

# Building Partnerships Tool Kit

## Information, Tools and Resources for Family Planning Programs

### Introduction

The Building Partnerships tool kit is a joint effort among the Region VIII Title X-funded Family Planning Programs, the Office of Population Affairs Regional Office and JSI Research & Training Institute, Inc. It is designed to provide information, tools and resources for family planning grantees and clinics to use in their continued effort to improve services, increase awareness about family planning services in their communities, and reach individuals and populations that would benefit from family planning education and clinical services.

There are lots of benefits for agencies to form partnerships. Beyond potential financial benefits, partnerships also help to create shared commitment and planning to ensure sustainability of interventions to address plans and objectives. Partnerships can address duplication of services, create a critical mass for action, and generate support and awareness of issues.

Agencies that enter into partnerships often have a common interest in a public health or social service problem in their community. This vested interest in addressing an identified problem can lead to long term relationships that continue to address the issues with all resources available.

The Building Partnerships tool kit is designed for easy use, and is presented in 4 sections:

- Marketing and Media
- Partnerships
- Fundraising
- Promotional Materials

Each section includes: ● information ● tools ● resources

The sections of the tool kit are based on needs assessments conducted with Region VIII's family planning grantees, and the Region VIII Federal Office of Family Planning.

In addition to the 4 sections of the toolkit, an Appendix is presented at the end of the tool kit. The appendix includes the following:

- Two social marketing documents:  
*What Women Are Saying* is from The Family Planning Project, a Medicaid benefit program to reduce unintended pregnancy and increase the well-being of women and children in Oregon. This program was initiated in June of 1999.  
Draft plan from the Region VIII Social Marketing Project to Reduce Unintended Pregnancies that was presented to the family planning grantees in 2000.
- A list of Internet web site resources.
- Two articles: *Marketing with No Budget* and *Carrots, Sticks, and Promises: A Conceptual Framework for the Management of Public Health and Social Behaviors*. These articles were selected for their relevance to this tool kit.

We hope that this tool kit gives you what you need to get started in building partnerships towards improving services and reaching individuals that would benefit from the education and clinical services you offer.

Staff from

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