

Creating School-Community Connections

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Connecting *Partnerships*

“A relationship between individuals or groups that is characterized by mutual cooperation and responsibility, as for the achievement of a specified goal.”

The American Heritage® Dictionary of the English Language, Fourth Edition, 2006; accessed at www.dictionary.com

Why form community partnerships?

- Expand the reach and impact of the your message
- Communicate through multiple avenues
- Improve sustainability
- Recognition as the nutrition expert
- There is power in numbers! More voices = more opportunity to hear the message

Partnership Development Checklist

- ✓ Choose your partners carefully.
- ✓ Invest time in researching your partners' needs.
- ✓ Approach partnership development from the point-of-view of your potential partner.
- ✓ Identify the common ground between you.
- ✓ Talk about your strengths in language your potential partner will understand.
- ✓ Be brave and make the pitch!
- ✓ Be flexible and willing to adapt to change.
- ✓ Once they are a partner, treat them like family.

Adopted from <http://www.artsandlibraries.org.uk/creatingpartnerships/guidelines.html>

Other Considerations

- Are FSNE-eligible families part of your partner's target audience?
- Remember the value of your unique contribution to the partnership equation when preparing your case.
- Use local and national evidence for the need and value of your work.

Adopted from <http://www.artsandlibraries.org.uk/creatingpartnerships/guidelines.html>

Other Considerations

- Partnerships are built on patience, tolerance and flexibility, so be prepared to adapt and change.
- Partnerships take time and understanding to develop, so don't wait until the last minute. Plan for the long term and invest early in potential partners.

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Hawthorne Community Partners

- Schnierow Dental
- Hawthorne Community Television
- Albertson's grocery store
- LA County DPSS
- LA County Library
- Daughters of Charity Health Services
- Little Company of Mary Mobile Health Services
- Dairy Council of CA, American Cancer Society

Case Study #1: Schnierow Dental

- Local Dental office
- Invited them to Nutrition Night in 2003
- Has come to all events since then, many others, financial sponsor of 5K
- They provide tooth brushes, drawing prizes for special events; free, high-tech dental screening to students at each school; Dr. Schnierow provides in-service education to health clerks
- They employ community outreach staff to cover events
- We provide a venue for them to reach the public

Case Study #2: HCTV

- HCTV is the local cable access news station
- Our SOW calls for creation of PSAs – we approached them
- They need accurate health/nutrition information for the public, reusable PSAs for off air time
- 20 PSAs developed since 2004
- They provide camera crew, editing, production
- We provide script, actors, nutrition expertise for PSAs and other stories