<u>**WEBINAR VIDEO TRANSCRIPT**</u>
The Path to Program Sustainability Webinar Series:
Part 3: Community Mobilizing for Sustainability
25 July 2019

SALINA TEWOLDE: Good afternoon, everyone. My name is Salina Tewolde, and I'd like to welcome you to The Path to Program Sustainability Webinar Series, Community Mobilizing for Sustainability. This TA call is brought to you by the Office of Population Affairs. I would now like to introduce to you today's presenter, Melanie Wilson. Melanie Wilson is the Director of Research at Youth Catalytics. Melanie, the floor is yours.

MELANIE WILSON: All right. Well, thank you, Salina. Good afternoon, everybody. Again, my name is Melanie Wilson, and I am a Research Director at Youth Catalytics. Youth Catalytics, for those of you who don't know, is a training and research organization that works with federal and state agencies, and community schools, and coalitions of many sorts to improve services to young people.

So if our name sounds at all familiar to a few of you, it may be because in 2017 Youth Catalytics it was a National Capacity Builder to OAH grantees in the area of communications and dissemination. We were also the lead in the TPP Replication Project funded by OAH in Connecticut between 2010 and 2015. So we feel like we bring a lot of very specific expertise and TA experience to the topic we're going to discuss today.

So this is the standard disclaimer. Just to remind you, this webinar is the third in a series of four that are focused on program sustainability. As I'm sure many of you know, the OAH framework for achieving sustainability outlines eight factors that are important to sustainability. And as you can see, each of the webinars in this series looks in depth at a few of these factors.

So today we're going to be focusing on factor 5, which is about the importance of communicating with stakeholders, and factor 7, which is about partnering to build strategic partnerships and mobilize the community. And you'll see going forward how closely these two factors are related.

I just want to review quickly our session objectives. This webinar is all about helping you understand why building and strengthening relationships with strategic partners is important, how to assess and cultivate community-level relationships, exploring the many ways relationships can be leveraged to build support, learning how to create, develop strategies for engaging young people and other community stakeholders and partners, and learning about some OAH tools that can support your communication–your community mobilization efforts.

First, a definition. So community mobilization, as you probably know, is a very broad concept. It's about generating both formal and informal support from a variety of individuals and organizational partners in the community. And it's about keeping those supporters and collaborators interested and engaged over time. In this webinar, we're going to be particularly focused on how community mobilization can directly support program sustainability.

I'll start it with a quick poll. So we all know that community mobilization is necessary to our work. It's up to us to build our programs and to sustain them over time, hopefully even after the federal funding is gone. However, that doesn't mean that it's easy. We work in many different kinds of communities and encounter many different kinds of stakeholders, some who already support our mission and others who do not.

So depending on the community you're in and your particular project, I'd like you to take a few seconds to think about what is your mindset toward community mobilization. Is it closer to mindset A, which sort of is fly under the radar. It's easiest and also safest. It doesn't excite opposition. So just fly under the radar.

Mindset B–this is a mindset that says minimal is enough. We'll do what we need to secure our partnerships and maybe a bit more. We're going to keep the inner circle informed, but that's all we really need.

And, finally, there's mindset C, which is the mindset that says pitch a really big tent, invite everyone in that you can. Energizing supporters of many kinds is truly a priority of this project.

So if you just want to type in which of the mindsets resonates with you most given your own project. Take a couple of seconds to do that. OK. Interesting, great. I'm glad to see so many of you are dedicated to going big. Because your mindset about community mobilization determines how successful you're going to be doing it, I want to spend a few minutes just looking at each of these mindsets.

Let's think about flying under the radar. As a capacity builder to OAH grantees and many other types of programs over the years, we know that this approach can make a lot of sense to some programs. They tell us that it does. And it makes sense particularly if you see not a lot of benefits to community mobilization but some risks.

I want to talk to you about sort of the downside to this approach. On the one hand, yes, you are playing it safe and you might not excite resistance, but the big downside is that if the community doesn't know you're there, then it's very possible that the issue you're working on– teen pregnancy prevention and supporting teen parents–doesn't even register with them. In fact, they may not know that it's an issue important enough that anybody in the community is even working on it.

