



ASSESSING AND MAXIMIZING YOUR ORGANIZATIONAL PARTNERSHIPS (AMP) TOOL

The AMP Tool offers a 4-step process to support community-based organizations in assessing current and future partnerships to plan and implement evidence-based programs. The tool provides a framework that can be customized by the program planning team to support the needs of a particular project.

PURPOSE

The AMP tool can be used to:

- Assess ways in which organizational partners can contribute to the planning, implementation, and evaluation of an evidence-based program for a specific project.
- Identify current benefits of, opportunities for growth in, and gaps in partnership support.
- Compile information about current partnerships that can be reported out to funders, collaborators, and other partners.

TIPS ON USING THE AMP TOOL

- Users have found that the tool best supports an organization's program planning activities when a team representing diverse parts of the organization works together to fill it out. Ideally, these individuals would have expertise in the different roles needed to plan and implement a health promotion program.
- Completing the tool takes time, and users have found it helpful to tackle the steps in separate meetings to allow for enough time to collect needed information and reflect before moving to the next step.

Although it requires an investment in the beginning, using the AMP Tool can provide new ideas for developing stronger, more efficient partnerships that help meet your organization's needs as you plan and implement an evidence-based program.



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Instructions

STEP 1: DEFINE PROGRAM GOAL

Identify a broad goal for an evidence-based program (i.e., the health issue your organization is focusing on for this effort). The AMP Tool can help plan partnerships to help your organization meet this target.

STEP 2: CREATE A PARTNERSHIP SNAPSHOT

- A. Thinking about your goal, list all of your **current partners** that could help you be successful under the “Current Partners” column. Depending on your organization and your identified goal, you may need more or fewer rows than in the template.

Current Partner: An organization, team, or individual that your organization has worked with that could be helpful in meeting your specified goal for this program planning effort.

- B. Customize the **partnership benefits** that are listed in the “Partnership Benefits” column to meet the needs of your program / to complement the skills or resources you have in your organization. This is the key piece of the program planning tool, so it is worth taking some time to consider all the potential benefits needed for program success.

Partnership Benefit: A function, activity, or outcome that a partner contributes to your organization to support the evidence-based program.

- C. For each current partner, identify what benefits you currently receive or could potentially receive for each benefit by putting a check mark or star, respectively, in each of the “Partnership Benefits” columns.
- D. For each partner, note the type of organization in the last column. The categories you use to define the types of organizations will depend on your programming needs. Some examples of categories include:
- By organization type: *community-based organization, funders, academic institutions, etc.*
 - By focus area: *health care, education, advocacy, government, etc.*
 - By level of operation: *local, state, federal, etc.*

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STEP 3: ANALYZE YOUR PARTNERSHIP SNAPSHOT

Look at your partnership snapshot and note patterns that may indicate strengths, gaps, and areas for improvement. Use space on the AMP Tool to write down these notes.

- A. **Overall Snapshot:** Scan across the rows and columns to see where you have strengths and/or gaps in the benefits you need to deliver the evidence-based program successfully.
- B. **Partnership Benefits (Columns):** Scan down each column to assess whether your organization receives or could receive benefits from your current partners.
 - If a column includes a check mark(s) (a current benefit of a partnership), focus on strategies to support and maintain partnerships that provide this benefit.
 - If a column contains a star(s) (a potential benefit), focus your action plan on developing opportunities for partnerships to realize these benefits.
 - If a column does not contain any mark, it is helpful to consider if this partnership benefit is critical for program success. If the team decides that this benefit is important to realize the program goal, brainstorm new partners that could provide this benefit.
- C. **Current Partners (Rows):** Assess each row to determine what a given partner brings to the table for your program goal.
 - If a row contains many checks, maintain and support that useful partnership.
 - If a row has many stars, devote resources to developing the relationship to realize these potential benefits.
 - If a row is blank, consider whether the partnership supports your goal for this specific evidence-based program. An organization may be a strong partner for some programs in your organization even though it may not contribute to this specific program. If the team concludes a particular partner does not support this specific program, it will need to determine if there are consequences to leaving this partner out of the project.
- D. **Partner Type:** Assess your mix of partners based on the categories you assigned to them. Some questions you might consider are:
 - How diverse are these partners (in terms of organization type, area of focus, level of operation, level of expertise, influence in the community, etc.)?

STEP 4: DEVELOP AN ACTION PLAN TO ADDRESS GAPS AND STRENGTHEN IMPORTANT PARTNERSHIPS

Based on your snapshot analysis, develop 3-5 action items that will help you maximize the benefits of your partnerships.

For new partnerships, it may be useful to consider whether the organization's mission is compatible with yours, how the partnership might fulfill broader organizational goals, the potential barriers to partnerships, and potential risks of partnership.

Below you will find an example of the tool and a template for your organization's use.



