



**Tobacco Control
Training Project**

Building capacity to change policies & social norms.



**Cicatelli
Associates**
incorporated


A non-profit educational organization



**Bringing Partners to the Table
Part 2**


Presented by
**Gricel Arredondo
&
Michelle Gerka**





Program Goal

To strengthen the capacity of funded partners to engage external partners in collaborative short-term planning and action to change tobacco-related policies & social norms





Training Objectives

After the training, participants will be able to:

- ◆ Describe the benefits of using short-term action groups to achieve goals
- ◆ Identify 3 behaviors that impact group dynamics
- ◆ Name 5 group facilitation skills
- ◆ Demonstrate core facilitation skills for working with action groups





Icebreaker: How does it all fit?

- ◆ Obtain a puzzle piece
- ◆ Locate other matching pieces to complete the puzzle
- ◆ In your puzzle group, discuss:
 - What is the significance of each puzzle piece?
 - How do all the pieces work to assist you in meeting your TCTP program goals?





What are Short Term Partnerships?

- ◆ Specific
- ◆ Measurable
- ◆ Time-phased
- ◆ Planned out
- ◆ SHORT TERM EFFORT to achieve SHORT TERM GOALS
- ◆ Concrete with a beginning, middle and end





What is the Goal?

- To get appropriate short term partners to collaborate with you towards a particular outcome.

Includes:

- Shared Action Planning
- Taking Action
- Having Outcomes





Making it Happen.....





TCP Targets and Objectives

- ◆ Review the TCP targets on your own.
- ◆ Narrow your scope
- ◆ Make your objectives small & manageable
- ◆ Make it within a short time frame (4-6 months).





Narrow your Scope

- ◆ Are you focusing on school districts or one building?
- ◆ Are you focusing on parent groups or municipalities?
- ◆ Are you focusing on neighborhoods or apartment complexes?
- ◆ Are you focusing on the whole hospital or individual departments?





Make realistic objectives

Make your objectives small and manageable:

- ◆ In the next 4 months:
 - Present at the local PTA to gain support for resolutions in support of R-rating for movies where smoking is present
 - Obtain agreement from ABC homeowners association to for smoke-free apartments
 - Develop a tobacco-free policy with XYZ school health committee
 - Meet with key stakeholders at 2 health clinics to incorporate tobacco-free screening & treatment into their sites





How do you select Short-Term Partners?

- ◆ Identify 3-5 people who could commit to making your objective happen
- ◆ Qualities of Short Term partners include:
 - ◆ Caring
 - ◆ Involved
 - ◆ Action Oriented
 - ◆ Dependable





“Going It ” With Others

Engagement

- ◆ Creating common ground
- ◆ Getting them to want to work with me

1. Using Data to Influence
2. Partner Centered (client-centered)





“Going It ” With Others

Ownership

- ◆ Getting them to plan with me
- ◆ Getting them to act with me to achieve outcomes

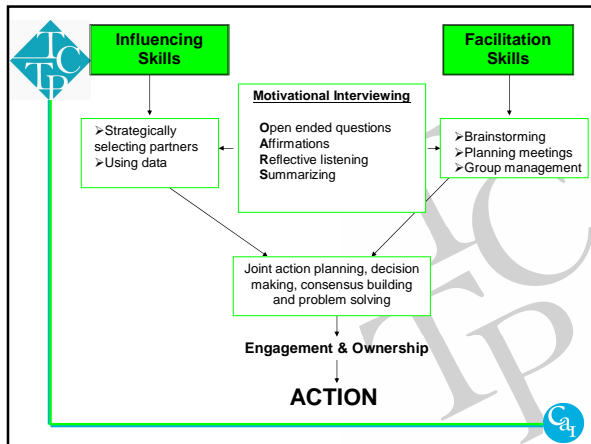




Facilitating Ownership

- ◆ Facilitating Ownership is about creating a sense of ownership while still presenting yourself as a person of action and expertise.
- ◆ It requires sharing of leadership, planning, decision making and implementation of action.





Group Dynamics

- ◆ In most interactions, groups deal with *content* and *process*
 - *Content*: subject matter or task
 - *Process* (aka dynamics): what is happening with group members
- ◆ Increased sensitivity and awareness of group dynamics can help one manage the group more effectively

Activity

- ◆ For your specific dynamic, please discuss the following:
 - Give examples of particular behaviors that can impact group functioning.
 - As a facilitator, what do you need to be aware of and think about to ensure your group is working smoothly?



Group Dynamics (cont.)

