

Forming an EBPP Planning Team

Seek Existing Groups

Before forming a new planning team for the EBPP process, look to engage an existing group with a shared mission. This will save time and effort to build a planning team, reduce duplication of efforts in your community, and decrease the number of meetings your stakeholders have to attend. Good options for existing groups could be a local coalition, your Collaborative Management Process (CMP) coalition, or another diverse group that is related to your issue or focus population. Consider asking key stakeholders if they know of an existing group.

If such group exists, approach the group to present the idea of the EBPP process to them. Be sure to be prepared to explain why this is an important process for the group to engage in, why it is important for the community, an overview of the process, and what will be required to successfully complete the process.

Identifying and Recruiting Key Stakeholders

If no existing coalition or group exists in your community, you will need to form one. It is recommended that a consistent core planning team is formed to review and compile information across the EBPP process. This will assist members in understanding the whole data picture and in identifying gaps and/or duplicative resources, and will ultimately lead you to a stronger, more robust, and more applicable final plan. The formation of this team may also be useful for future planning and efforts to address barriers to quality data collection at the community level. However, when forming your team, be careful not to ask anyone to join unless you are clear on why they should be at the table.

As a group, utilize the [Strategic Recruitment Tool](#) and brainstorm a list of people who will serve as your planning team. Consider the following to ensure your recruitment is targeted.

1. Who are the professionals with expertise in the problem area you are addressing? Consider professionals providing direct service, indirect service, advocates, and others for the focus population.
2. What groups, organizations, and/or agencies have a common interest in your issue or problem area and would benefit from collecting or having access to information and data?
3. Who has access to or holds data you need to assess the current conditions in your community?
4. Who will be affected by the changes you intend to bring about in the community? Who has lived experience with the issue you are hoping to address? Who is part of the focus population you intend to work with?
5. Who has had some previous experience with collection and/or analysis of data?
6. Who has expressed an interest in participating in the assessment process?

Once you have identified your key stakeholders for outreach and engagement, use the [Sample Contact Roster](#) to gather, centralize, and track your outreach efforts and progress.

Elevator Speech/Email

It will be helpful to develop an elevator speech or email for stakeholder outreach and recruitment. You can use the included email templates to create your elevator speech. Remember that an initial email invite should be considered your first step, and plan to follow up your email with a personal conversation. Consider addressing the following areas as a part of this communication:

- Background information
- Benefits for the community/target population
- [Overview of the EBPP Process, with an example](#)
- Timeline of process
- Time commitment of participation
- Customized – WIIFM (What's In It For Me), Why that person/agency
- Request to connect to discuss this opportunity in more detail

Extend Invitations through Existing Relationships

Your recruitment efforts will be more successful if someone with an existing relationship to the potential planning team members extends the invitation personally. If this is not possible, a warm introduction from a mutual contact will also improve your chances of successful recruitment. However, be sure the person extending the invitation is fully prepared with a solid understanding of the elements of the elevator speech/email listed above and a clear picture of the WIIFM for the potential planning team member.

Spread the Leadership Roles

In addition to recruiting stakeholders, it will be important to also identify and recruit at least four people who are willing to take active roles in coordinating and leading the EBPP activities. See [“Organizing your EBPP Planning Team”](#) for role descriptions.

Suggested Team Make-Up

The Planning team membership should reflect a diverse group of individuals and organizations in the community. It may be useful to encourage representation of the following sectors within the EBPP team/committee:

- Government
- Law Enforcement and Corrections
- People with lived experience of the issue(s)
- Behavioral Health
- Education
- Non-profit or civic
- Health care
- Media
- Local business
- Youth
- Parents
- Advocacy

Youth may also serve a helpful role in capturing data from youth focus groups, observations, and community surveys. Diverse membership will facilitate access to a variety of sources and types of data.

The size of the team should reflect the needs of the community. It should be small enough to allow for the participation of all members, while remaining diverse in membership. It is recommended that a team be no smaller than 6 members, but no more than 20. An ideal team size for this process is 10-15.

Notes on Timing and Commitment

Typically, this process takes six to nine months from the first full meeting of your EBPP team assuming you are meeting monthly and work (such as data collection) is completed in between meetings. It can be completed in a shorter time frame if there is significant support from multiple people, especially if those people are data literate and have ready access to local data (either directly through their work role or via already established relationships) and if your committee is willing to have extended or more frequent (i.e. weekly) meetings. On the other hand, it may take longer, especially if you have frequent turnover in your EBPP team, if you meet less than monthly, or if it takes longer for your group to understand and process the data and make decisions. Groups that have decided to meet less than monthly have found that the momentum for moving through this process wanes and it creates additional barriers to completion.

It is recommended that your EBPP team meet at least monthly, complete work assignments between meetings on time, and seek commitments from members to see the entire process through.

The First EBPP Team Meeting

Once you have recruited all or most of your EBPP planning team, it is time to set up and facilitate your first meeting! Use the [Sample Meeting Agenda for Initial EBPP Team Meeting](#) to start off on the right foot and set yourselves up for success!