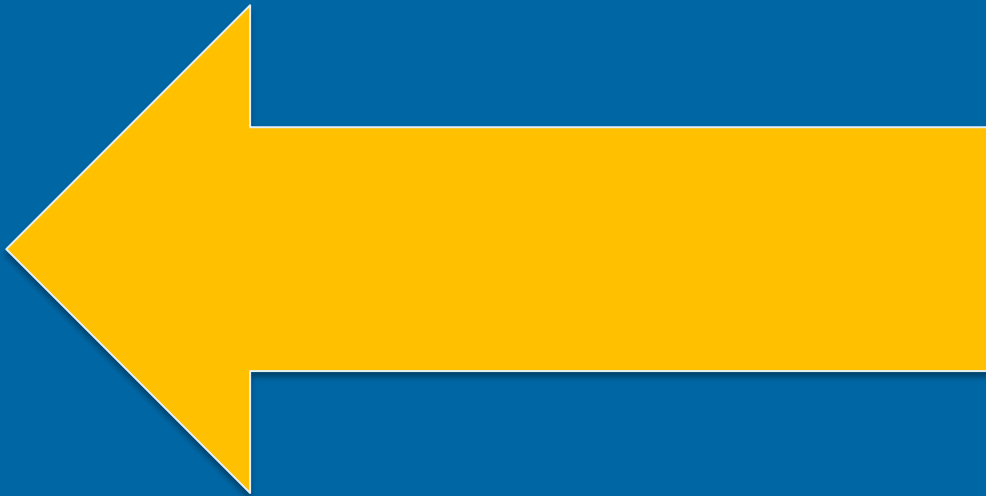
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- 🌐 First email or voice mail; briefly introduce yourself and your company, etc.
- 🌐 First Meeting; Be prepared and Respective of the their time
- 🌐 Sample Agenda
  - ✓ Introductions
  - ✓ Confirm their business goals
  - ✓ Communicate WIIFM (What's In It For Me?)
  - ✓ Touch on your objectives
  - ✓ Explore interest in partnering
  - ✓ Identify specific next steps

# Share Your Comments or Questions

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



# Informal Partnerships

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- 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

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- 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







Partner

ship



- 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

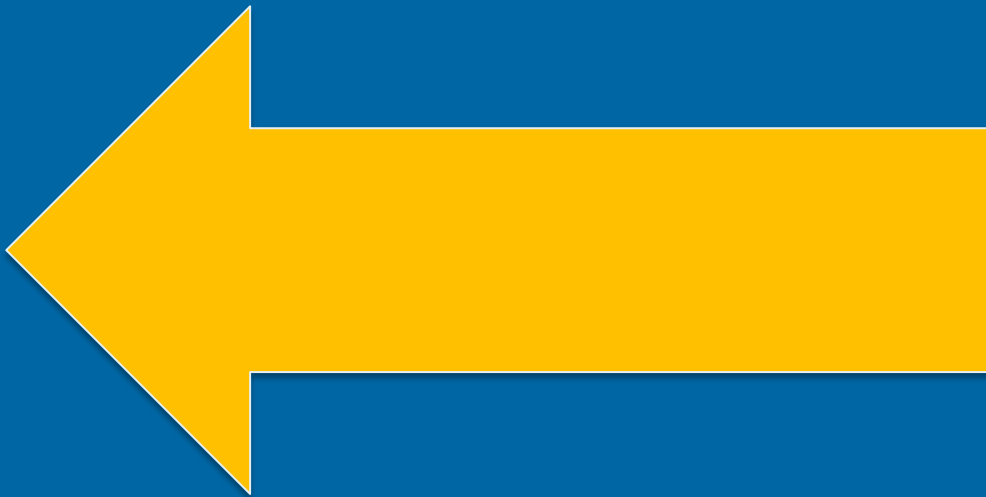
## Define

- Cross-cultural training needs of each party
- Intended outcomes of the partnership

# Share Your Comments or Questions

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# Perplexing partners

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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



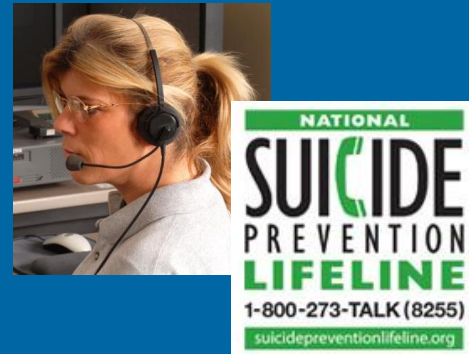
Emergency  
Departments



Outpatient  
MH



Primary  
Care /  
Pediatrics




Crisis  
Centers





# Partnership considerations

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Mission	Financing	Challenges	Opportunities
What is their focus?  (How) does suicide prevention fit?	How is their work financed?  Is there funding to support the new activities?	Factors that may interfere with partnerships	Factors that may facilitate partnerships

Emergency Department	Mission	Financing	Challenges	Opportunities
	<p>24/7 stabilize and treat emergencies;</p> <p>Concerned with the immediate future;</p> <p>All comers – (anyone can refer someone to the ED)</p>	<p>Bill patient's insurance;</p> <p>Disproportionate share funds</p>	<p>Liability concerns;</p> <p>Financing;</p> <p>Time;</p> <p>Environment;</p> <p>Limited referral options</p>	<p>The Joint Commission;</p> <p>ACA readmission incentives;</p> <p>Boarding</p>