An even bigger downside may be that the champions, the would-be champions, aren't close to your program and aren't invested in it. So if you hit a rough patch, they're not going to go to bat for you. And they also won't help you sustain your program once the immediate project is over.

Then mindset B, as we said, is where minimal is enough. You're reaching out mostly to the obvious partners. You see who raises their hand and you go from there. So in the end, you have your core partnerships, and you have your Youth Leadership Council and your Community Advisory Group, but most of the community is still missing.

And maybe you think that most of the community doesn't need to know or wouldn't care. It could be that the youth receiving your services don't come from the communities that they're currently in. Maybe you have programs in group homes or in juvenile facilities. So you just communicate primarily with professional staff at the state level or in those facilities, and that's about it. You'll talk on a regular basis and share challenges and successes of the work you're doing, but you pretty much stick to your need to know folks.

Again, though, if you don't make any larger effort to identify and recruit additional allies in the community, these projects can just end with a thud when the funding is over. No one sufficiently bought in and enthusiastic about the work or your outcomes to keep it going.

All right, let's go to mindset C. This is obviously more like it. This is sort of the ideal scenario, the gold standard. This kind of program carefully cultivates support by involving many kinds of partners all along the way. These partners will have diverse reasons for caring about your issue, but what they'll all have in common is that they'll all agree that it's important enough to want to contribute substantial time and effort to. These folks are going to educate their own circles about the project, which is going to expand your reach even further. And that's going to create all kinds of new opportunities for you in putting new partnerships and funding opportunities as your project nears its end.

Let's look at these 14 best practice strategies in community mobilization, partnerships, and coalition building. They were identified by researchers at Advocates for Youth, who study the mobilization practices used by successful programs. So all 14 of these strategies are important, but in this webinar we're going to primarily focus on the ones you see in green. So just to name them, those are engaging diverse organizations and individuals, ensuring authentic participation of partners, ensuring authentic and productive roles for youth, developing a shared vision, implementing mutually reinforcing strategies, and educating the community.

And soon we're going to show you how each of these strategies look in practice, because we're going to be diving deep into three case studies. But before we do that, we want to point out that while each of the 14 best practice strategies can look a little different in practice, they all do rely on one thing, and that's building and strengthening relationships. So I'd like you to take about just 5 to 10 seconds to answer this question. Just type in your chat box.

Your organization probably has a fair amount of experience with relationship building. That's why you've probably been in business for many, many years. So I'd like to ask everyone on the call to please share the one or two things that you think are the most important for your current program in building good productive relationships. What's worked for you?

SALINA TEWOLDE: Building good, productive relationships. Communication. [INAUDIBLE] as to what organizational needs and priorities are. Mutually reinforcing activities and open communication that is supportive. Mutually supportive relationships with key school administration staff.

Making sure the partnerships are beneficial for both partners. Attending community partner events to show our support for their programming as well as building trust. Strong relationships. Tapping into other's expertise. And using a collective impact approach.

MELANIE WILSON: Great. Those are great ideas. I love those. Let's move on, and we can do a quick overview. To recap, if you are just starting out, you begin building relationships by identifying potential allies and supporters. You might know likely supporters from other work you've done in the community. You might ask your board, staff, and others in your network to reach out to organizations you might not know very well.

For projects that require a strong community mobilization effort, as all of yours do, you'll take the broadest possible approach to identify potential partners. At the end of this presentation, I'll point out a link to a tool called the Ally Finder that can help you scan your community for supporters. And as you attract partners and supporters, you're going to use some of the same skills with them that you may with the young people in your programs. In fact, we heard some of these skills in the chat responses.

You do active listening. You're nonjudgmental. You allow trust to develop over time. You're reciprocal. You go to their events. They come to your events. It's not all just one way.

With your professional partners, you're going to agree up front on your joint goals and objectives. You're going to be clear about your roles and your timelines. You're going to set ground rules to hold each other accountable. And you're going to make sure that interesting and mundane tasks are fairly distributed. You don't want to always have the kind of meetings where one person is always leading the meeting and another person is always taking the minutes.

So we all know that productive relationships are built on mutual respect, trust, and shared goals. And we're going to talk more about some of that in a minute, but there's really more to it than that. What we all know–we've all probably–we've been in this field a long time, and most of us have probably on this call. We all know that agencies that work together in one sphere can be rivals for funding or attention in another sphere or on another project. So when we talk about authentically engaging partners in community mobilization, we mean that all partners

put aside their turf issues and work toward a single goal. In these relationships, each partner is giving up the notion that their own ideas or approaches have to prevail.

