

Indiana Health Marriage and Family Coalition,
Inc.

***From Shoestring to
Success: Growing
Healthy Marriage
Coalitions***

Ruth L. Lambert, Ph.D., CFLC
Founder & Executive Director



HISTORY

Someone once proposed that it is not until one becomes angry enough, that real change takes place. Outraged over the murder of their Soror by her estranged husband, Delta Sigma Theta Sorority, Inc., Indianapolis Alumnae Chapter, led out by calling the community together to rally around healthy marriages and families.

Dr. Ruth L. Lambert, as the Chair of the Family Life Education Committee, started exploring “best practices” nationwide and serendipitously connected with the Healthy Marriage Initiative. The outgrowth of this connection was the Indiana African American Healthy Marriage and Family Coalition and the umbrella organization the Indiana Community Healthy Marriage and Family Coalition and over 200 community partners.

MISSION

The mission of the Indiana Healthy Marriage & Family Coalition is to identify and promote the value of healthy marriages and vibrant families.

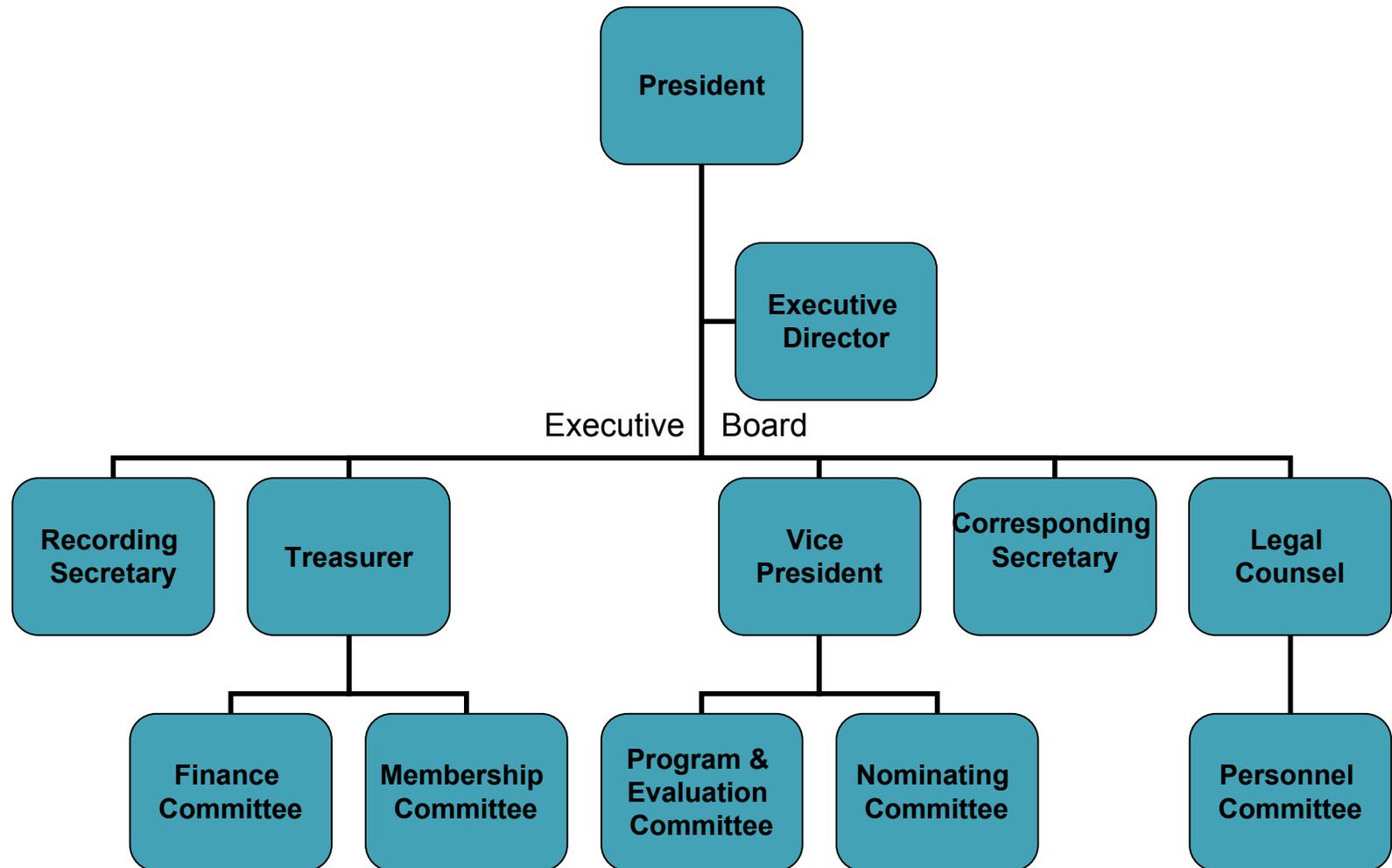


VISION

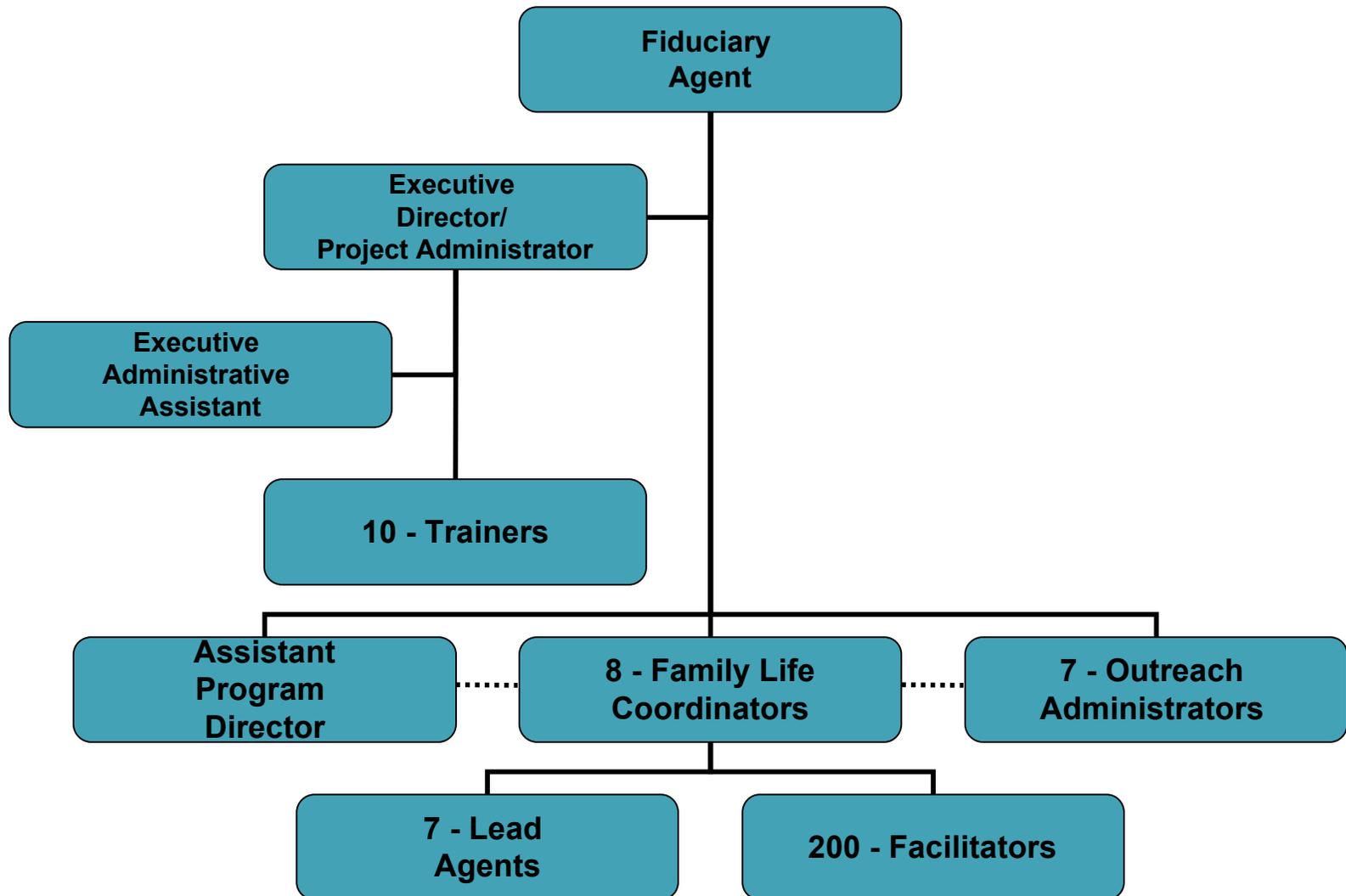
The vision of the Indiana Healthy Marriage & Family Coalition is to encourage and support healthy marriages and families.



