Jail Diversion and Trauma Recovery
Grantee Meeting
March 29, 2012

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

Mmcdonnell@tasc-il.org
312-573-8322
Sustainability

BE, KNOW, DO

- Start **early** with **knowing** what is needed for sustainability
- Move **early** to **doing** things that promote sustainability
- Continue at **being** sustainable (Nothing lasts forever)
- Highly contextual activities

www.gainscenter.samhsa.gov • 800.311.4246
Conceptual Sustainability

HEARTS AND MINDS

- Conceptual (hearts) sustainability about perceived value
- Practical (minds) sustainability about actual value
- Must build both over the long run
- Consider the time element to deploy both
Conceptual Sustainability

EVOLUTION

- The time comes (early) when a project or program needs...

  - To move from a primarily highly technical, inward focused, planned, practical approach to...

  - An idea (vision) driven, external focus, conceptual approach -while not dropping the other stuff

- Conceptual sustainability may start on day 2 of your grant!
Conceptual Sustainability

REVIEW OF STRATEGIC PLANS

- 7 strategies, 1.5 are conceptual, 5.5 are practical
- 7 goals, 1 is conceptual, 6 are practical
- 14 objectives, 1 is conceptual, 13 are practical
CONCEPTUAL SUSTAINABILITY TASK LIST

- Put time on your side time = start early/now
- Ensure vision still has meaning
- Clearly define your conceptual value
- Activate your story
- Leverage opportunity and relationships
- Social Media
Sustainability is about the Future

NATURAL TENSION

- Does the vision, mission and values carry weight now in your (context) public square?

- Will the vision still be relevant going forward (the future question)?
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
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
Sustaining Services

PRIORITIES

- Solid foundation of partnerships
- Options for funding after the grant
  - Preferably initiate before funding ends
    (continuity matters)
  - Aggressive pursuit of funding needed today
- Let the unexpected happen
Sustaining Change Initiatives

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?