So with individual supporters and groups outside your professional sector–for instance, would you want to draw on support from the business community if you can? From the faith-based community? From educators, and policymakers, and media personalities? You're going to identify common areas of interest and look for where each side has leverage to move the issue forward.

And you might start with small tasks, but over time, as your relationship grows, you'll find many supporters will be willing to do more. They'll be willing to do quite a bit for you. So you're going to communicate with them often. You're going to share progress toward your project goals. And you always, always want to thank them.

Let's look at three programs that have been particularly successful at mobilizing community support. Those programs are Health Care Education and Training in Indiana, CAPSLO in California, and Youth Services of Tulsa in Oklahoma. So I just want to say up front that the programs we selected for these case studies primarily do TPP work, though two of them partner with pregnant and parenting teen programs as part of their overall efforts. So keep in mind that the mobilization strategies we're highlighting here are applicable to a really wide range of youth serving programs. So everyone on this call, no matter what kind of program you work in, can use these approaches.

We also want to point out that the programs we're highlighting here are all near the end of their 5-year project periods. So they're able to predict which parts of their programming they're actually going to be able to sustain once their grant is over. And they're also going to be able to say how they think their community mobilization efforts contributed to the sustainability. So that's one of the benefits of looking at programs that are so near the end of their funding.

So let's start with HCET. So the HCET project we're going to discuss is in Clinton County, Indiana. Although HCET works throughout the Midwest, this particular project is in this rural county in the central part of the state. And up until recently, teen pregnancy rates in Clinton county were high, and the county knew it was a problem. And the reason they knew is because some health indicators, like teen smoking rates, had improved over the years, but teen pregnancy rates hadn't, and community leaders were concerned about it.

Because they were concerned, that made it easier for HCET to establish a shared vision with partners about what the project needed to achieve. When active schools agreed to participate, the first thing partners did was call a large public meeting. So everyone was invited to this meeting–teens, and parents, and school nurses, and faith leaders, and the school board members of course, and the chamber of commerce. The group was extremely diverse. They represented many sectors of the community.

And a really important factor was that the school leadership gave all school staff, like including school nurses, permission to be completely open and honest about what they were seeing in their community and why the issue of teen pregnancy had been hard to address effectively. And this meeting is where something else really critical happened. HCET was taking the lead in the project, but they made clear that their expertise wasn't reproductive health. The community itself was the expert on what would ultimately work there as an intervention.

So HCET's message was, every one of us has something to offer, and we're going to figure out how we can work together. Shared decision making has really been central to this project. And you can see that in action by looking at how partners selected a pregnancy prevention curriculum. So HCET didn't come to the schools with a curriculum they'd already chosen and simply asked for it to be approved. They selected several potential curricula that they thought might work, and then asked community leaders to present the options to a program championed on the school board.

So the school ultimately chose the option that they thought would be effective and would work for their community. And they suggested adaptations, and HCET worked on getting those adaptations approved. So HCET was really willing to bend. And because the schools made the ultimate choice, they were invested in it working now. I want to point out, by the way, that the best practice strategies that HCET employed are highlighted in the blue bar at the bottom of the slide. And that will be the case throughout these case studies.

As we noted in the previous slide, HCET wasn't interested in trying to change anyone's mind about sex education. They sought the support of many different kinds of programs, even those that weren't involved in their issue directly. And they did this by letting programs know that they could contribute to the overall goal of teen health just primarily by doing whatever it is they do.

So it's important to remember that one of the keys to engaging diverse organizations is helping them see how their mission is linked to your mission. You're not necessarily asking partners to do anything radically new or different. You're just asking them to join with you in reinforcing each other's work.

Another best practice strategy in mobilization is to authentically engage young people. And it's interesting, because in the 14 best practice strategies, you hear the word authentic used over and over. And that's because there's a possibility that the engagement of young people or partners may not be authentic. So let's look what authenticity really looks like.