Primary Care / Pediatrics	Mission	Financing	Challenges	Opportunities
	<p>Prevention;</p> <p>Treatment;</p> <p>Ambulatory services;</p> <p>Chronic disease mgt;</p> <p>Medical home</p>	<p>Bill insurance;</p> <p>HRSA funds;</p> <p>IHS, Tribal Government;</p> <p>Project grants (if 501c3)</p>	<p>All things to all people;</p> <p>Time;</p> <p>Financing;</p> <p>Lack of training/tools;</p> <p>Lack of follow-through with referrals</p>	<p>Screening for depression;</p> <p>ACA readmission incentives;</p> <p>Consultation programs;</p> <p>PC-BH integration</p>

Outpatient Mental Health	Mission	Financing	Challenges	Opportunities
	<p>Treatment;</p> <p>Mental health conditions and problems</p>	<p>Bill insurance;</p> <p>Private pay;</p> <p>CMHCs – state block grant funds</p>	<p>Independent nature of private practice;</p> <p>CMHCs under-resourced;</p> <p>Financing;</p> <p>Hours of business</p>	<p>Mission match;</p> <p>Some CMHCs operate crisis services</p>

Crisis Centers	Mission	Financing	Challenges	Opportunities
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24/7 crisis counseling and mental health referrals

Volunteer crisis counselors;  
  
Small grants;  
  
(Some institutional funds if part of a CMHC)

Phone-based services typically not billable;  
  
Resource- limited

Mission match;  
  
Trained volunteers and professionals;  
  
Most willing to problem-solve

# Share your experiences:

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What problems have you encountered forming new partnerships?

or,

What has helped you develop successful partnerships?

# Approach

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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.



# Approach (cont.,)

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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

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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  
Identify sub-committees /task groups

## Outputs

Formal agreement(s)  
Number of meetings  
Number of active committees/ task groups  
% of members attending meetings  
Number of specific tasks accomplished

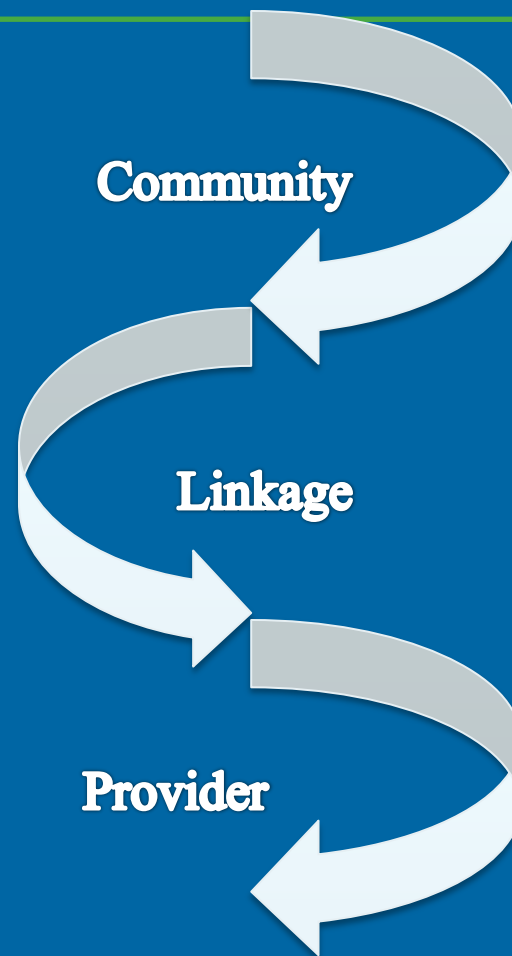
## OUTCOMES (Intermediate)

Increased collaboration /reach  
Increase in leveraged resources for SP initiatives  
Increased SP plan activity implementation

# Maintenance Stage

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- Achieving Outcomes
- Ensuring Sustainability
- Communication
- Leadership





# The Coalition Effectiveness Inventory (CEI)

## 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?
  - 1.
  - 2.
  - 3.
- 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 question above?
  - 1.
  - 2.
  - 3.



# Q & A

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Type your comment or question into the chat box in the bottom left of your screen



# STATE (Self-Paced Exercises)

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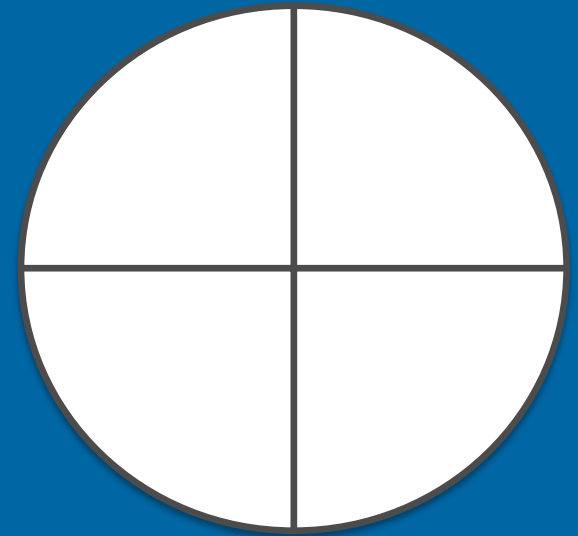


- ✓ Review Considerations for Building Partnerships Between Provider Practices and Community
- ✓ Complete the Researching Prospective Partners worksheet for new partners
- ✓ Complete MOU Checklist for established partners

# TRIBAL (Self-Paced Exercises)

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- ✓ 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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**SPRC General:**

[info@sprc.org](mailto:info@sprc.org) or 877-438-7772



**EDC Headquarters**  
43 Foundry Avenue  
Waltham, MA 02453

**EDC Washington DC**  
1025 Thomas Jefferson Street, NW  
Suite 700  
Washington, DC 20007

[www.edc.org](http://www.edc.org)

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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](http://www.sprc.org/grantees/webinars)



# Funding

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