

TRAINING CURRICULUM

Building Capacity for Collaborative Action



Obtain your own curriculum for teaching and training essential skills in change and improvement. Often used in trainings with organizations, community partnerships, and universities.

TRAINING MODULES: 16 CORE COMPETENCIES

- ▶ Creating and Maintaining Coalitions and Partnerships
- ▶ Assessing Community Needs and Resources
- ▶ Analyzing Problems and Goals
- ▶ Developing a Framework or Model of Change
- ▶ Developing Strategic and Action Plans
- ▶ Building Leadership
- ▶ Developing an Intervention
- ▶ Increasing Participation and Membership
- ▶ Enhancing Cultural Competence
- ▶ Advocating for Change
- ▶ Influencing Policy Development
- ▶ Evaluating the Initiative
- ▶ Implementing a Social Marketing Campaign
- ▶ Writing a Grant Application for Funding
- ▶ Improving Organizational Management and Development
- ▶ Sustaining the Project or Initiative



TRAINING MATERIALS

- ▶ Participant guide
 - ▶ Learning objectives
 - ▶ Readings, how-to information
 - ▶ Experiential activities
- ▶ PowerPoints with notes for facilitators
- ▶ Supplemental readings (web-based)

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TRAINING CURRICULUM



MODULE 1: Creating and Maintaining Coalitions and Partnerships

- Lesson 1.1 Working Together for Community and System Changes
- Lesson 1.2 Creating a Community Coalition or Collaborative Partnership
- Lesson 1.3 Maintaining a Community Coalition or Collaborative Partnership
- Lesson 1.4 Putting It All Together: Creating and Maintaining Your New Coalition

MODULE 2: Assessing Community Needs and Resources

- Lesson 2.1 Understanding and Describing the Community
- Lesson 2.2 Assessing Community Needs
- Lesson 2.3 Identifying Community Assets and Resources
- Lesson 2.4 Conducting Assessments
- Lesson 2.5 Doing a SWOT Analysis: Strengths, Weaknesses, Opportunities, and Threats
- Lesson 2.6 Putting It All Together: Creating a Community Assessment

MODULE 3: Analyzing Problems and Goals

- Lesson 3.1 Naming and Framing Problems and Goals
- Lesson 3.2 Analyzing the Problem or Goal
- Lesson 3.3 Identifying Personal and Environmental Factors that Contribute to Risk and Protection
- Lesson 3.4 Identifying Targets of Change and Agents of Change: Who Can Benefit and Who Can Help
- Lesson 3.5 Generating and Choosing Solutions
- Lesson 3.6 Putting It All Together: Analyzing Your Community's Problems and Goals

MODULE 4: Developing a Framework or Model of Change

- Lesson 4.1 Developing a Logic Model
- Lesson 4.2 Intervention Mapping
- Lesson 4.3 Reviewing and Building Consensus on the Framework or Model of Change
- Lesson 4.4 Putting It All Together: Developing Your Framework

MODULE 5: Developing Strategic and Action Plans

- Lesson 5.1 VMOSA I: Vision, Mission and Objectives
- Lesson 5.2 VMOSA II: Strategies and Action Plans
- Lesson 5.3 Reviewing and Building Consensus on Your Action Plan
- Lesson 5.4 Using Strategic and Action Plans to Guide and Enhance Your Work
- Lesson 5.5 Putting It All Together: Creating Your Strategic and Action Plans

MODULE 6: Building Leadership

- Lesson 6.1 Community Leadership: Some Key Ideas, Styles, and Qualities
- Lesson 6.2 Developing a Plan for Building Leadership
- Lesson 6.3 Collaborative Leadership
- Lesson 6.4 Servant Leadership
- Lesson 6.5 Developing a Great Leadership Team
- Lesson 6.6 Putting It All Together: Creating a Leadership Development Plan

MODULE 7: Developing an Intervention

- Lesson 7.1 Developing a Preliminary Community Intervention
- Lesson 7.2 Reviewing and Selecting Best Practices
- Lesson 7.3 Adapting Interventions to Fit the Local Context
- Lesson 7.4 Ethical Considerations in Implementing Interventions
- Lesson 7.5 Putting It All Together: Creating a Plan for Developing an Intervention

