Strengthening Partner-Building Efforts through Evaluation of Partner Alignment

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CALIFORNIA PARTNERSHIP TO END DOMESTIC VIOLENCE
Together, We’re Stronger.

PEACE OVER VIOLENCE
ONE ON ONE, ONE BY ONE

ALLIANCE FOR COMMUNITY TRANSFORMATIONS
Strategic Communications and Messaging
Policy Analysis and Development
Coalition and Partner Building

California DELTA FOCUS Strategies
What is Partner Alignment?

A measure of agreement, coordination or similarity of use of messaging and goals amongst partners and champions around prevention of adolescent relationship abuse.
Category #1: Demonstrates Awareness

Category #2: Promotes Awareness & Understanding

Alignment Tracker

California Cities, Counties, and School Districts Recognize TeenDVMonth

#Orange4Love | #CACampusReady
Adolescence is a significant time of rapid physical, social, emotional, and intellectual development. It is also a time when students begin to develop a growing interest in and capacity for forming positive relationships, including relationships of a romantic or intimate nature, regardless of whether that relationship is continuing or has concluded. The number of interactions between the individuals involved is insignificant.
Scoring Traits on the Alignment Tracker

Trait 1: Recognizes and acknowledges the importance of addressing adolescent dating abuse in meetings with DELTA FOCUS team.

- Yes (+1)
- No (0)
- Actively opposed (-1)
- Unknown (0)

Notes/Examples/Evidence

Sources: meetings, public events, interviews or surveys, social media
Building Stronger Partners

- To help us move stakeholders, step by step, toward becoming champions for the promotion of healthy relationships and school policies;

- To inform the development of strategies, so that they are tailored to better leverage the influence of partners;

- To document and celebrate the progress of our partners in the growing level of support they provide to the project and its goals.
# Champion Building Tool Structure

<table>
<thead>
<tr>
<th>Level Name, Objectives</th>
<th>Determining Their Level – They Might Say or Do:</th>
<th>Moving Them to the Next Level:</th>
</tr>
</thead>
</table>
| **Level: 4 Champion (10-11)** | “What do we need to do to make sure this happens?”  
“I will bring this to the school board and make sure it happens.”  
“I will build the support and visibility to make sure this happens.” | ➢ Ask Champion to author and shepherd policy change through.  
➢ Enlist staff and grassroots contacts in achieving what Champion has proposed (e.g., prevention policy, training guidelines, actionable item).  
➢ Ask to share DELTA FOCUS resources on organization’s website  
➢ Request contribution to the development of policy resources  
➢ Ask Champion to hold a briefing or hearing on the issue.  
➢ Get Champion to draft or sign on to 3 or more op-eds per year.  
➢ Ask Champion to initiate a sign-on letter on an issue.  
➢ Ask Champion to talk with school leadership and report back.  
➢ Encourage Champion to join key committees or other efforts.  
➢ Meet with Champion regularly to maintain relationship and share needs and ideas.  
➢ Look for opportunities to put Champion in contact with people affected by the issues, especially in their service areas/constituencies.  
➢ Offer to organize events with the Champion.  
➢ Ask Champion to hold a briefing on the issue.  
➢ Offer to sit on their community advisory panels and to provide other input. |
| **Description:** Takes action to initiate policy change or other solutions. Informs the direction of the DELTA FOCUS project. Takes agreed upon actions as part of the DELTA FOCUS project. | **Objectives at This Level:**  
• Help Champion see that his/her efforts as a Champion are worth while  
• Collaborate on creating new initiatives, actions and solutions.  
• Celebrate and highlight Champion’s involvement and successes. |
Champion Levels

**OPPONENT**
- Works against project efforts

**NEUTRAL**
- Not aware of extent of problem
- Demonstrates awareness

**SUPPORTER**
- Speaks about issue

**ADVOCATE**
- Takes a stand on issue

**PARTNER**
- Initiates change

**CHAMPION**
<table>
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<tr>
<th>Alignment Tracker</th>
<th>Champion Building Tool</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Provides a numerical score</td>
<td>✓ Descriptive labels</td>
</tr>
<tr>
<td>✓ Sensitive to change over time</td>
<td>✓ May not be as easy to assess small changes</td>
</tr>
<tr>
<td>✓ Specific traits provides comparability</td>
<td>✓ Provides potential actions specific to each champion-ness level</td>
</tr>
<tr>
<td>✓ Can be challenging to track a partner and know if a trait has been met</td>
<td>✓ Easy to use to use the descriptions to label a partner</td>
</tr>
</tbody>
</table>
Change in Alignment Scores

<table>
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<tr>
<th></th>
<th>Winter 2015</th>
<th>Summer 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partnership</td>
<td>3.89</td>
<td>4.38</td>
</tr>
<tr>
<td>Alliance</td>
<td>3.69</td>
<td>4.38</td>
</tr>
<tr>
<td>OVERALL</td>
<td>4.86</td>
<td>5.78</td>
</tr>
<tr>
<td>POVs</td>
<td>8.29</td>
<td>9.57</td>
</tr>
</tbody>
</table>

*Based on 29 partners (Partnership=9, Alliance=13, POVs=7)*
For the Partnership’s 14 partners with at least two Alignment Tracker assessments, we observed the following changes between the first and most recent or final assessment:

- 4 increased two levels
- 3 increased one level
- 6 stayed at the same level
- 1 went down a level

Note: The time period between the first and most recent or final assessment may vary from six months to two years.
Measuring Champion Building Efforts:
User’s Guide for the California DELTA FOCUS Alignment Tracker & Champion Building Tool

March, 2016

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References:

RESULTS Champion Scale developed by Sam Daley Harris, Ken Patterson, Bruce Preville, Meredith Dodson, Jos Linn, Lisa Marchal. http://www.results.org/skills_center/champion_scale/

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