- ◆ Participation
 - Verbal vs. silent members
- ◆ Influence
 - Who do other members look up to or follow?
 - Are there any rivalries?
- ◆ Styles of Influence
 - Autocratic
 - Peacemaker
 - Laissez-faire
 - Democratic





Group Dynamics (cont.)

- ◆ Decision-making procedures
 - How are choices made to either stay on task or move forward
 - How to deal with dissenting opinions
- ◆ Task functions
 - Who are your leaders? (taskmaster, summarizer, planner, etc.)
- ◆ Maintenance functions
 - Maintain morale
 - Help ensure effective teamwork





Group Dynamics (cont.)

- ◆ Group atmosphere
 - "Aura"
- ◆ Membership
 - Any sub-groups or outsiders?
 - Who is invited to the group?
- ◆ Feelings
 - Nonverbal communication
- ◆ Norms
 - What are ground rules/ standards for behavior?



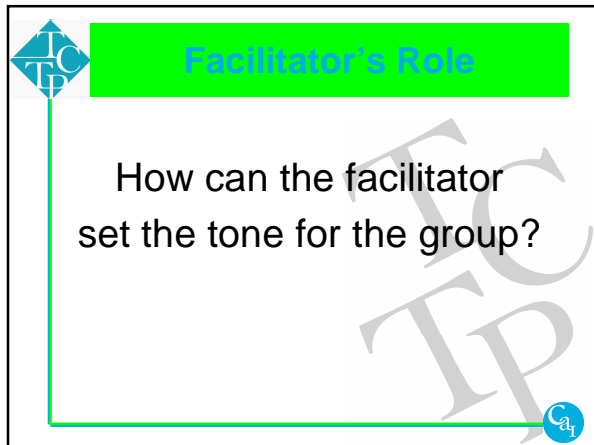


TC TP

Facilitation Skills

TC TP

©



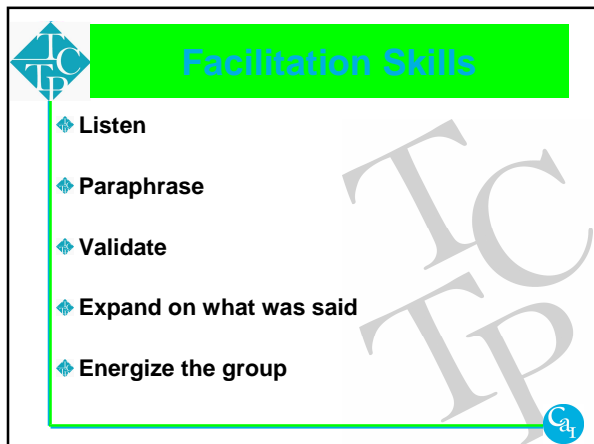
TC TP

Facilitator's Role

How can the facilitator set the tone for the group?

TC TP

©



TC TP

Facilitation Skills

- ◆ Listen
- ◆ Paraphrase
- ◆ Validate
- ◆ Expand on what was said
- ◆ Energize the group

TC TP

©



Facilitation Skills

- ◆ Gently disagree
- ◆ Mediate differences
- ◆ Link
- ◆ Summarize
- ◆ Change how you obtain input





Facilitation Skills Practice

Topics

1. Developing a marketing strategy for a new toy business
2. Improving customer service at a local coffee shop
3. Organizing a fundraising dinner
4. Developing a vacation resort brochure
5. Organizing a food drive





Shared Action Planning

1. Greetings and Introduction
2. Review Objectives and Agenda
3. State that you have an idea to reach the objective but you want to hear the group's first
4. Brainstorm ideas from the group (include yours if appropriate)
5. Choose one action from the list
6. Discuss how to make it happen
7. Identify roles and assign tasks





Fishbowl Observation

Shared Action Planning





Activity

Shared Action Planning

- ◆ What were some facilitation skills you observed?
- ◆ How did the facilitator ensure that there was shared action planning?
- ◆ How might this model be successful in your short-term action groups?
- ◆ What are some challenges to implementing this in your short-term action groups?





Problem Solving

1. Define Goal
2. Define "Problem"
3. List concerns, issues, and barriers
4. Select 1-2 concerns
5. Brainstorm actions to alleviate the barrier
6. Select 1-2 actions to try
7. Check for barriers, issues, concerns
8. If any barriers, brainstorm actions to alleviate the barrier
9. Select action and try it out





Fishbowl Observation

Problem Solving





Activity

Problem Solving

- ◆ What facilitation skills did you observe?
- ◆ How might this model be successful in your short-term action groups?
- ◆ What are some challenges to implementing this in your short-term action groups?





Additional Group Tips

- ◆ Consensus Building
- ◆ Conflict Management
- ◆ Dealing with difficult behaviors