



COMMUNITY-ACADEMIC PARTNERSHIP MODEL

The Advancing a Healthier Wisconsin Endowment (AHW) values the **Community-Academic Partnership Model**, which has the potential to be a transformative power for public health practice. The model provides an opportunity for community partners and academicians to collaborate, share knowledge, disseminate new ideas and work to strengthen ties within our community to meet our mutual goal of improving the public's health. It is important for the partnership component of the project to be constructed as a win-win opportunity by enhancing and blending academic and community expertise. All partnerships funded by AHW must provide clear evidence of a commitment and capacity towards achieving the three elements of the model.

UNDERSTANDING THE ENVIRONMENT OF PARTNERSHIPS

AHW projects should provide clear evidence of an understanding of the environment for partnerships. Assessing and responding to the distinct environments within which partners operate while creating a mutually acceptable partnership environment is critical to the formation of successful partnerships, including:

- ◆ Respect for the past
- ◆ Knowledge of the needs and barriers
- ◆ Importance of broad-based support
- ◆ Commitment from leadership
- ◆ Understanding of both individual attitudes and organizational structures
- ◆ Awareness of the economics of the situation
- ◆ Role of ongoing evaluation and feedback
- ◆ Need for tangible returns on investment



COMMITMENT TO PARTNERSHIP PRINCIPLES

AHW projects should provide clear commitment to an agreed upon set of partnership principles. Making a commitment to an agreed upon set of principles is critical for the long-term success of a partnership. These principles include developing common goals, building trust and respect, and understanding and emphasizing strengths and assets. Open communication and feedback are also critical, with partners sharing mutual benefits, resources and credit. Principles include:

- ◆ Trust, respect, genuineness
- ◆ Shared mission and goals
- ◆ Commitment by all partners
- ◆ Attainable, measurable objectives
- ◆ Focus on strengths and assets
- ◆ Open communication
- ◆ Flexibility and compromise
- ◆ Shared resources and credit



PARTNERSHIP DEVELOPMENT

AHW projects should recognize and provide clear commitment to the stages of partnership development. When community organizations and academic institutions build relationships, it is important to understand that partnership development goes through several stages. Partners must build relationships, assess needs, develop compatible goals, implement programs, provide feedback, and assess outcomes. These stages allow partners to become better acquainted, build trust and develop ways to sustain the partnership and expand progress. Activities include:

- ◆ Build relationships
- ◆ Assess needs and resources
- ◆ Develop compatible goals
- ◆ Develop and implement programs
- ◆ Provide continuous feedback
- ◆ Assess outcomes
- ◆ Maintain and expand progress

Adapted from: Maurana, C., Building Effective Partnerships with Wisconsin Communities, *Wisconsin Medical Journal*, Vol. 99, No. 1, 31-32, January/February 2000. Maurana, C., et al. How Principles of Partnership are Applied to the Development of a Community-Campus Partnership, In: Connors, K. and Seifer, S. (editors), *Partnership Perspectives*, Vol. 1, Issue 1, 47-53. San Francisco, CA: Community-Campus Partnerships for Health, 1998.