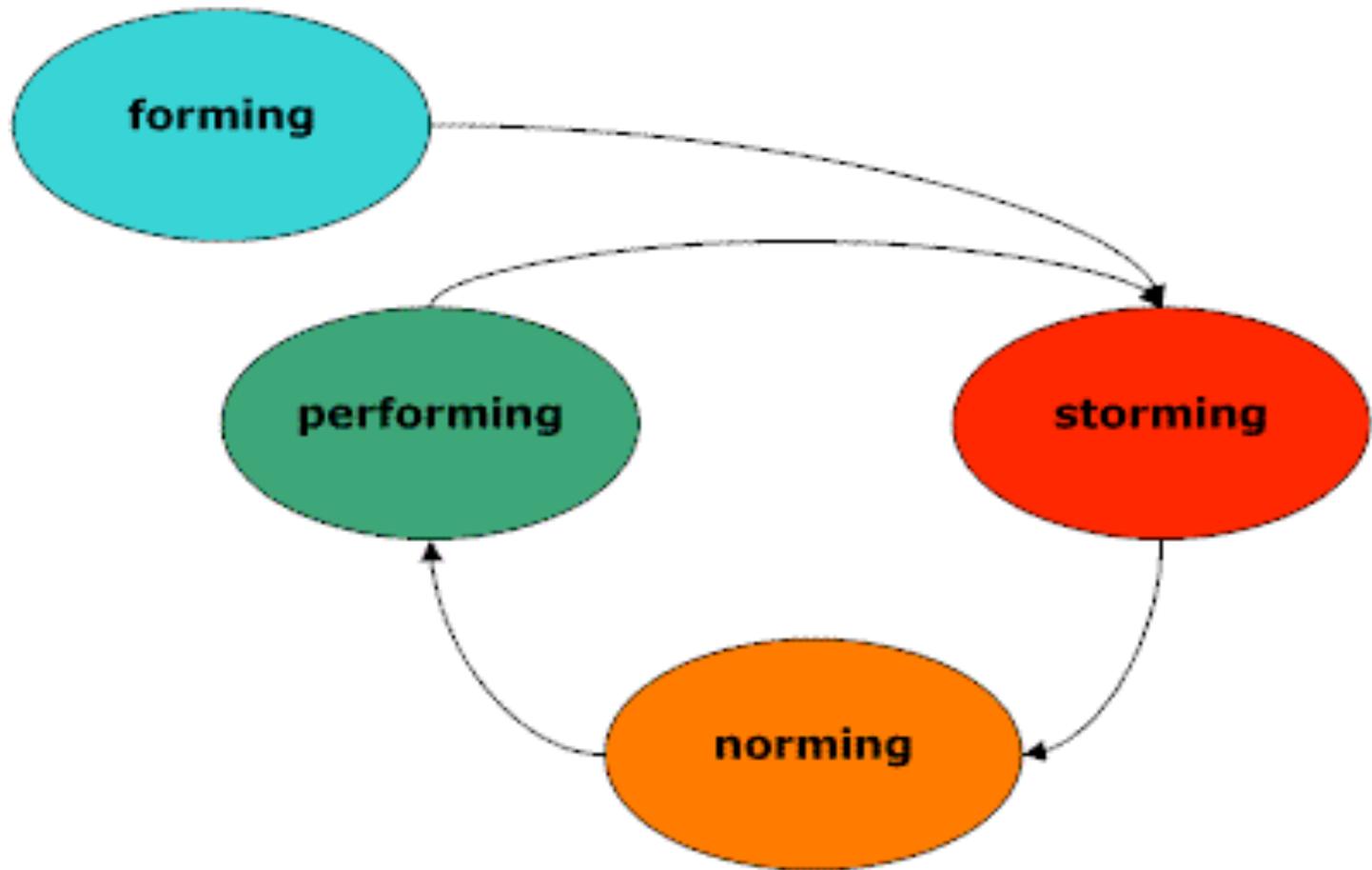
BOARD OF DIRECTORS STRUCTURE

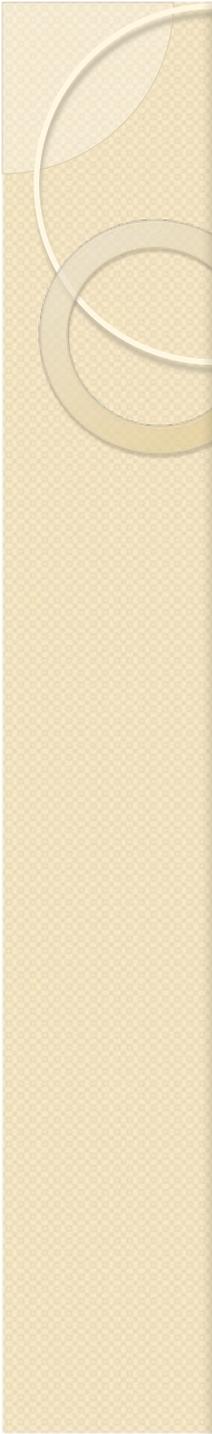


STAFF STRUCTURE



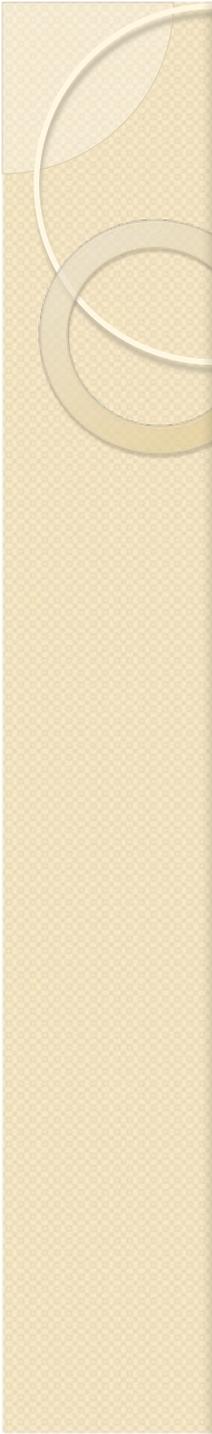
GROUP DYNAMICS





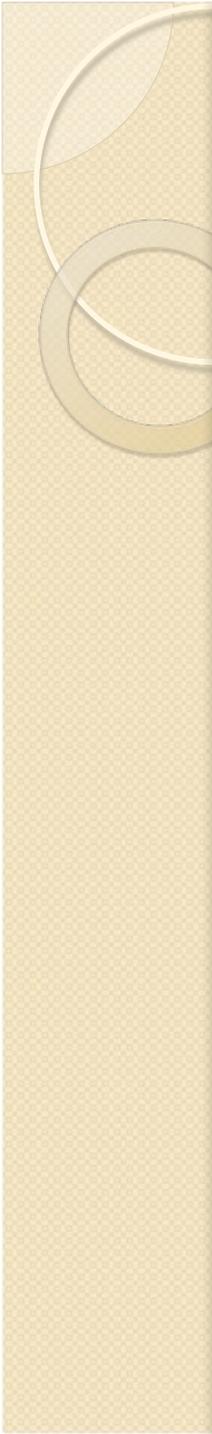
FORMING

- Delta Sigma Theta Sorority, Inc., Indianapolis Alumnae Chapter. Ad hoc committee members responded to the call of programming to address ills that were destroying families.
- Conducted research on organizations that focused on healthy relationships – e.g. Smart Marriages Conference



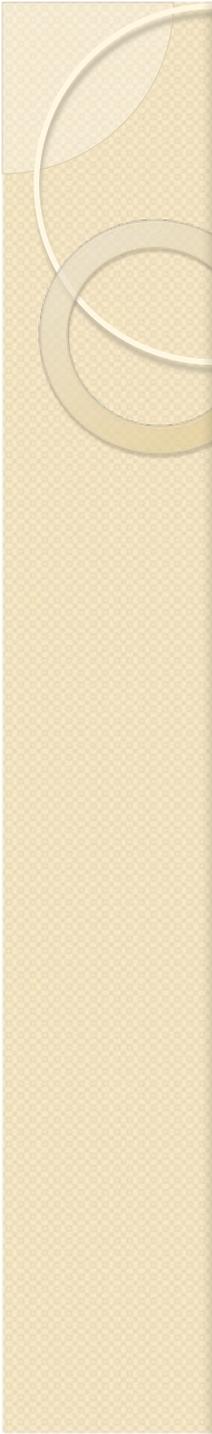
FORMING

- Contacted Regional Office and asked for technical assistance and support in establishing and organizing a community healthy marriage coalition.
- Regional office sends community organizer to coalition-building conference.



FORMING

- At conference gathered resources and networked. Introduced to DHHS, ACF Officials, Regional Office Administrator, and other key players in marriage initiatives.
- Secured technical support from Regional Office.



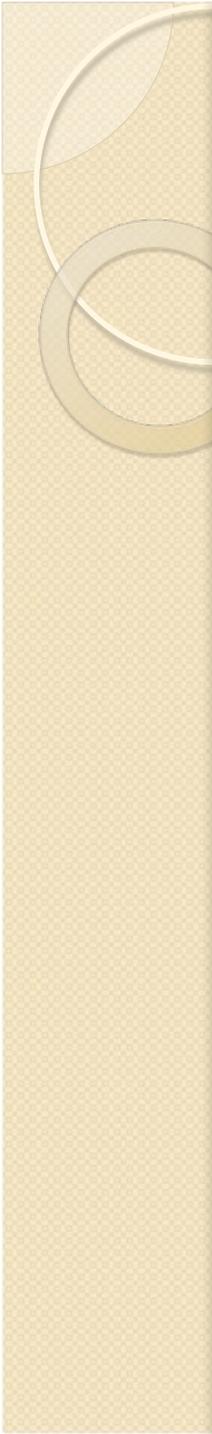