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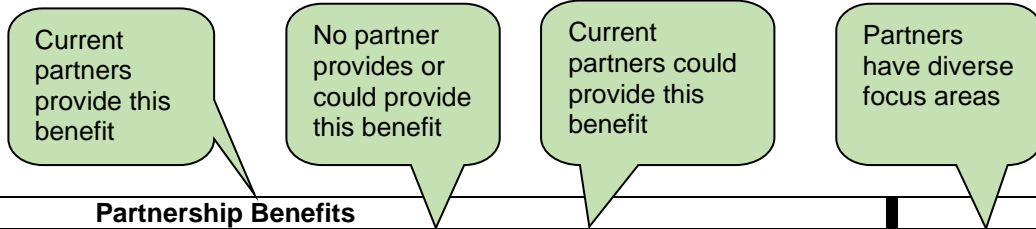
Example

STEP 1: DEFINE PROGRAM GOAL

Increase rates of routine vaccination among infants in Community X.

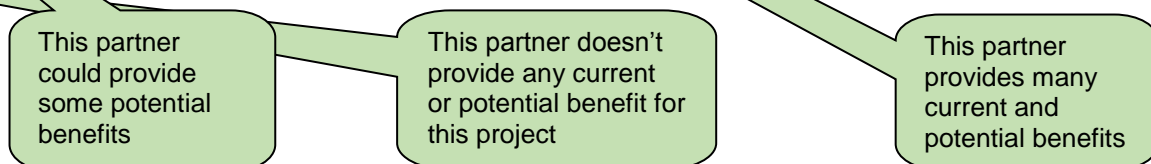
STEP 2: CREATE A PARTNERSHIP SNAPSHOT

(This list of example partners is not exhaustive.)



Current Partners	Partnership Benefits								Type of Organization
	Collaborate for funding	Help select an evidence-based program	Help adapt an evidence-based program	Help access people you want to reach	Provide connections to other important organizations	Support evaluation	Other benefit: Help with program delivery	Other benefit: Provide expertise with reimbursement	
State Immunization Coalition	☑		☑	☆	☑			☆	Advocacy
National Pediatrician Association	☆	☑			☑			☑	Health care
Child Care Centers (e.g., day care, Head Start, local schools)			☆	☑			☆		Education
Local Pharmacy				☆			☆		Health care
County Department of Health	☆	☑	☆		☑				Government
City YMCA									Health promotion

Key: ☑ = current benefit
 ☆ = potential benefit



STEP 3: ANALYZE YOUR PARTNERSHIP SNAPSHOT

Analysis Notes:

- A. Overall Snapshot:** There are numerous current partnership benefits, many opportunities for growth, and some gaps related to achieving the specified goal.
- B. Partner Type:** There is some diversity of partner organizations' focus areas. Is this the level of diversity needed to achieve the goal? Who is missing? Is there overlap or duplication?
- C. Partnership Benefits (Columns):**
- Current partners strongly provide the benefit of 'provide connections to other important organizations'.
 - Partners provide little current support for 'help with program delivery', but they could provide significant potential support. How could your organization devote resources / develop opportunities to support these potential efforts?
 - No partners currently or potentially 'support evaluation'. Is this benefit important to the goal?
 - If 'yes', can it be achieved through current partners? Or should new partners be identified who can provide this benefit?
- D. Current Partners (Rows):**
- State Immunization Coalition provides multiple current benefits and could fill others. This may indicate that State Immunization Coalition is both active and strong in helping to achieve the identified goal.
 - Local Pharmacy does not provide any current benefits, but it could provide several potential benefits. The action plan might focus on how to develop potential opportunities with this partner.
 - City YMCA does not provide any current or potential benefit. Although it is listed as a current partner, is collaboration related to other activities than the evidence-based program? Is this partnership relevant to the goal?

- If 'yes', how might this organization be engaged as more of a strategic partner? Could they be used to provide benefits that are not currently well supported?

STEP 4: DEVELOP AN ACTION PLAN TO ADDRESS GAPS AND STRENGTHEN IMPORTANT PARTNERSHIPS

Action Plan:

1. Develop a strategy to 'help with program delivery' through potential collaborations with Child Care Centers and Local Pharmacy.
2. Continue to invest in maintaining a strong relationship with State Immunization Coalition. This may include continuing regular meetings, joint program offering, and information- and resource-sharing.
3. Improve the relationship with Local Pharmacy to get assistance with 'help access people you want to reach' and 'help with program delivery'. This may include tapping into existing relationships with pharmacy staff, initiating or participating in a Community-Based Research Project, to improve connections and services to underserved populations.
4. Establish a new relationship with a family services-focused community-based organization. Currently, the City YMCA is the partner who would provide family services in a community setting, yet it does not meet the organization's needs for this specific evidence-based program.



ASSESSING AND MAXIMIZING YOUR ORGANIZATIONAL PARTNERSHIPS (AMP) TOOL
Template

STEP 1: DEFINE PROGRAM GOAL

STEP 2: CREATE A PARTNERSHIP SNAPSHOT

Current Partners	Collaborate for funding	Help select an evidence-based program	Help adapt an evidence-based program	Help access people you want to reach	Provide connections to other important organizations	Support evaluation	Other benefit:	Other benefit:	Type of Organization

Key: = current partnership benefit
 ☆ = potential partnership benefit

STEP 3: ANALYZE YOUR PARTNERSHIP SNAPSHOT

Analysis Notes:

STEP 4: DEVELOP AN ACTION PLAN TO ADDRESS GAPS AND STRENGTHEN IMPORTANT PARTNERSHIPS

Action Plan:

1.

2.

3.

4.
