



Coalition Building

Working in & with coalitions



Training for Change

Empowerment through training

overview

- Coalition is a diverse group of individuals and organizations that work together to reach a common goal.
 - Grouping of different organisations pursuing a common cause in a coordinated manner
 - single issue or multi-issue, permanent or temporary
- Coalitions aim at:
 - Adapting, creating or developing public policy
 - Influencing people's behaviour
 - Building a healthy community

Why do organisations get involved in coalitions?

- People will be interested in a coalition because they believe:
 - The issue(s) is / are important;
 - Have something to contribute and that their participation will make a difference;
 - there are multiple opportunities for participation at different levels and in different ways
 - They will be listened to and their contributions respected



Usefulness of coalitions in advocacy

- Share resources – knowledge, skills,
- Involves a larger number of actors to widen outreach and have a bigger impact on the policy process
- Benefit from strength in diversity
 - different groups bring different skills, knowledge and resources to the coalition

Usefulness cont'd.

- Coalitions can create successful change within a community
- Represent an array of local interests, mutual concern
- Bring together organizations and individuals to build a power base

Usefulness cont'd.

- Facilitate more effective use of resources
 - better targeting of resources
- Consensus forum on policy issues and louder voice
- Creates a network, increase public knowledge
- Achieve synergy (1+1=3);
 - achieved through scale economies, reduced wastage
 - reduce competition for funding and support;



Successful coalition building entails

- Developing a plan to identify a diverse, representative group of organizations interested in that particular issue
- Recognising strengths and weaknesses of each member organization; and
- Providing support to members in terms of resources, information, expertise, etc.
- Encouraging and facilitating networking between organizations

Successful coalition cont'd

- Compensate members for time, expertise and expenses where necessary and possible
- Providing complete, appropriate information prior to meetings in a timely manner, convenient meeting times and locations
- Matching veteran members with inexperienced ones to support new members & share ideas
- Developing leadership skills, communication skills, teamwork, constructive criticism; motivation; delegation



Steps in forming and maintaining a Coalition

- Analyse the program's objectives and determine whether to form a coalition
- Recruit the right people
- Devise a set of preliminary objectives and activities
- Anticipate the necessary resources

Steps cont'd

- Define elements of successful coalition structure
- Make improvements through evaluation



Limitations

- Decision-making relatively slower
- Give up something – time, control, resources
- Potential for conflict and unconstructive competition



Aluta continua

“Large change doesn’t come from clever, quick fixes; from smart, tense people; but from long conversations and silences among people who know different things and need to learn different things.”

Anne Herbert