FORMING

- Held Informational Conference and a blueprint was presented by the Regional Office on how to effectively organize a community healthy marriage coalition.
- Coalition focused on statewide AA Healthy Marriage Initiative – Oct. 2003 to Dec. 2003.
- Coalition focus changed, at the request of Regional Office, from AA to all ethnic groups, Dec. 2003



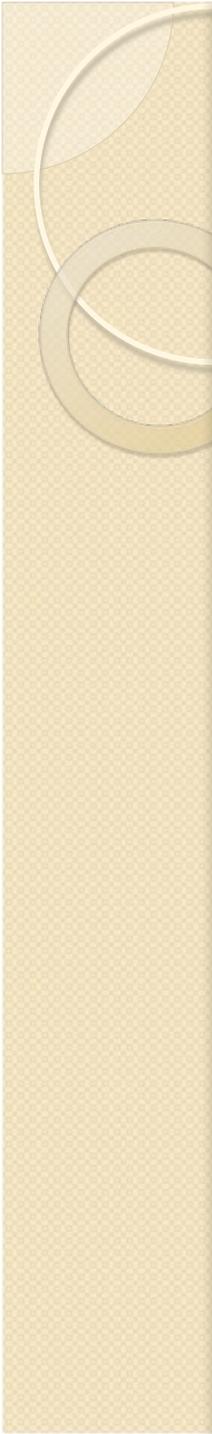
FORMING

- Informational Conference
 - In general form identified and discussed issues that impact healthy and stable families and marriages.
 - Identified coalition focus areas
 - Identified coalition leaders in specific topic areas
 - Identified additional statewide coalition members.



STORMING

- The stakeholders identified major areas of focus.
- A grassroots Board of Directors was formed.
- Identification of Coalition goals.
- The leadership was established.
- Decision that the Coalition would be a statewide initiative focused for all races versus just African American population.
- Coalition established 3 satellite sites.



