

# Partnership for Community Health Guide: MAPPING STAKEHOLDERS

## Who Should Be at the Table to Strenghen Your Partnership for Community Health?

As your community coalition is getting started or re-energizing, you may be thinking, "who is missing from the table?" or "who do we need to invite the next time we meet?" **Taking the time to map stakeholders (actors), assets and power, and develop a relationship strategy can make all the difference.** 

#### How Does the Mapping Process Work?

The mapping process can be done individually or as a team endeavor. Mapping can be started at any time and revisited as your coalition expands and engages new stakeholders.

- **Map Actors** look at organizations, community groups and communities individuals belong to
- Map Values Map Values look at the choices and values of the organizations and community groups represented
- **Map Interests** remember that the same stakeholder may be representing conflicting interests. Consider stakeholders' interests in the work of the coalition
- **Map Power** look at decision-making authority and the span of influence across networks
- Map Resources look at direct and indirect access to resources related to project needs



### Field Guide for Multi-Stakeholder Mobilization and Coalition Building



A relational strategy can ensure your coalition is positioned for success. The tools and techniques from the **ReThink Health® Community Activation for System Stewardship Field Guide** can help you build collective leadership capacity, enlist stakeholders' commitments to your coalition's shared purpose and help your coalition move forward in action to meet or exceed established goals.

#### Click Here to Download the Field Guide

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