

Developing Successful Strategies



COMMUNITY TOOL BOX

ctb.ku.edu

communityhealth.ku.edu

What is a strategy?

A strategy is *how* you are going to get things done.



COMMUNITY TOOL BOX

ctb.ku.edu

communityhealth.ku.edu

Why develop strategies?

- Take advantage of resources and opportunities.
- Respond effectively to resistance and barriers.
- More efficient use of time, energy, and resources.



How to develop strategies

- Organize a brainstorming meeting.
- Review the targets and agents of change.
- Review your vision, mission, and objectives.
- Work together to brainstorm the best strategies for your initiative.



Some broad strategies

- Prevention: reducing risks (increasing protection) for all.
- Early (and more intensive) intervention with those at higher risk.
- Collaborative partnerships involving all relevant parts of the community.
- Community development: building capacities for community (systems) change and improvement.



Some more specific strategies

- Enhancing experience and competence information, skill building educational opportunities.
- Enhancing resources and opportunities social support, caring relationships economic opportunities, life options.
- Modifying barriers and access poverty, discrimination, physical barriers access to opportunities.
- Changing the broader system policies, laws culture.



Criteria for developing strategies

- *Strategies should:*
 - Give overall direction.
 - Fit resources and opportunities.
 - Minimize resistance and barriers.
 - Reach those affected.
 - Advance the mission.



Summary of types of strategies

- Prevention.
- Early/intensive intervention.
- Enhancing experience and competence.
- Enhancing resources and opportunities.
- Modifying barriers/access.
- Changing broader system.



Developing strategies: How to's

- Set overall direction: the "how".
- Examples: prevention, early/intensive intervention, experience and competence , resources and opportunities, barriers/access, broader system.
- Record, review (based on criteria), and revise.



Practice exercise: Creating strategies for your group

- Prepare strategies for your group.
- Report them to the group.
- Consider whether they meet the criteria.
- Revise based on feedback.