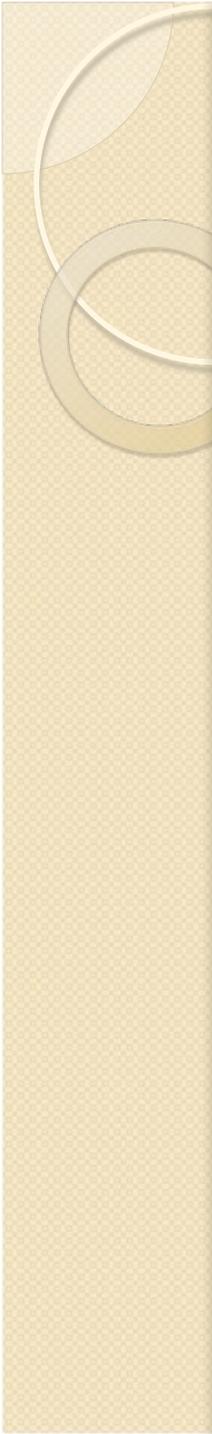
STORMING

- Funding sources identified
 - Coalition received \$50,000 capacity building grant.
- Contracted staff
- Program structure implementation.
- Key partnering agencies identified.
- Location Coalition headquarters and satellite sites.
- Researched evidence-based curriculum to be used for community classes.



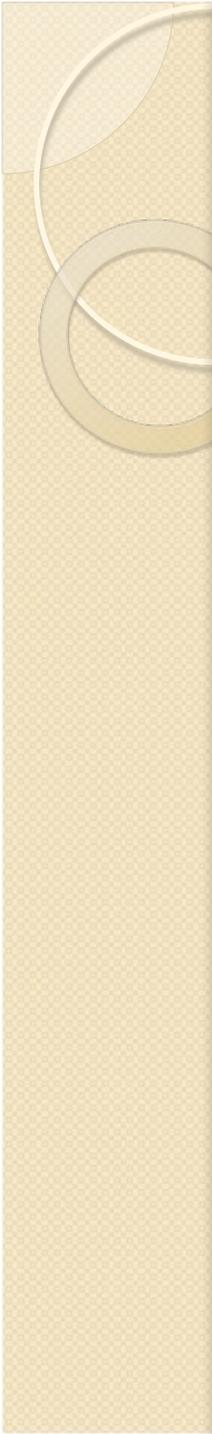
NORMING

- Application with the Madison County Community Health Centers, Inc., (MCCHC) for the Healthy Marriage Demonstration Grant.
- MCCHC the fiduciary for the \$500,000 annual award (\$2.5 million dollars/ 5 years).
- Coalition sub-contracted for program implementation
- Coalition planted 4 additional satellites, total of 7.
- Sites charged to identify partners with same or similar mission as the Coalition



NORMING

- State-wide branding of key events and signature event
 - World Marriage Day,
 - Black Marriage Day Celebration,
 - Annual Family Conference
 - Marriage Retreat.
- Board of Directors restructured to a corporate model



PERFORMING

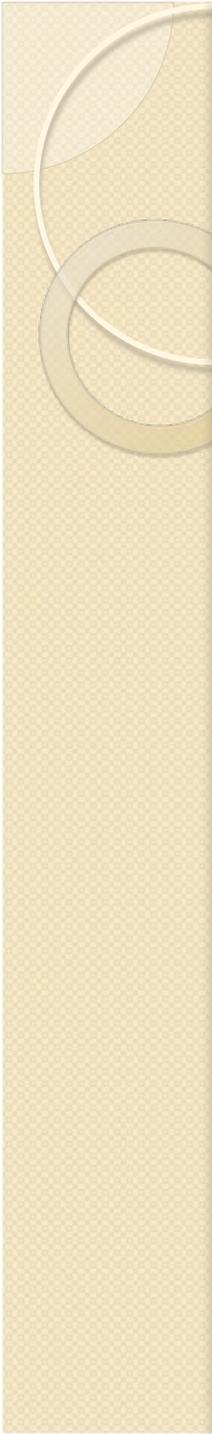
- Hired and trained staff to implement the statewide Indiana Healthy Marriage Initiative (IHMI).
- Identified and confirmed Outreach Administrators and Lead Agents



PERFORMING

- **Program Objectives**

- Develop, implement and adopt a uniform statewide comprehensive marriage education program for engaged couples and persons interested in marriage that will help increase their awareness, knowledge and skills necessary to form, build and sustain healthy marriages and families and.
- Deliver increased healthy marriage services to 910 high-need populations through collaborative members trained in evidence-based healthy marriage programs.



COALITION ADVANTAGES:

Why Collaborate?

- Effective & efficient program delivery
- Improved professional development
- Build a lasting base for change
- Better needs assessment
- Consistency of information
- Increase public knowledge of the issue
- Increased availability of resources



COALITION DISADVANTAGES

- Organizations major focus changes, typically based on funding trends
- Limited financial resources of members
- Utilizing the coalition structure for individual or single organizational gain



NEEDS ASSESSMENT

- Use brainstorming technique
- Share problems or needs being met by individual coalition members
- Identify coalition goals
- Include all coalition members as part of goal setting



OUTCOME OF NEEDS ASSESSMENT

The Coalition goals:

Marriage & Family Life Education

To provide a comprehensive program of marriage and family life education toward increasing the awareness and knowledge of how to build and sustain healthy marriages and families.