In this project, HCET's partners recruited youth in a number of ways. They recruited them from already existing student groups. The partners reached out to juvenile justice and alternative schools they worked with on previous projects. One partner even just randomly selected students through personal invitations to join the Youth Leadership Council. And that was how they began. But over time the process became sort of more intentional informal and youth began inviting other youth to apply.

And youths chose the projects they wanted to do, and some of the projects were very public. So on the slide you see youths on a float in a local parade, carrying placards comparing US teen pregnancy rates with rates from other countries. So, as you can see, this is really the opposite of flying under the radar, right?

But it's also interesting to note that, as they move through the project, then people also began taking on other issues concerning adolescent health. They recently participated in a, quote, "Kick Butts" campaign, where they were visibly flagging cigarette butts in a local park to call attention to the impact of smoking on health. And this kind of public campaigning has consistently gotten positive news coverage, and in the end it's ended up normalizing youth activism around health.

To stick with HCET for a moment, let's look at this bulletin board. It says in English, don't become grandparents before your child graduates. So Clinton county has a large Mexican-American community, and 10th-grade students receiving the TPP curriculum in Clinton county actually created this message, and it goes right to the heart of immigrant parents' ambitions for their children.

And so all programs should be identifying their various audiences and crafting messages for them in this way. And that's because you can't really reach people on an emotional level unless you've figured out what they really care about. And what they really care about is going to depend on who they are. So at the end of this presentation, we're going to provide a link to you to a tool called the Spitfire Smart Chart 3.0, and that's going to be extremely helpful to you in figuring out who your most important constituencies are and in figuring out what messages will be most powerful for them.

Note also one other thing about this billboard. You see the partnerships noted on the bottom right. You see Purdue University and several other local organizations. This kind of co-branding tells the community that TPP isn't a niche topic. It's important enough that a big and diverse coalition cares about it.

So let's look at what will be sustained from HCET's project. The project isn't over yet but it is in its last year, as we have said, so we can begin to see what it accomplished. Over the course of the project, pregnancy rates in Clinton county fell by about half. Since this wasn't a rigorous evaluation project, it's impossible to say how much was due to HCET's program. But it seems safe to say that at least some of that drop was certainly due to all the school and community-level work that they did.

What will be sustained? Number one, schools are going to continue offering the program. Since nurses and teachers, depending on the school, delivered the curricula, they've been trained and can just keep going. One of the high schools is actually folding the cost of the student TPP workbooks into their regular curriculum costs.

Number two, lots of potential partners who wouldn't sign on initially are now more interested in teen pregnancy prevention. And that's because–and I think this is often under-recognized– project success creates converts, and that creates sustainability. For instance, initially HCET was worried about a teacher in one of its schools who was rallying resistance to the program or was about to start rallying resistance. And he's become a champion now, and that was due to him seeing that the program was popular with students and effective in reducing teen pregnancy.

The same softening of opinion about TPP occurred at a countywide level. But the program was fully implemented in some middle and high schools in the county, but not in all. Some districts said no initially. But after they saw how it worked in other schools, some of the early resisters wanted to sign on, and others have gone from a hard no to a maybe. So that change in position opens a door for future programming, whether HCET is ultimately involved in new work in the county or not.

The program's Youth Leadership Council has taken on some of the functions of another youth advocacy education program, and it's going to be partly sustained under that program when the current project is over. A new Title 10 clinic came into the county, and this was due to long-term planning and collaborative grant writing between the partners, including HCET. So the new clinic is going to open this summer. And it's unlikely that this would have happened if this project hadn't come to the county first and demonstrated that there was local support for the issue and local need for these services.

And, finally, such success in driving down TPP rates means that HCET can get funded more easily to do a similar project elsewhere. So I think everyone would agree that these are really substantial ripple effects, and HCET created them by working hard to mobilize community support.

Now we're going to look at CAPSLO, which is the Community Action Program of San Luis Obispo. Unlike HCET, CAPSLO doesn't specialize in reproductive health. It has many, many poverty reduction and health programs. Still, it has done a really remarkable job of building a signature piece of programming that's all about mobilizing support through youth engagement and community education. And that's the Teen Monologues program, which is a theater program that engages young people as educators and messengers on teen health topics in the community.

