

Working with Others

There are many groups available and willing to partner with your board of health to improve the health of the community. Each group brings something different and beneficial to the partnership. Ensuring your partnership has widespread representation will help promote and improve the health and wellness of your community.

Working with other organizations is a cost-effective way to enhance the credibility and reach of a board of health's messages. Many public health institutions seek out partner organizations to reach specific audiences.

Benefits to forming a partnership include:

- * Gaining support from an entire group.
- * Bringing credibility to a message, because the partner is a trusted source of information.
- * Expanding the partnership's resources, new ideas and contracts.

Things to consider when involving partners:

- * Choose credible organizations that have a voice in the community, who bring needed resources and are focused on similar efforts.
- * Consider the roles for each organization.
- * Involve representatives early in the process.
- * Develop a method for communication and feedback.
- * Provide moral support and show appreciation.
- * Report accomplishments to maintain momentum.

Keeping in touch with partners:

- * Periodically call to find out how each partner's work is progressing. Offer to help when appropriate and congratulate them on accomplishments.
- * Involve partners whenever possible.
- * Give partners updates on board of health progress and partnerships.
- * Give partners credit within board of health communication.
- * Share materials and information.
- * Explore future collaboration opportunities.
- * Institute a newsletter featuring updates and showcasing groups that have special events.