OUTCOME OF NEEDS ASSESSMENT

The Coalition goals:

Marriage Enhancement & Mentoring

To create a nationally recognized marriage enhancement and mentoring model that uses married couples as role models and mentors in diverse, at-risk communities.

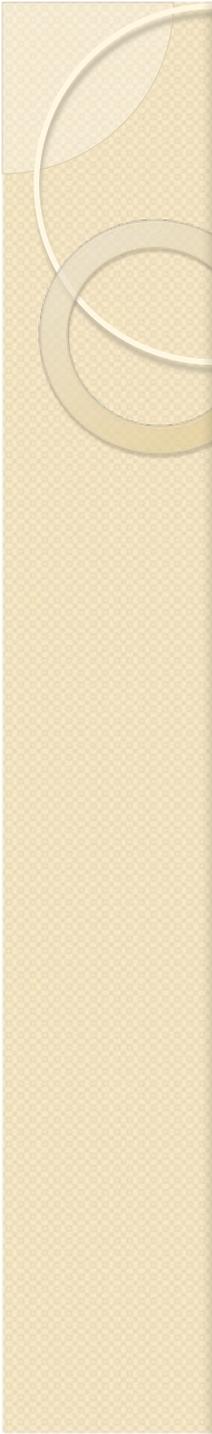


OUTCOME OF NEEDS ASSESSMENT

The Coalition goals:

Reducing Divorce & Disincentives to Marriage

To reduce the divorce filing and completion rate by developing legislative action to treat divorce as a health issue and providing comprehensive counseling for couples considering divorce or dissolution. .



OUTCOME OF NEEDS ASSESSMENT

The Coalition goals:

Marketing & Public Awareness:

To develop public advertising campaigns that promote the value of marriage and highlights the skills needed to increase marital stability and health.



MEMBERSHIP STRUCTURE

- Members should be individuals or organizations that have the same interest and goals as the coalition and should be diverse.
- I.H.M.F.C. is comprised of 200+ community organizations, businesses, individuals and faith based organizations across the state of Indiana.

BUILDING A NETWORK

The I.H.M.F.C. has 7 satellite sites across the state of Indiana.

Indianapolis

South Bend

Gary

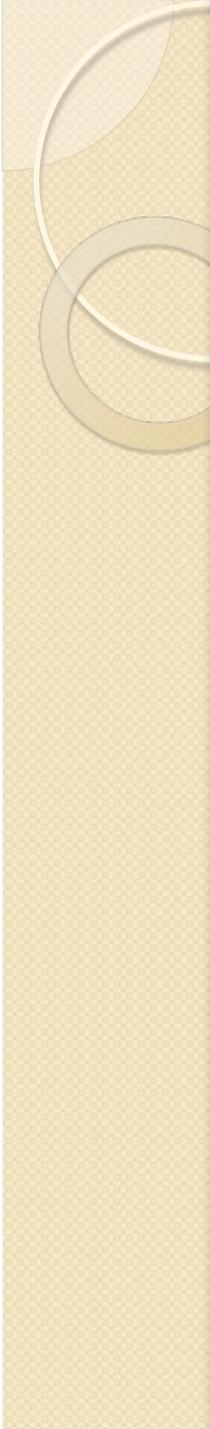
Ft. Wayne

Evansville

Anderson

Michigan City





PARTNERSHIPS

- Domestic Violence
- Faith Based/Spiritual
- Government (Local, State & Federal)
- For Profit
- Non Profit
- Educational (G.E.D., universities, local school districts)
- Health
- Fatherhood
- Financial
- Employment/Job Readiness
- Marketing



MARKETING

- Visibility and branding are key elements to build and sustain the coalition.
- I.H.M.F.C. has established the following presence:
 - Logo, website, Twitter, Facebook and print materials.
 - Our signature event has a press release and brand image developed and disseminated to the media.



CURRICULUM – EVIDENCE BASED

- **8 Habits of A Successful Marriage**

This workshop series is an engaging relationship strengthening program. Participants learn how to: Abandon Unhealthy Behaviors; Build Character; Strengthen Problem Solving Skills; Resolve Conflict Successfully; Learn Speaker-Listener Techniques; and Practice Forgiveness.

Authored by Franklin Covey.

- **How to Make Your Good Thing Better**

An 8-week research based, skills building, marriage enrichment program for African American couples, designed to teach them how to create and maintain intimate relationships in which both parties are physically and emotionally safe and content.

Authored by Dr. Lorraine Blackman, Ph.D.



CURRICULUM – EVIDENCE BASED

- **Bridal Blessings**

A day long pre-marital program designed to bring experienced mature men and women together with younger men and women to teach solid principles of marriage, including roles and responsibilities, duties, and temptations faced in the marriage relationship and how to avoid the snares. The emphasis is on the covenant of marriage vs. the ceremony details.

Authored by Charlotte Hawthorne, Shirley Alexander, Joycelyn Rose and Margaret Campbell.

