



Establishing a Primary Prevention Coalition

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Presentation Goals

- Define Primary Prevention
- Discuss the function and benefits of creating a Primary Prevention Coalition
- Understand the steps that can be used to create a Primary Prevention Coalition
- Learn about the successes and challenges that Toiyabe has had with our Primary Prevention Coalition

Toiyabe Service Area

11,435 square miles (larger than Massachusetts!)

Mono County →

Bridgeport Indian Colony
Mono Lake Kutzadika'a Tribe
Utu Utu Gwaitu Paiute Tribe
Antelope Valley Indian Community of Coleville Paiutes



← Inyo County

Bishop Paiute Tribe
Timbisha Shoshone Tribe
Fort Independence Indian Reservation
Lone Pine Paiute-Shoshone Reservation
Big Pine Paiute Shoshone Tribe of the Owens Valley





Bishop, CA



Bridgeport, CA



Death Valley, CA



TOIYABE
INDIAN HEALTH PROJECT



Coleville, CA

Toiyabe Services:

- Medical
- Public Health/Community Health Workers
- Dietetic Services
- Optical
- Dental
- Diabetic Case Management + Healthy Heart
- Mental Health/Counseling
- Dialysis
- Title IV Elders
- Community Wellness (**Primary Prevention!!**)



Lone Pine, CA



Bishop, CA

Three Levels of Prevention

- Primary Prevention efforts protect healthy people from injuries and prevent disease (both acute and chronic).
- Secondary Prevention efforts find and treat disease, as early as possible.
- Tertiary Prevention efforts manage chronic disease and mitigate/reduce the effects of complicated cases.

What could primary prevention efforts look like?

- Access to healthy, affordable food
- Community infrastructure that encourages physical activity
- Policies that reduce exposure to second-hand commercial tobacco smoke

Access to healthy, affordable food

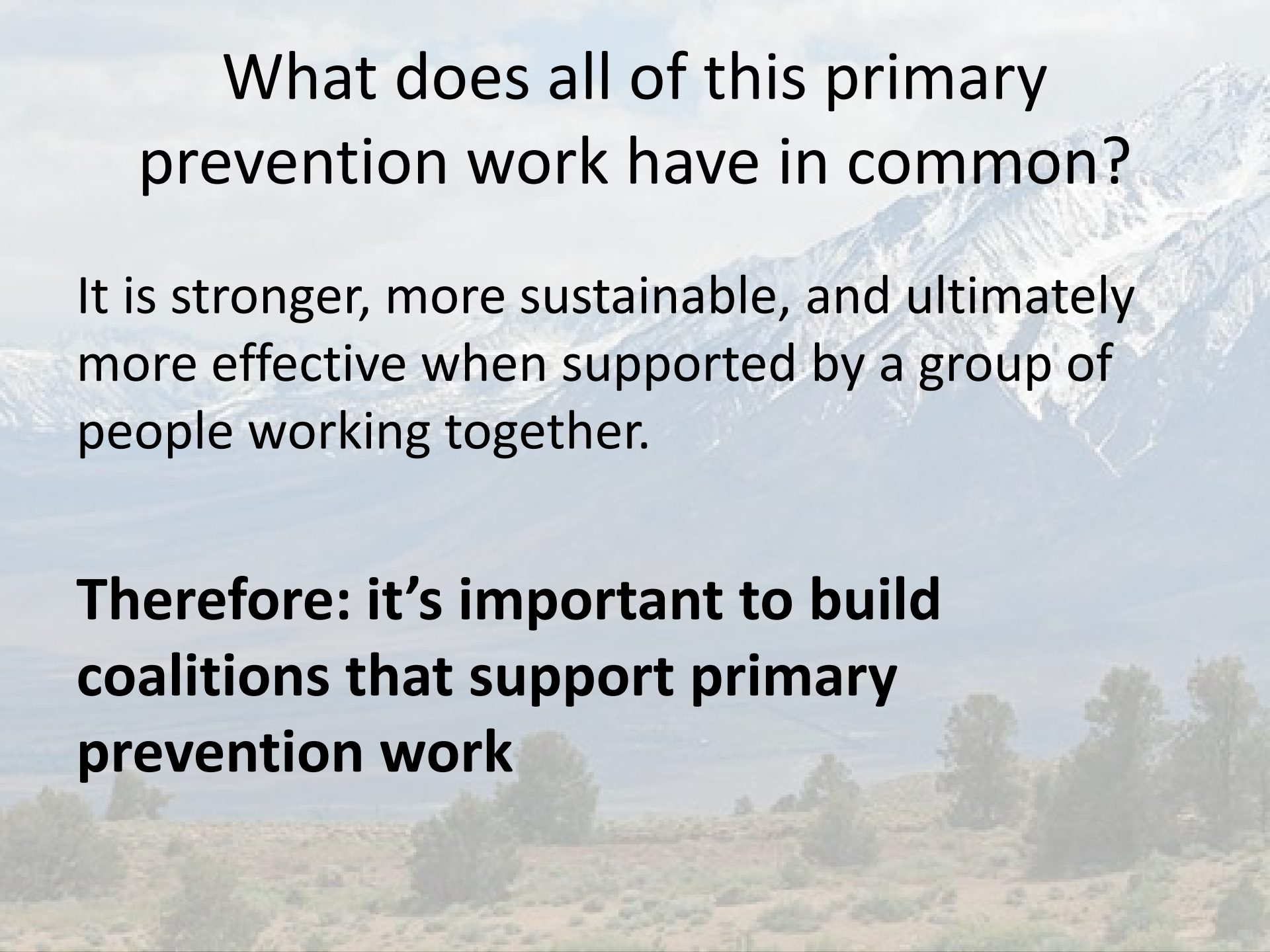
- Community gardens
- Farmers' markets
- Scheduled trips to local farms and orchards
- Organizations/businesses that adopt healthy food policies
- Payment coordination with WIC, SNAP, and food retailers

