

Community Coalition Action Theory (CCAT) Study Group Process

Step:

4a

Title:

Reflect on Partnership Synergies

Who:



What:



Overview: For this step, co-facilitators will (A) convene their study group members to read and discuss a brief excerpt on partnership synergy. The group will then collectively complete a study guide template with reflection questions based on the reading.

Before concluding Step 4, co-facilitators will also have the opportunity add language about partnership synergy into their CCAT Narratives.



**Before you move forward, please watch Video #5:
*Overview of Step 4 – Reflecting on Partnership Synergies.***

A. Convene Study Group to read and discuss Lasker, Weiss, Miller excerpt titled, “Synergy: The Unique Advantage of Collaboration” (pages 183-187).

1. Compose an email to call your group to the task-at-hand.

The co-facilitators will want to compose an email to study group members that provides a brief overview of Step 4. Some key information that may be helpful to include within this email:

- a. Explain the big picture goal of step 4.
- b. Direct study group members to the website to gather the needed materials (Lasker, Weiss, Miller chapter and the Study Guide Template)
- c. Set an estimated timeframe for individually reading the chapter.
- d. Gather the availability of study group members in order to plan for a study group meeting to process the reading and questions found in the study guide.

2. Convene a study group meeting.

Co-facilitators will lead a study group meeting to discuss the reading and process the reflection questions found in the study guide template associated with this step. There are four key questions that each study group member should keep in mind as they are reading the chapter. When your group comes together to discuss the reading, the co-facilitators will gather input from all group members to provide a collective response to each of the reflection questions.

3. Deliverable

Co-facilitators will submit their group’s Study Guide Template. Please check the Checklist Tracking Tool for suggested due dates.

B. Incorporating Synergy Language into CCAT Narrative

- a. Once each coalition has submitted their final CCAT Narratives **and** the Step 4 Study Guide Template, the OU team will incorporate the following language to the Synergy section that is currently a placeholder.

"When organizations come together and combine resources, knowledge, skills, and different points of view, they create something new that can accomplish more than the individual organizations could have accomplished on their own (Taylor-Powell, Rossing & Geran, 1998). There is something powerful in this partnership which researchers and others call synergy (Lasker, Weiss & Miller, 2001; Taylor-Powell, Rossing & Geran, 1998). In the CCAT, synergy occurs through the combination of: pooled resources, member engagement and assessment and planning."

- b. The OU team will work on a case-by-case basis with each coalition for the opportunity to add in an additional paragraph to the provided synergy language.

Optional language for second paragraph: "Synergy in our coalition is evident by..."