*Material presented below is based on the much more detailed content presented in the Finance Project's framework for sustainability. (See: http://www.financeproject.org/special/engage/workbook.cfm)

Key Principles of Sustainability Frameworks

- **Vision:** Having a clear-cut objective that articulates how a coalition and its initiatives or activities will make significant changes that reduce the burden of chronic disease is key to achieving sustainability. Without articulating these objectives and developing a plan for achieving them, no initiative can be truly viable.

- **Results Orientation:** Demonstrating success through measurable results (e.g. established indicators and performance measures) is crucial for building support from funders and key community stakeholders. Monitoring and evaluation provide assurance that your initiatives and activities will produce results.

- **Strategic Financing Orientation:** Developing a strategic financing orientation is critical for coalition leaders. It enables leaders to identify the resources they need to sustain their activities and then develop strategies to bring these resources together to achieve their goals. For state department of health staff, this can mean being strategic in seeking out partners with resources that can be shared, in potentially transforming your coalition into a separate 501(c)3 organization (non-profit status) to secure foundation funding, and joining forces with other chronic disease programs to combine resources.

- **Adaptability to Changing Conditions:** Adjusting to changing social, economic, and political trends in the state and in targeted communities enables coalitions to take advantage of various opportunities that can help achieve sustainability. Keeping track of changing environmental conditions also allows coalitions to identify and overcome any external threats that could obstruct program continuance.

- **Broad Base of Support:** Achieving a broad base of support within the state and targeted communities means determining who within your sphere of influence likes an initiative, who needs it, and who would care if it were gone. Your broad base of support should be reflected in the membership of your coalition and its respective committees, the organizations and constituencies members represent, and the other members who represent the targeted populations and communities.

- **Key Champions**: Bringing into your coalition leaders from businesses, faith-based institutions, government, media, and other parts of the community who are committed to your vision and initiatives and are willing to use their influence to generate support that will help to ensure long-term stability. Allies do not all need to be members of your coalition to be important.

- **Strong Internal Systems:** Building strong internal systems, such as communication plans, internal structures like committees and work groups, governance structures such as by-laws, and sound fiscal management enables a coalition to work effectively and efficiently. Establishing these systems while building your coalition and conducting your planning process also allows coalitions to document results and demonstrate soundness to potential funders.

- **Sustainability Plan:** Creating a sustainability plan in combination with your state plan helps coalition members clarify where they want their initiatives to go in the future, as well as document how they will obtain the resources to support their initiatives' continued existence and possible expansion. Sustainability plans provide benchmarks for determining whether initiatives are successfully reaching their goals. They also help policymakers, opinion leaders and investors decide whether and how to support certain initiatives.

Collectively, these elements are key to achieving a stable base of resources for state coalitions. Public health also brings the data that defines the problem, the burden of chronic disease and the populations chronic disease affects, as well as knowledge of evidence-based interventions that have been tested scientifically and shown to be effective in addressing the problem. These two additional elements, added to those above, should also be included in your preparations for sustainability planning.

Additional best practices for sustainability include:

- **Create a sustainability plan in your initial stages**. Addressing how efforts will be sustained in the long-term needs to be a part of your planning from the very beginning. Planning for sustainability should not be an after-thought or an add-on to your planning process.

- **Create a work group to address sustainability in a consistent and ongoing manner**: Sustainability should not fall on any one person or any one organization's shoulders within the coalition, and is not a one-time effort. Ask coalition members and other program partners to share responsibility for sustainability. A sustainability work group can be its own committee, made up of representatives from the other intervention workgroups and state department of health staff.

- **Engage your coalition members and other partners in actively pursuing funding:** A wide variety of coalition members may increase your access to various funding sources and in-kind resources.

- **Pursue other funding sources before your initial grant expires:** Given the time required to identify, write, submit and be notified of grants, as well as unforeseen shifts in public budgets and other changes, you should pursue additional sources of funding in the early stages of an initial grant cycle. To ensure the continuance of an initiative beyond your initial grant, you should aim to have been awarded at least one additional source of funding half way through your initial grant cycle.

- **Capitalize on your coalition's history and achievements when pursuing funding:** Be sure to emphasize your coalition's history in implementing successful strategies and initiatives. The continuity of efforts over time that have been pursued by your coalition are important.