

**STRATEGY:** Goal 1, Strategy 1: Maximize and Develop Resources

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:*

- Increase Gov. council's involvement
- Reach out to SIM Health Neighborhood communities to support the work
- Support to the Gov. Council to launch → coordinate

**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?)**

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

- Establishing a mechanism to receive and disburse funding
- Identifying private sector businesses
- Getting marketing/communication materials supported

**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?)**

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

- Coordination/ collaboration
- Developing marketing material

**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?)**

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**STRATEGY:** Goal 1, Strategy 2: Build Support for Change

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:*

- Use SHIP coalition as a mechanism for reporting out SHIP activities and other coalitions
- Town Hall(s) within each county so that [public] may be informed of activities
- Clear understanding of mission/vision/goals of other coalition and create a mechanism for reporting back and help support alignment- not happy at micro level

**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?)**

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

- Competing messages- need a communication strategy (i.e., how does SHIP connect to SIM)
- Resources (obviously)
- How often are "back-bones" of each strategy coming together (i.e., the different decisions made @ each meeting- how does it come together?)
- No Consistency

**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?)**

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

- DPHI will coordinate forums/ doing the interviews/synthesizing the information
- Identify what each coalition is doing to determine needs and recognize how to support their work

**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?)**

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**STRATEGY:** \_\_\_\_\_ Goal 1, Strategy 3: Optimize Alignment and Coordination of Efforts \_\_\_\_\_

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:*

- *Keep each other informed*
- *Work on established roles*
- *Increase alignment with other initiatives and program goals*

**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?)**

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

- *Location/Distance*
- *How often the strategy group/coalition meets*
- *Balancing face to face vs. electronic resources*
- *Getting marketing/communication materials supported*

**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?)**

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

- *Manage times for coalition meetings*
- *Have one champion from each work group to ensure accountability and consistency*

**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?)**

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