

Engaging the 12 Sectors of Coalition Representation

A strong, effective coalition reflects the community it serves. By bringing together stakeholders from a wide range of sectors, coalitions can tap into unique perspectives, expertise, and resources. The strongest coalitions intentionally engage representatives from all 12 key sectors outlined below.



Healthcare Professionals

This group includes physicians, nurses, mental health providers, dentists, therapists, public health officials, and dietitians. These individuals may work in hospitals, clinics, health departments, or community wellness organizations.



Businesses

From local retailers and service providers to large corporations, this sector includes industries such as manufacturing, agriculture, finance, utilities, and real estate. Businesses bring valuable resources and community influence.



Schools

Representatives might include teachers, counselors, principals, school nurses, superintendents, coaches, or school resource officers. Schools in Ohio are required to provide prevention education, making them natural allies in coalition efforts.



Youth

Youth voices (ages 18 and under) are critical to effective prevention work. Young people should be consulted and empowered to lead and shape initiatives that impact their peers.



Civic and Volunteer Organizations

These groups, driven by service and community betterment, include volunteers, national service members, and service-learning participants who bring energy, reach, and civic spirit.



Religious and Fraternal Organizations

This sector includes faith-based leaders and members of churches, mosques, synagogues, and temples, as well as fraternal groups such as sororities, fraternities, and service clubs like the Knights of Columbus.



State, Local, or Tribal Government

Mayors, city council members, county commissioners, state legislators, and tribal leaders can offer policy insight and community-wide reach.



Law Enforcement

This includes police officers, sheriffs, judges, correctional staff, and others involved in justice and public safety. Their input is crucial for addressing enforcement, prevention, and community trust.



Parents

Any adult involved in guiding and supporting young people, including parents, stepparents, grandparents, kinship caregivers, or guardians, can provide a vital perspective in prevention efforts.



Media

Media partners include traditional platforms (TV, radio, print) and digital outlets (social media, websites). They help amplify messages and increase community engagement.



Youth-Serving Organizations

Groups such as 4-H, Boys and Girls Clubs, YMCAs/YWCAs, and Big Brothers Big Sisters offer direct connection to youth and often run programming aligned with coalition goals.



Other Organizations Involved in Reducing Substance Use

This includes groups focused on reducing substance use and promoting mental health, such as organizations serving veterans, LGBTQ+ populations, older adults, or individuals with disabilities.

How to Engage the 12 Sectors

Prioritize Relationships

Start by forming genuine personal connections before diving into your coalition's mission. A casual conversation over coffee can often lead to lasting partnerships.

Identify What's In It For Them

Frame the benefits of involvement based on their sector – whether it's recognition, access to resources, or opportunities for community impact.

Clarify Expectations

Be upfront about what participation entails. Outline meeting schedules, volunteer opportunities, and any financial or time commitments.

Leverage Your Network

You don't need to start from scratch. Ask members who they know in target sectors. A warm introduction is often more effective than a cold call.

Find the Champions

Each sector has individuals who are passionate and active in their community. Ask your contacts who they see as leaders or changemakers – they are ideal representatives.

Source: <https://kscourts.gov/KSCourts/media/KsCourts/Trial%20court%20programs/12-sectors-Toolkit-handout.pdf>

About Us

Prevention Action Alliance is a 501(c)3 nonprofit in Columbus, Ohio that is dedicated to leading healthy communities in the prevention of substance misuse and the promotion of mental health wellness. Learn more about Prevention Action Alliance at preventionactionalliance.org.

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