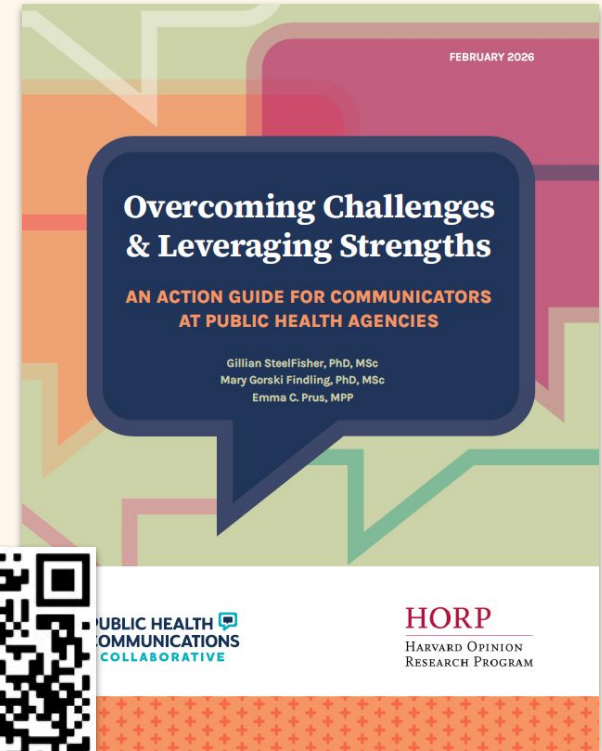


# Common Factors That Impact Communications Effectiveness:

- Political environment
- Morale
- Organizational position
- Bureaucracy
- Funding setup
- Staffing structure
- Community connections
- Outside communications support
- Relationship with leadership
- Relationship with programs
- Relationships among comms staff
- Relationships with the media
- Strategic authority
- Technological sophistication



## When Building Partnerships, Ask Yourself:

- In our current partnerships, where is the **decision making power** actually held, and how can we shift more of that influence to community voices that are closest to the people we serve?
- What is one “**non-negotiable**” **goal** your specific organization has this year, and where does it overlap (or potentially conflict) with the goals of the partners in this room?
- How do we transition our partnerships from “crisis-response mode” (like reacting to a specific outbreak or funding cycle) into a **permanent infrastructure** that functions even when there isn't an active emergency?