Community infrastructure that encourages physical activity

- Indoor wellness centers
- Well-supported parks (with outdoor exercise equipment and youth active-play equipment)
- Bike paths/walking paths/complete streets
- Community bike share programs

Policies that reduce exposure to second-hand commercial tobacco smoke

- Smoke-free parks
- Smoke-free multiunit housing
- Smoke-free work environments (including casinos)



What does all of this primary prevention work have in common?

It is stronger, more sustainable, and ultimately more effective when supported by a group of people working together.

Therefore: it's important to build coalitions that support primary prevention work

Benefits of a Primary Prevention Coalition

- Promotes long-term sustainability
- More community engagement
- Can provide economic opportunities/benefits
- Provides access to shared resources and materials
- Reduces reliance on one single group and/or funding source
- Prevents “bottlenecking” and project stalling if key members leave a group
- Easier to share success stories

Primary Prevention Coalition at Three Levels

- Leadership Team Members
- Partnership Coalition Members
- Single Project Partners

“Leadership Team” Members

- Core group of ~10 “Community Champions”
- A mix of Tribal leadership, community members, and professional colleagues
- Meet regularly to provide budget and project guidance
- Engaged in training and travel opportunities
- **EXAMPLES:** County Public Health Officer, School Superintendent, Tribal Council Members, Elders

