



Developing Partnerships to Prevent Violence

Preventing violence requires collaboration across many sectors. This tip sheet builds on the guidance presented in Violence Prevention in Practice. It provides information on how to develop partnerships, which is essential to addressing complex public health problems like violence.

- **Identify Key Stakeholders.** Identify who could contribute to your violence prevention efforts by conducting a *stakeholder analysis* or using the Prevention Institute's *Collaboration Multiplier*. Make an effort to connect with people who are not ordinarily included in this type of work.
- **Build Relationships.** Show genuine attention to people's values and interests. Learn about the issues that are important to the people you want to include, including community members.
- **Make the Case.** Show potential partners how preventing violence will benefit them and the community as a whole. Show them data that relate to the issues that are important to them. Highlight what is possible through collaboration.
- **Craft the "Ask".** Explain the objectives and purpose of the partnership as well as the benefits. Frame violence prevention efforts so it is clear how the benefits of participation outweigh the challenges. Clarify expectations for participation.
- **Be Prepared.** Make sure meetings have a clear agenda and that partners have clearly defined roles, responsibilities, and expectations. Ensure there is adequate structure and staffing to support meetings to ensure partners feel that their participation is valued.
- **Make it Easy to Participate.** Address any barriers that could prevent participation and engagement.
- **Make it Meaningful.** Ensure meetings focus on the shared values and the outcomes stakeholders care about.
- **Follow Through.** Follow through with any next steps that come out of meetings.



Additional Resources



Identifying Stakeholders (Community Toolbox)

<http://ctb.ku.edu/en/table-of-contents/participation/encouraging-involvement/identify-stakeholders/main>



Collaboration Multiplier (Prevention Institute)

<https://www.preventioninstitute.org/publications/collaboration-multiplier>



Making the Case: Engaging Businesses

<https://vetoviolence.cdc.gov/apps/child-abuse-neglect-biz/node/>



Prevention Collaboration in Action (SAMSHA)

<http://captcollaboration.edc.org/>