Just a bit of history. The Teen Monologues began as a program in 2003, but at that time they were called the Teen Monologues, and they came out of CAPSLO's teen parenting program. The current OAH project enabled CAPSLO to build the Monologues out so it could supplement their core base TPP work. A few of you may have seen a Monologue. We're going to take a look at a couple of minutes of a video on the next slide.

But if you haven't, the Monologues typically include songs, and poems, and monologues that teens do, and scenes based on teens' own experiences. The teens do between five and seven performances a year in schools and community settings, and about 700 people a year see a

Monologue performance. After the performances, the teen performers conduct a Q&A session with the audience. And they've also recently begun asking the audience members to fill out surveys.

And, so far, the findings from the surveys have been positive. After watching the show, adults in the audience say they feel more motivated to talk to teens about healthy relationships, and parents say they feel more motivated to give teens the support they need. Though we're not spending much time in this webinar talking about process or outcome evaluations, remember that evaluation is what allows you to tell your community that what you're doing is making a difference. So, in that way, evaluation feeds sustainability.

So let's look at about 3 minutes of this Teen Monologue video. So what do you all think? What do you think this level of youth involvement would do in your community? Or if your program has already done something like this, has it helped generate support for your mission? Please take a few seconds and type in your chat box, just reactions to the video or your ideas about what this kind of program could do in your community.

SALINA TEWOLDE: So I'll read some of the responses. Someone said, this is very powerful for our community involvement. Someone else said, I think these types of videos definitely grab people's attention. This is so impactful for youth to share this message. It's so much stronger. It's a great effective video about what happens after the encounter, after emotions have subsided. And the last one, very powerful. A video like this could really connect with students.

MELANIE WILSON: Um-hm. Yes, I agree. And I'd like to make another point about this video, just about storytelling. So when it begins, we hear a lot of statistics. And because we're in the field, we've probably heard these kinds of statistics a lot, and so our eyes kind of glaze over. But, actually, so do the eyes of other folks in the community, because we're all being bombarded with numbers and statistics every day about a lot of things.

But when teens break away from the statistics, when they literally say, so why does all of this mean, and they start digging into their personal stories, our interest immediately picks up. And the same is going to be true for your supporters in your community. Statistics are fine and they're good. And, in fact, they're necessary, but it's personal stories that will move them.

How does CAPSLO the Monologues program? Again, it's existed since 2003 and has just been built out under this most recent OAH grant. Well, for one thing, they partner with local community theaters in two counties and the school drama departments, and that helps support the work and gets them in front of a larger audience.

They also seek additional funding for it, which is something you might be doing for your work. So, recently, CAPSLO got a small foundation grant to replicate the Monologues in another county, and they also got a grant from the Center for Care Innovations in Oakland to incorporate human-centered design thinking into the Teen Monologues process. As some of you may know, a human-centered design is like a creative framework that's really deeply

focused on creating products that respond to human needs. So in the slide, you see youth creating an affinity map as part of developing a monologue, and that's part of their human-centered design process.

It's worth pausing a second to think about why CAPSLO would be interested in tweaking a program that was already successful in this way. I mean, why bother incorporating HCD principles into the Monologues? And the answer is that it's allowed them to engage young people more deeply in the creative process.

For instance, they found that with the HCD process, youth are writing stories more quickly. They're piloting them more quickly. They're not as interested as before in trying to create the perfect script from start. They're able to be more honest and a little more vulnerable in their personal pieces. And, in fact, this year every participant performed their own personal story, which is a first for the project. And that happened as a result of the human-centered design work.

CAPSLO has always shared information about the Teen Monologue process with other programs that requested it. But under the current project, they're actually creating a written toolkit. It should be available this fall. So they're really serious about pushing the approach out into the world in a highly structured and intentional way so other organizations can use it well. They haven't decided whether the toolkit is going to be free or not. But if they do sell it, the proceeds will obviously advance program sustainability. They may also do a fee for a service TA related to the Monologues, and that would also generate income.

And as we've just seen, CAPSLO maintains its own YouTube channel featuring the Monologues. As we said, these monologues are done in person. They're theater pieces, but there is a YouTube channel featuring videos of those live performances, which is what we've just seen. Using this social platform has given CAPSLO another way to educate audiences far outside their local area about teen sexual health.

