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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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: Developing 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