- **FAMLI-Skills to A Better Relationship**

Fatherhood And Marriage Leadership Institute (FAMLI) is a four-session two hour course designed to assist couples and individuals with communication, anger management, fidelity and financial literacy skills. The sessions are highly interactive and promotes values as well as the importance of a healthy relationship.

Authored by Chris Gersten.



SUSTAINABILITY

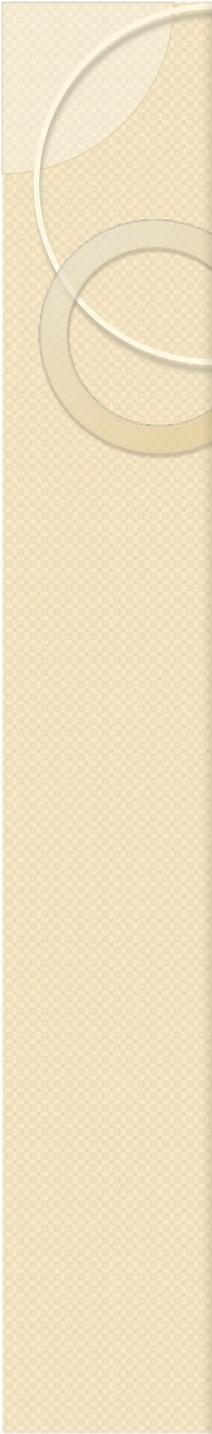
- Established affiliates to ensure that the Coalition is maintained.
- Reassessment of key partners needed to ensure the Coalition is run effectively and efficiently as a corporation.
 - Financial and legal advisors
 - High performing facilitators and trainers
 - Proven community stakeholders
- Effective programming – selected based on participate evaluation
- Evaluation processes



AFFILIATE STRUCTURE

Steps to developing an affiliate

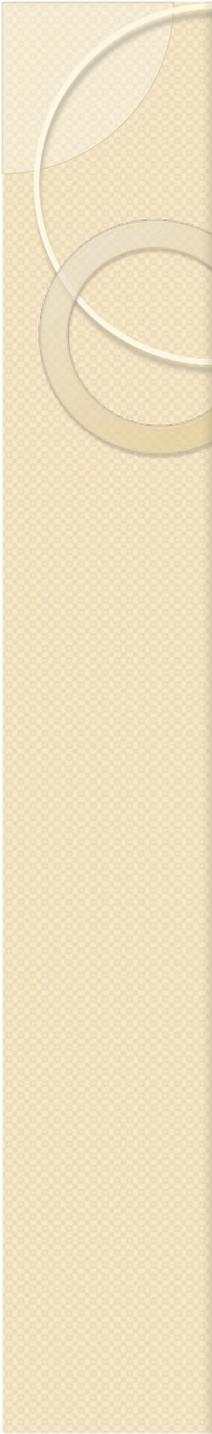
- Must be a group of 10 or more individuals or organizations who share the geographical proximity, who gather and embody the IHMFC mission and vision.
- An announcement of the intent to organized must be published in the local newspaper.
- A letter must be sent to the board
- One organizational meeting must be held and attended by 10 people



AFFILIATE STRUCTURE

Steps to developing an affiliate

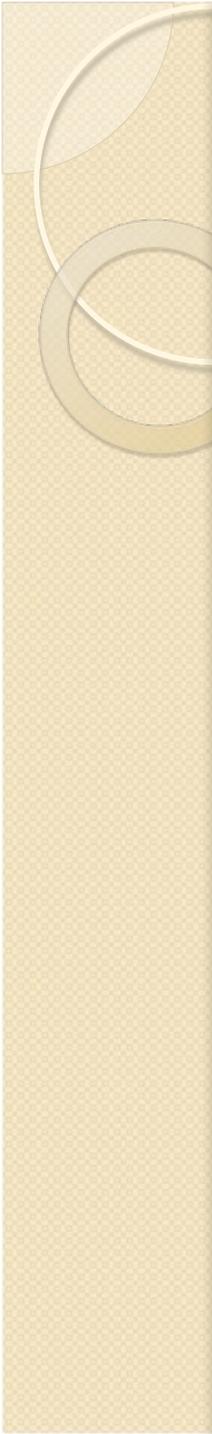
- At the meeting an official IHMFC representative must be present.
- Every attempt must be made to communicate with individuals and organizations throughout the region regarding future meetings.
- Submit a IHMFC affiliate application



AFFILIATE STRUCTURE

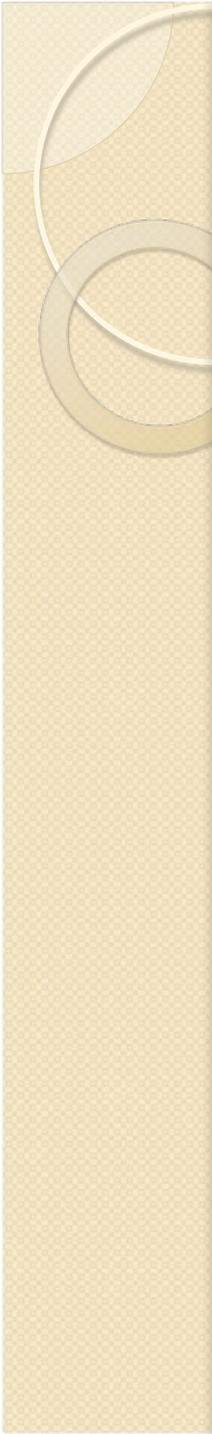
Provisional vs. Official Affiliate Status