“Partnership Coalition” Members

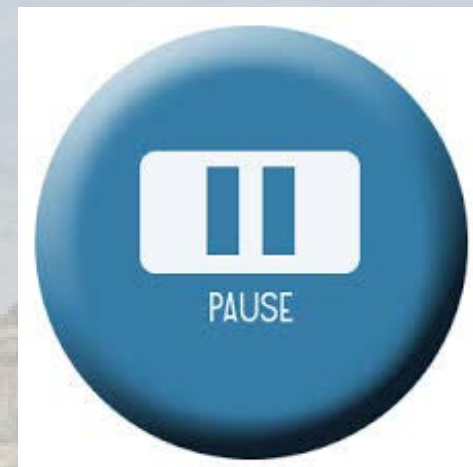
- Larger (20-30 people) group of colleagues and community members
- Big-picture goals align with ours, making long-term collaboration practical and strategic
- Meetings can be regular or as needed
- Periodic large workshops focus on capacity building, communication, and action planning
- The more diversity in fields/sectors, the better
- **EXAMPLES:** Master Gardener and 4-H Programs, School District, City Parks Department, Tribal Environmental Management Officers, Tribal Wellness Centers, key staff from your own organization

“Single Project” Partners

- Partners whose short-term work on a particular issue/project aligns with ours
- Don't have to be local (can be regional or national)
- Helpful to have specific goals and action plan
- Can be non-traditional partners
- **EXAMPLES:** a bike store offering a short-term discount, a traveling volunteer group helping to construct a greenhouse, a 1-time donation of technical skills to get a project up and running



Let's Pause for Just a Minute:
Any Questions So Far??



Tips for Building a Coalition and Inviting New Partners

- Know your own goals and objectives before starting outreach
- Look for overlap in work missions and mutually beneficial projects
- Brainstorm with staff about potential partners – those you know and those you don't
- Determine best initial contact method
- Recognize that good primary prevention can go by different names (county road repair = safe routes to schools)

Tips for Building a Coalition and Inviting New Partners, Cont'd

- Ensure that members have clout in the community and will publically claim their group membership
- Train partners with sustainability in mind
- Always be on the look-out for competent and compatible talent
- You need strong partners at all 3 levels, so don't get discouraged with "casual" or 1-time partners
- Don't reinvent the wheel – join existing groups

A scenic landscape featuring a range of mountains with significant snow cover. The foreground shows a valley with sparse vegetation and scattered trees. The sky is filled with soft, white clouds. The overall scene is bright and clear.

EXAMPLES

Leadership Team



- Meet once per month (at noon with lunch provided) to accommodate work schedules
- Members participate in CDC, CRIHB, and IHS meetings and workshops
- Mix of political, community, and professional members (Tribal Council members, Public Health Officer, Tribal elders, Superintendent of Schools)
- Serve as public figureheads for our work (Grand Openings, newspaper articles, etc.)

Partnership Coalition: Team Inyo for Healthy Kids

- Meets every other month
- Allows us to participate in large Team Inyo events but also gives us an “in” to work with other members in specialized ways
- Major Projects
 - Bishop City Park outdoor exercise center
 - Annual 4-H/Toiyabe healthy youth cooking class
 - County-wide bike path coordination



Partnership Coalition: Big Pine Wellness Center

- State-of-the-art Tribal Wellness Center
- 1st community bike program in the county
- Mechanism for Economic Development
- Our seed money allows the Center to sustain classes, programs, child care, career development, and staff employment



1-Time Partner: Indigenous Farming Project



- Community Wellness Program purchased a greenhouse and Bishop Tribal TANF agreed to utilize and maintain it (via an MOU)
- No funding for greenhouse construction costs
- Volunteer group from Oakland, CA offered to help and spent a weekend assisting local volunteers



Challenges

- Tone down expectations: some groups can generate new/creative ideas, others just react to what is set before them
- Coalitions can get large and unwieldy; divide into subcommittees if necessary
- Hard to transfer group leadership (even if delegation has been strong)
- High turn-over makes it more difficult to sustain relationships
- In small, rural communities who you work with can be divisive (either a plus or minus)

Successes

- Several projects and programs now generate revenue in a way that is self sustaining
- We have a reputation of getting things done – partners know that working with us will produce results
- Even with grant funding ending, our partners are in a place to continue and expand our current work
- Not all projects require funding – MOUs, events, and sharing resources don't necessarily cost anything



Thank you!!

Questions?? Comments??

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