And, again, as with the previous agency, we can look at what is likely to be sustained from this project. So number one, the Monologues approach itself, which, thanks to this project, has been expanded, and improved, and is being manualized for use by other organizations. Number two, interestingly, the programs noted that young people who perform in the Monologues program come away with a deep interest in sexual health, and some even come back from college as health educators. So I think that's really interesting.

Third, the TPP program at CAPSLO has worked to embed TPP content into other health-related programs within the agency, for instance in their nutrition and exercise programs. They think of this as a kind of a blended model where pregnancy prevention is just one facet of health-related messaging that other CAPSLO programs are promoting. And, finally, the human-centered design work that CAPSLO is doing has its own sustainability ripples. For instance, CAPSLO has partnered with local clinics around making services more youth-friendly, and the changes in that system will go on into the future.

So let's look at our last case study. This one is about Youth Services of Tulsa, which is the lead partner in a coalition that includes the Tulsa Campaign to Prevent Teen Pregnancy and the Tulsa Public Schools' Strong Tomorrows teen parenting program. And this is a really big project. Their services reach more than 4,000 students per year in schools and community settings and clinics.

And what's really interesting about the Tulsa project is that they started out with just a few partners, I think three partners, and they now have over 20. And that's because they relentlessly communicated their mission to every organization that could possibly be interested in it. They have a strong communications program, and we're going to talk about that in just a minute. But they also made a decision early on that impacted their ability to cast the widest possible net. They decided to merge their community action group or advisory group with the coalition itself, creating kind of a super group of partners and supporters that could share contacts and information and outreach strategies.

So now the coalition includes the Muscogee Creek Nation, the Tulsa Health Department, faith-based organizations, doctors, nurses, even a transportation organization. You remember early on, we pointed out that you should look for support in usual places but also unusual places? So Modus is a nonprofit transportation organization in the area, and it helps young people get to appointments and social services. And it's a partner in this coalition as well. And you can imagine how helpful that kind of service would be.

Also made this partnership grow was a mutual acknowledgment of the sheer size of the problem. Oklahoma's teen pregnancy rate is among the very highest in the country, and the Tulsa school system works with about 3,000 pregnant and parenting teens every year. So that's a lot. And so it was easy for people to agree that teens should wait until adulthood to start families. There aren't a lot of folks in the state who would really disagree with that.

So just like HCET Indiana did, project partners were able to establish a shared vision among partners around reducing teen pregnancy that most sectors of the community could buy into. And on this slide you see the coalition members after the project's big Battle of the Bands event last May. They look pretty excited.

But like the two other agencies we've looked at, these services and its partners pull in diverse supporters and keep them engaged over time. The coalition has monthly meetings, that the public is invited to. The meeting information and minutes are posted on the internet. They're easy to find. Note that this kind of formal communications structure in a collaboration is another best practice strategy in community mobilization.

You also get a sense of just how grassroots the coalition's educational efforts have been. Partners, again, because there are so many partners, they can host documentaries. They host public discussions. They invite one another to cross-trainings. They table at each other's events and at all kinds of community events, including cultural events, like the Tulsa Art Crawl for instance.

Partners have tables at parent preview night at school, and back-to-school nights, and community health fairs. Again, there's no flying under the radar in this project. The level of visibility has been really helpful to them. They say it's the only way many people in the community ever learn how big a problem teen pregnancy is in Oklahoma, or that there's any concerted effort to do anything about it.

As you can see by the information tables in the slide, the coalition is really intentional about communicating its vision and goals to the community. Partners have developed shared performance measures for communication and dissemination. And they've also shared their project branding and hashtags with other TPP programs around the state. They've even produced materials for Title 10 clinics.

Since the coalition members specialize in different things and have different audiences, communicating in a consistent way across many types of audiences, many types of platforms, lets the coalition as a whole reach a really huge number of people. So, again, we see the mutual reinforcement strategy at work. Many partners, each doing what they do but in a way that's very intentionally supportive of the broader effort.

So as I mentioned a moment ago, the Youth Leadership Council recently organized a Battle of the Bands and Poetry Slam concert in one of the parks in Tulsa. 14 coalition partners tabled at this event, and hundreds of people came. So note the branding that's going out to the community on the plastic bag you see the young lady holding on the left.