MODULE 8: Increasing Participation and Membership

- Lesson 8.1 Identifying and Connecting With Those to be Reached
- Lesson 8.2 Recruiting New Members to the Organization or Effort
- Lesson 8.3 Engaging Community Members in the Effort
- Lesson 8.4 Maintaining Involvement and Sustaining Commitment of Members
- Lesson 8.5 Putting It All Together: Increasing Participation and Membership

MODULE 9: Enhancing Cultural Competence

- Lesson 9.1 Understanding and Assessing Cultural Competence
- Lesson 9.2 Building Culturally Competent Organizations
- Lesson 9.3 Supporting People Who Experience Discrimination
- Lesson 9.4 Building Culturally Inclusive Communities
- Lesson 9.5 Putting It All Together: Enhancing Cultural Competence

MODULE 10: Advocating for Change

- Lesson 10.1 Twenty Guidelines for Effective Advocacy
- Lesson 10.2 Preparing for Advocacy through Research
- Lesson 10.3 Matching Advocacy Tactics with Your Situation and Goals
- Lesson 10.4 Implementing Advocacy Tactics with Allies and Against Opposition
- Lesson 10.5 Putting It All Together: Planning your Advocacy Effort

MODULE 11: Influencing Policy Development

- Lesson 11.1 Setting the Public Agenda
- Lesson 11.2 Conducting Research to Influence Policy Development
- Lesson 11.3 Developing Policy Goals and Plans
- Lesson 11.4 Gaining Support for Policy Options
- Lesson 11.5 Assuring Accountability and Enforcement of Existing Policies and Laws
- Lesson 11.6 Putting It All Together: Planning to Influence Policy

MODULE 12: Evaluating the Initiative

- Lesson 12.1 Concepts and Attributes of Evaluation
- Lesson 12.2 Determining Who Cares and What They Care About
- Lesson 12.3 Developing Evaluation Questions Consistent with the Framework and Intervention
- Lesson 12.4 Gathering Evidence to Address the Evaluation Questions
- Lesson 12.5 Using Evaluation Data to Learn and Make Adjustments
- Lesson 12.6 Communicating the Findings to Relevant Audiences
- Lesson 12.7 Using Standards to Assess Your Evaluation Plan
- Lesson 12.8 Putting It All Together: Developing an Evaluation Plan

MODULE 13: Implementing a Social Marketing Effort

- Lesson 13.1 Engaging in a Social Marketing Campaign
- Lesson 13.2 Listening to Those Whose Behavior Matters
- Lesson 13.3 Communicating Information to Key Audiences
- Lesson 13.4 Making the Desired Behavior Change Easier and More Rewarding
- Lesson 13.5 Supporting and Maintaining Behavior Changes
- Lesson 13.6 Using Principles of Persuasion to Influence Adoption and Use of Practices
- Lesson 13.7 Putting It All Together: Planning a Social Marketing Campaign

MODULE 14: Applying for Grants

- Lesson 14.1 Preparing to Request Funding
- Lesson 14.2 Developing a Budget that Reflects Your Project or Initiative
- Lesson 14.3 Identifying and Communicating with Potential Funders
- Lesson 14.4 Putting It All Together: A Community Grant Application

MODULE 15: Improving Organizational Management and Development

- Lesson 15.1 Developing Governance and Management Structures
- Lesson 15.2 Managing and Enhancing Human Resources
- Lesson 15.3 Creating Sound Business and Financial Operations
- Lesson 15.4 Ensuring Excellent Communications
- Lesson 15.5 Putting It all Together: Improving Your Organizational Management and Development

MODULE 16: Sustaining the Work or Initiative

- Lesson 16.1 Developing a Plan for Sustaining Your Program or Initiative
- Lesson 16.2 Using the Twelve Tactics for Sustainability
- Lesson 16.3 Developing Business and Marketing Plans
- Lesson 16.4 Putting It All Together: Sustaining Your Work or Initiative