

STRATEGY: Goal 1 (Strategies 1, 2 & 3)

Below are responses from a brainstorming and discussion activity that this respective strategy group detailed at the last SHIP Coalition Event in March, 2015. Using them as a reference, provide new responses to each updated (bold) question that follows in the space below (use the backside if needed).

Then: Ways that coalition members can support the implementation of this strategy's objectives:

Now: Looking back, what road blocks or barriers did your group encounter in achieving the above strategies? (Those new to the group: are these barriers different than what you would have anticipated?)

- Engagement of partners, be more inclusive, identifying ways of working together
- Identifying leadership team for SHIP (who is on the subcommittee?) and how others can get involved and participate
- Identifying prospects to engage such as health care, insurance, corporations...

Then: What challenges exist specific to the implementation of this strategy's objectives:

Now: Looking back, what "detours" or strategies did your group take to overcome these challenges? (Those new to the group: Can you suggest any new strategies to address these challenges?)

- Effective communication
- (Did not get to others)

Then: Ways the above challenges can be addressed or overcome:

From THEN Until NOW: What are the lessons learned that can support development of more efficient road maps for planning and implementation in the future? (Those new to the group: Can your own professional experience shine a light on additional means of resources and support?)

- Learned a lot about how social media can be leveraged for this goal, as well as the best practices when utilizing it for health initiatives
- ^^ The learning curve was a necessary step, and now that we have that experience under our belt, we can focus on more efficient ways to integrate and collaborate
- There was discussion on how our initiatives could be aligned with what is currently going on throughout the state, but will be having more detailed follow-up discussions with these new connections (i.e., SIM, PITCH)