- Provisional Status
 - Effective for 1 year
 - Hold at least 1 regional meeting
 - Elect officers
 - Develop a healthy marriage training program and support group
 - Seek out the state office for technical assistance.
- Official Status
 - Complete provisional status satisfactorily
 - Elect a representative to the state coalition
 - Pay annual membership fee
 - Pay an annual fee equivalent to 50% of membership fees
 - Hold an annual meeting
 - Submit a monthly activity report to the state office
 - Submit a monthly financial report
 - Follow the guidelines established for a 501(c)3.

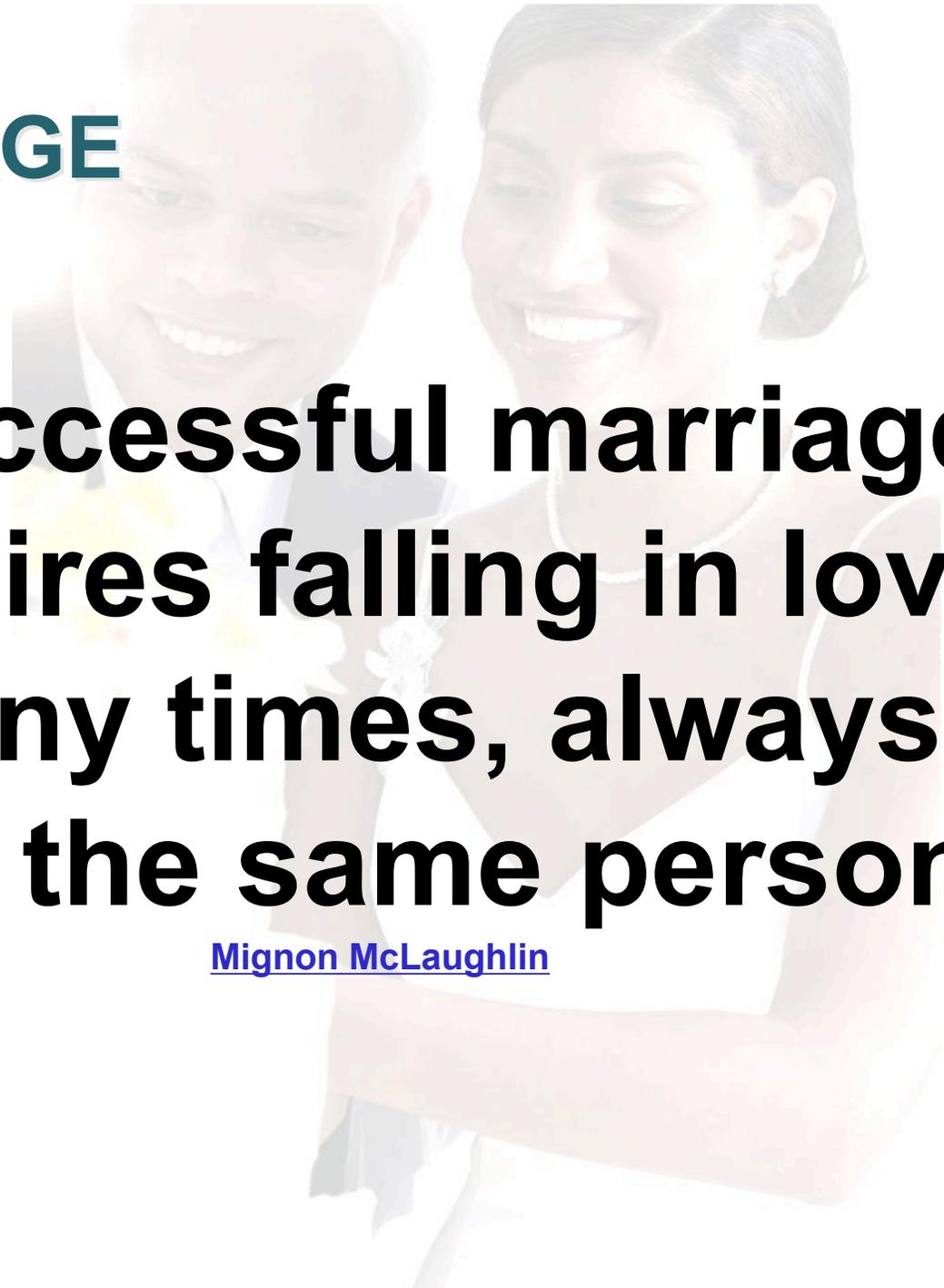


BUILDING FUNDING CAPACITY

- Fiduciary Agent
- Membership dues
- Private contributions and donations
- Grants (Local, State and Federal)
- Fee-based services



MARRIAGE



**A successful marriage
requires falling in love
many times, always
with the same person.**

[Mignon McLaughlin](#)