

COMPONENT 1:

Partnerships & Leadership Guide

Purpose

This component helps communities build the partnerships, leadership structure, and shared responsibilities needed to support Healthy Brain Community efforts. A strong steering committee creates the foundation for all future toolkit activities.

Why It Matters

Healthy Brain Communities are built through collaboration. By bringing together organizations, community leaders, caregivers, and residents, communities can identify priorities, coordinate efforts, and create sustainable initiatives that support brain health and dementia awareness.

Expected Outcomes

- Establish a steering committee
- Identify partners across sectors
- Define roles and responsibilities
- Develop a shared vision and purpose
- Create a process for communication and decision-making
- Prepare for Community Readiness & Assessment activities

Key Actions

- Establish a steering committee
- Identify partners across sectors
- Define roles and responsibilities

Estimated Time to Complete

Approximately 1–2 months. Time may vary based on community size, existing partnerships, and meeting schedules.

Who to Involve

Healthcare • Public Health • Senior Services • EMS/First Responders • Libraries • Faith Communities • Local Government • Community Organizations • Schools • Businesses • Caregivers • Individuals Living with Dementia • Tribal Representatives

Tools Included in this Component

Tool Number	Tool Name
1.1	Steering Committee Step-by-Step Guide
1.2	Steering Committee Companion Templates
1.3	Steering Committee Roles
1.4	Partner Engagement Checklist
1.5	Partner Engagement Planning Template
1.6	Steering Committee Agenda
1.7	Steering Committee Meeting Log

Step 1: Identify a Lead Organization or Convener

Purpose: Identify the organization or individual who will coordinate Healthy Brain Community efforts, convene partners, and provide overall leadership throughout implementation.

Tool to Use: Tools 1.1 Step-by-Step Guide and 1.2 Companion Templates to identify the organization or individual who will coordinate the effort.

Recommendation for Success: Identify a respected organization or community champion that can convene partners and keep activities moving forward.

Step 2: Clarify Purpose and Scope

Purpose: Develop a shared vision and define the goals, priorities, and expected outcomes that will guide Healthy Brain Community activities during the first 6–12 months.

Tool to Use: Tools 1.1 Step-by-Step Guide and 1.2 Companion Templates to create a purpose statement and identify goals for the first 6–12 months.

Recommendation for Success: Keep the purpose simple and focus on community priorities.

Step 3: Establish Steering Committee Roles

Purpose: Define leadership roles and responsibilities to ensure Healthy Brain Community activities are coordinated effectively, and responsibilities are shared among committee members.

Tool to Use: Tool 1.3 Steering Committee Roles to identify leadership roles such as Chair, Coordinator, Community Engagement Lead, and Caregiver Representative.

Recommendation for Success: Match responsibilities to individual strengths and interests.

Step 4: Identify and Recruit Partners

Purpose: Recruit a diverse group of organizations, agencies, businesses, and community members that can contribute expertise, resources, and community connections.

Tool to Use: Tools 1.4 Partner Engagement Checklist and 1.5 Partner Engagement Planning Template to identify organizations and individuals who should be involved.

Recommendation for Success: Recruit partners from multiple sectors and include lived experience whenever possible.

Step 5: Invite and Engage Partners

Purpose: Build strong partnerships by clearly communicating the purpose of the Healthy Brain Community initiative, the benefits of participation, and opportunities for collaboration.

Tool to Use: Tool 1.2 Companion Templates to develop outreach messages that explain the purpose, benefits, and expectations of participation.

Recommendation for Success: Focus on relationship building and shared goals.

Step 6: Convene the First Meeting

Purpose: Bring partners together to establish relationships, build a shared understanding of the initiative, and identify initial priorities and next steps.

Tool to Use: Tools 1.2 Companion Templates and 1.6 Steering Committee Agenda to establish an agenda.

Recommendation for Success: Keep the first meeting focused on introductions, purpose, and next steps.

Step 7: Establish Operating Norms

Purpose: Develop shared expectations for communication, decision-making, participation, and meeting processes to support effective collaboration and accountability.

Tool to Use: Tool 1.2 Companion Templates to develop meeting norms, communication expectations, and a decision-making process.

Recommendation for Success: Clear expectations help maintain engagement and accountability.

Step 8: Develop a 6–12 Month Work Plan

Purpose: Create an action plan that identifies priorities, assigns responsibilities, establishes timelines, and guides implementation during the first year.

Tool to Use: Tool 1.2 Companion Templates to identify one to three priorities and assign leads, timelines, and resources.

Recommendation for Success: Start with achievable goals and build momentum through early successes.

Step 9: Document Meetings and Decisions

Purpose: Maintain a record of meeting discussions, decisions, action items, and progress to support communication, accountability, and continuity.

Tool to Use: Tool 1.7 Steering Committee Meeting Log to document attendance, decisions made, action items, and follow-up responsibilities.

Recommendation for Success: Maintain clear records to support communication, continuity, and future planning.

Step 10: Communicate Progress & Sustain Partnerships

Purpose: Maintain community engagement by sharing progress, strengthening partnerships, recruiting new participants, and integrating Healthy Brain Community efforts into existing community initiatives.

Tool to Use: Continue using the communication templates, meeting tools, and planning resources developed throughout this component to support ongoing collaboration and community engagement.

Recommendation for Success: Celebrate accomplishments, communicate progress regularly, and continue building partnerships to sustain Healthy Brain Community efforts over time.

Component Completion Checklist

- ☐ Lead organization identified
- ☐ Purpose statement completed
- ☐ Steering committee established
- ☐ Roles assigned
- ☐ Partners recruited
- ☐ First meeting held
- ☐ Operating norms established
- ☐ Initial work plan developed
- ☐ Meeting documentation process established

Suggested Resources (Component 9)

- CDC Healthy Brain Initiative (HBI) Road Map
- Dakota at Home
- Dementia Friendly America
- South Dakota Department of Health Head Forward

Next Steps

After completing this component, proceed to **Component 2: Community Readiness & Assessment**. Your steering committee will use assessment tools to identify strengths, gaps, and priorities that will guide Healthy Brain Community initiatives.