Sustainability: 
There’s No Time Like the Present

ATCC Grantee Meeting
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Jac A. Charlier, M.P.A.
Director, Consulting and Training
Center for Health and Justice
Chicago, IL
Jcharlier@tasc-il.org
312-573-8302

Maureen McDonnell, M.A.
Director, Health Care Policy
312-573-8322

Mmcdonnell@tasc-il.org
Be, Know, Do

- Start early with **KNOWing** what is needed for sustainability
- Move early to **DOing** things that promote sustainability
- Repeat the work of **BEing** sustainable
"Day 2"

- The time when a program incorporates an external, future focus into daily activities

- Establish sustainability early in a program’s DNA before day-to-day operations monopolize the agenda
Sustainability: Two Interlocking Pieces

- Conceptual (HEARTS) sustainability about perceived value
- Practical (MINDS) sustainability about quantifiable value
- Must build both over the long run
- Consider the time element to develop and deploy both
WHAT’S IT ALL ABOUT?

- Shaping the future
- “Land of ideas”

- Achieving the future by doing realistic, manageable activities now…
- …with the purpose to make your vision and mission still relevant in the future
**REPEATING ACTIVITIES (BE)**

- **Know** what the heart -perceived value- wants
- See *(Know)* where you want to be
- **Know** how far you need to go
- Check-In *(Do)*
- Create *(Do)* your engagement mechanisms
KNOW What the Heart Wants

WHY DO YOU EXIST? WHAT IS YOUR PURPOSE?

- What events took place (are still taking place) that created the initial sense of purpose and/or sense of urgency?

- What is the need/problem/gap that created the program?

- What is/was the starting vision?

- Who were the initial supporters, champions and creators?
See (KNOW) Where You Want to Be

LOOKING THROUGH YOUR SUSTAINABILITY TELESCOPE

- Know what you want to sustain
- Environment
- Context
- Culture
KNOW How Far You Need to Go

SUSTAINABILITY PROGRESS “RULE OF THUMB”

- Achieve this % of your sustainability plan every year:
  
  \[
  \frac{1}{\text{Total years of established funding} - 1 \text{ year}}
  \]

- The final year of your funding is for shoring up sustainability

- Measure and celebrate your sustainability progress
# Check-In (DO)

## QUESTIONS TO KEEP ASKING

### Year 1 +
- What is your organizational authority to act?
- What is your risk tolerance for collaboration?
- Who else is in your “neighborhood”?

### Year 2 +
- Are you sufficiently focused each day on sustainability?
- What new activities are you doing to shape the future?
- What new partnerships can you create?

### Year 3 +
- What are we missing?
- What is new in the environment?
- What do we need to shore up?
Create (DO) Your Engagement Mechanisms

KEEP PEOPLE CONNECTED, INTERESTED AND FOCUSED BEFORE THE EXCITEMENT IS GONE

- Create your identity, appeal and value (brand)
- Become well known (presence)
- Enlarge your reach (capacity)
Create (DO) Your Engagement Mechanisms

EXAMPLES

Community Advisory Boards
Newsletters
Thank you calls
Invitation to visit the program
Webinars

Weekly updates
Story of the month
Social media
Speakers bureau
“Investors” teleconference
Promote Your Program through TA!

SAMHSA’s GAINS Center for Behavioral Health and Justice Transformation
http://gainscenter.samhsa.gov

12th Judicial District & 31st Judicial District, Tennessee

SAMHSA’s Adult Treatment Court Collaborative
The 12th and 31st Judicial Districts of Tennessee received $250,000 from the Adult Treatment Court Collaborative (ATCC) grant, awarded in 2015 to develop Adult Treatment Court Collaboratives (ATCCs). The grants are designed to fund demonstration projects that co-ordinate services for adults with co-occurring mental health and substance use disorders to address other complications in their lives and improve overall wellness.

Addressing Barriers with ATCC

The 12th and 31st Judicial Districts of Tennessee, both of which received $250,000 from the ATCC grant, are working to address the needs of individuals with co-occurring disorders by implementing demonstration projects. These projects are expected to improve outcomes and reduce re-offending.

Evidence-Based Practices

- Motivational Interviewing
- Cognitive Behavioral Therapy
- Integrated Mental Health and Substance Use Treatment for Psychiatric Disorders
- Family Therapy

SAMHSA’s Adult Treatment Court Collaborative Grants

- Systems Transformation
- Integrated Treatment
- New Partnerships
- Meaningful Peer Involvement
- Trauma-Informed Systems
- “One-Stop” Services
- Enhanced Screening & Assessment
- “Boundary Spanners”

Evidence-Based Practices (% of grantees)

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Peer Involvement

- Provides Individual Peer Support
- Facilitates Peer Support Groups

Trauma-Informed Care

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QUESTIONS TO ASK YOURSELF

- Who benefits from this project?

- In what way?

- How much? Can it be quantified?
  - Money saved
  - Quality of life improved
  - Public safety improvements

- You have to know and be able to articulate the value of your project to the broader world
Organizing to Gain Support

QUESTIONS TO ASK YOURSELF

- Whose support do you want? Why?
- What can they do for you?
- How much? Can it be quantified?
  - Direct: Funding, legislation, access to services or personnel, overcoming barriers
  - Indirect: Connect you with people who can do these things
  - Media Coverage

- Your project can never have too many friends
QUESTIONS TO ASK YOURSELF

- What information do you have?
  - What data can you develop easily?
  - What client successes can you share?
  - Good quality presentation

- Simple, colorful, tells the story you want told

- Create venues to share it
  - Chief Judge’s meetings, Veteran’s events, legislator briefings, federal visits, TA events, graduations

- Think strategically: Something people will want to support
PRIORITIES

- Solid foundation of partnerships
- Knowing what components to sustain
- Options for funding after the grant
  - Preferably initiate before funding ends (continuity matters)
  - What funding streams can you access?
  - Aggressive pursuit of funding needed today
- Let the unexpected happen
PRIORITIES

- Securing champions
  - Look for people who control resources you need
  - Look for people with an interest in your population, type of project or problem you solve

- Strategies that matter:
  - What policy changes, training programs, etc. will make a difference in replication and adoption?
  - Which will not cost much? Which are a matter of changing the way resources are used?
Sustainability efforts are highly contextual activities

Overlap between Conceptual and Practical sustainability

Social Media
Contact Information

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