And just as a side note, this particular park hosts a lot of performances but it's never had teens performing. And this event was so successful that teens have been invited back next year. So that's another ripple effect of this project. It's helping change community attitudes about youth in a way that puts youth more at the center of the community than on the fringes. And when you start doing things that really help change and nudge a community's climate toward more youth friendliness, you're creating the kind of community that can produce really wonderful outcomes for youth.

Finally, having youth front and center in the way you see on these slides has really had a big impact even on the Community Advisory Group itself. Coalition members say that the CAG really gets energized and mobilized when they're personally interacting with young people. That's when they are most excited and ready to advance the mission of their project.

So what will be sustained? First, the coalition does intend to maintain both the Youth Leadership Council and the Community Advisory Group. They're going to seek funding to do that. Though we haven't really talked about it much today, creating a national fundraising strategy is, not surprisingly, another best practice in community mobilization.

Another thing that's going to be sustained is the cross-partner and cross-sector capacity building that's taking place in the project. They're the new thinking and new skills introduced

into all kinds of systems in the community that will create changes that move those systems forward, and with luck those changes can be permanent.

Another thing that will be sustained is relationships and the possibilities that come with so many relationships. The Youth Services of Tulsa and their partners know that no one agency could possibly carry on this work alone. The project has been too big. But 20 agencies together can all take pieces of it. And organizations that didn't know each other 4 years ago know each other now. So you can imagine all the configurations that new projects could take.

And, finally, this project has experienced success. The county that Tulsa is saw a 19% drop in teen pregnancy in 2017. Again, we don't know how much of this was due to the project–this wasn't a rigorous evaluation–but we can assume that some of it was certainly due to the project. And success bolsters the argument that their program has worked and should continue. It's going to be impressive to future funders they approach.

We have done fairly deep dives into three programs and how they've mobilized the communities that they work in. So what resonates with you or intrigues you about what they did? And do you see your own efforts described here, or other efforts not described here? Please take 10 to 15 seconds and type in your chat box.

SALINA TEWOLDE: Janet says, authentic youth leadership and involvement in the programs are really impressive. Someone else said, I really love the Tulsa's campaign, Battle of the Bands, and really letting the teens take ownership of that event and creating something unique and exciting to their age group. Another one said, activating youth voice. The collaboration is impressive. How important it is to not fly under the radar. Absolutely. What an impact they are making among youth with their collaborative efforts.

The creativity and communication strategies that were utilized are impressive. It has given me ideas about how my program can communicate with partners and potential funders. And the last one, it's great how you got organizations involved, even just buying up small pieces of an overall work plan on sustainability.

MELANIE WILSON: Great. Yes, these were really three very impressive programs, I think. But I'm sure many of you are also doing some of this work and maybe additional work that would be very interesting to know about. So we encourage you, after this webinar is over, to share any practices you're doing that you think others should know about. My contact information will be at the end of the webinar, so definitely let us know what you're doing.

So we just want to wrap up by saying that the way to keep your partnerships and your collaborations on track is to periodically check on their health. And this is a tool that can help you do that. You can see that it addresses a number of attributes, such as communications and power sharing, that are important to effective community mobilization. You will find a link to this at the end of the webinar as well. So we've covered a lot of ground in this webinar. Are there any questions or comments?

SALINA TEWOLDE: We'll give it a minute or so to let people type out their questions. OK, I think we can move on to the next slide if there are no more questions.

MELANIE WILSON: OK. So before we end, I just want to pause to encourage you to really take a look at these resources. All of them, I think, will be helpful to you. Just to note again, the TPP Ally Finder might sound like it's specific to TPP programs, but it would work just as easily for PAF grantees trying to find support for pregnant and parenting issues in their community. Does anyone want to share any additional resources? If you do, please type in your chat box. And you can also send them to me via email if you prefer that.

SALINA TEWOLDE: Thank you, Melanie. Thank you so much for that informative and engaging presentation. Here's Melanie Wilson's contact information. Thank you all for attending today's call. Before you go, we would appreciate it if you could access the link to the feedback survey in the chat box. You will also receive a follow-up email with the survey link and links to the TA resources from today's call.

Here are some more ways to connect with us. Through the OPA websites, through opa@hhs.gov, and on Twitter. Thank you again for your time. And, with that, I want to thank everyone for attending. Have a great rest of your day.