



# OHSU Deflection Sites

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# Sustainability Reference

- ❖ *Sustainability for publicly-funded behavioral health and justice grant programs: A model for stability and success.*
  - ❖ Delmar, NY: SAMHSA's GAINS Center for Behavioral Health and Justice Transformation - Charlier J., & McDonnell, M. (2012)

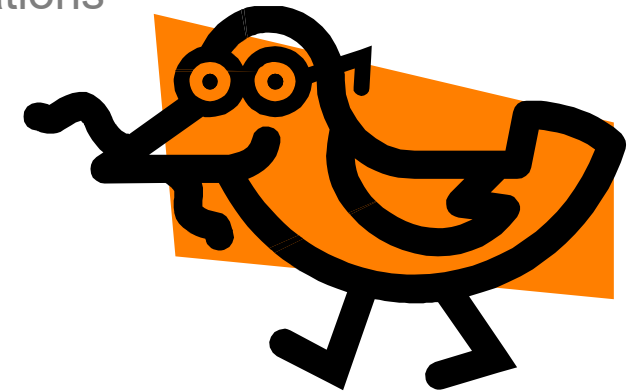
# Know, Do, Be

- ❖ Start early with **KNOW**ing what is needed for sustainability
- ❖ Move early to **DO**ing things that promote sustainability
- ❖ Repeat daily the work of **BE**ing sustainable

# Start Early, and if not, Start Now

## Day 2

- ❖ The time when a program incorporates an external, future focus into daily activities
- ❖ Establish sustainability early in a program's DNA before day-to-day operations monopolize the agenda



# Sustainability: Two Interlocking Pieces

## CONCEPTUAL and PRACTICAL SUSTAINABILITY

- ❖ Conceptual (HEARTS) sustainability about perceived value
- ❖ Practical (MINDS) sustainability about quantifiable value
- ❖ Must build both over the long run
- ❖ Consider the time element to develop and deploy both



# Conceptual Sustainability

## WHAT'S IT ALL ABOUT?

- ❖ Shaping the future
- ❖ “Land of ideas”
- ❖ Achieving the future by doing realistic, manageable activities now...
- ❖ ...so your vision and mission is still relevant when the future arrives



# Conceptual Sustainability Cycle



## WHAT'S IT ALL ABOUT? REPEATING ACTIVITIES (BE)

- ❖ Know what the heart -perceived value- wants
- ❖ See (Know) where you want to be
- ❖ Know how far you need to go
- ❖ Check-In (Do)
- ❖ Create (Do) your engagement mechanisms

# KNOW What the Heart Wants

## WHY DO YOU EXIST? WHAT IS YOUR PURPOSE?

- ❖ What events took place (are still taking place) that created the initial sense of purpose and/or sense of urgency?
- ❖ What is the need/problem/gap that created the program?
- ❖ What is/was the starting vision?
- ❖ Who were the initial supporters, champions and creators?





# See (KNOW) Where You Want to Be

## LOOKING THROUGH YOUR SUSTAINABILITY TELESCOPE

- ❖ Know what you want to sustain
- ❖ Environment
- ❖ Context
- ❖ Culture



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# KNOW How Far You Need to Go

## SUSTAINABILITY PROGRESS “RULE OF THUMB”

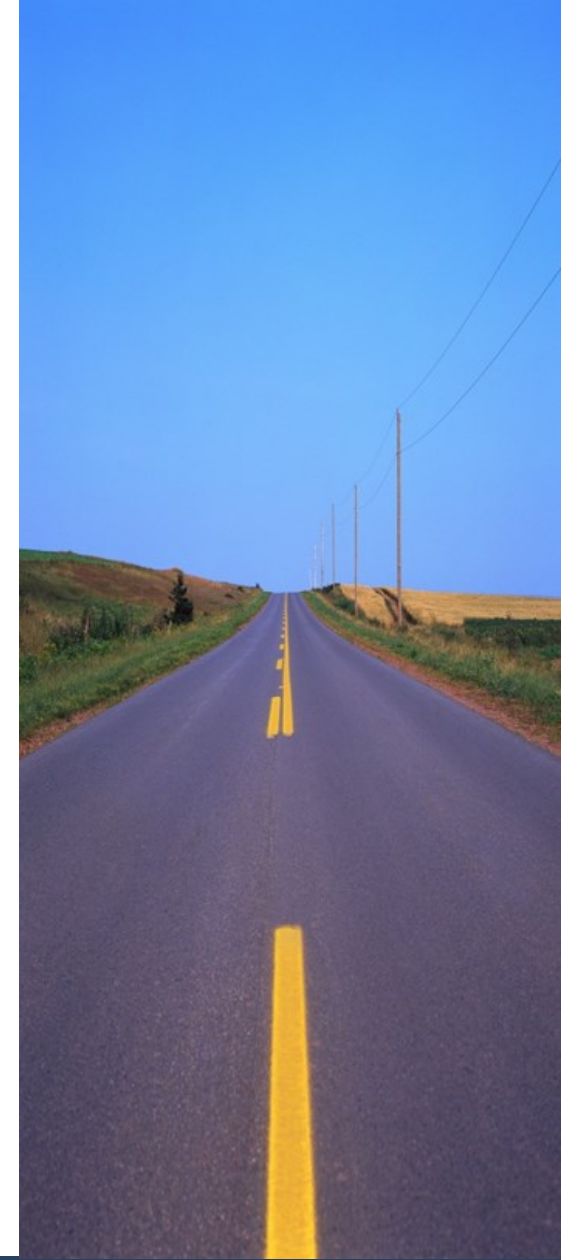
- ❖ Achieve this % of your sustainability plan every year:

1

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Total years of established funding – 1 year

- ❖ The final year of your funding is for shoring up sustainability
- ❖ Measure and celebrate your sustainability progress



# Check-In (DO)

## QUESTIONS TO KEEP ASKING

### Year 1

- What is your organizational authority to act?
- What is your risk tolerance for collaboration?
- Who else is in your “neighborhood”?

### Middle Years

- Are you sufficiently focused each day on sustainability?
- What new activities are you doing to shape the future?
- What new partnerships can you create?

### Near the End

- What are we missing?
- What is new in the environment?
- What do we need to shore up?



# Create (DO) Your Engagement Mechanisms

**KEEP PEOPLE CONNECTED, INTERESTED AND FOCUSED BEFORE  
THE EXCITEMENT IS GONE**

- ❖ Create your identity, appeal and value (brand)
- ❖ Become well known (presence)
- ❖ Enlarge your reach (capacity)



# Create (DO) Your Engagement Mechanisms

## EXAMPLES

Community Advisory Boards

Newsletters

Thank you calls

Invitation to visit the program

Webinars

Weekly updates

Story of the month

Social media

Speakers bureau

“Investors” teleconference

Community events - walks, runs

Other Ideas???

# Practical Sustainability

- ❖ Deals with quantifiable value – attractive/appeals to the mind
- ❖ Ability to spell out with precision Who? When? How Much?
- ❖ Chart it out, literally
- ❖ Codification in (legislation, policy, budgets, MOUs, etc..) is a measure of your success



# Organizing to Gain Support

## BIG QUESTIONS THAT NEED ANSWERS

- ❖ Who benefits from the project?
- ❖ In what way do they benefit?
- ❖ How much do they benefit?
- ❖ Can it be quantified?
- ❖ Money saved?
- ❖ Quality of life improved?
- ❖ Public safety improvements?



# Organizing to Gain Support

## MORE QUESTIONS THAT NEED ANSWERS

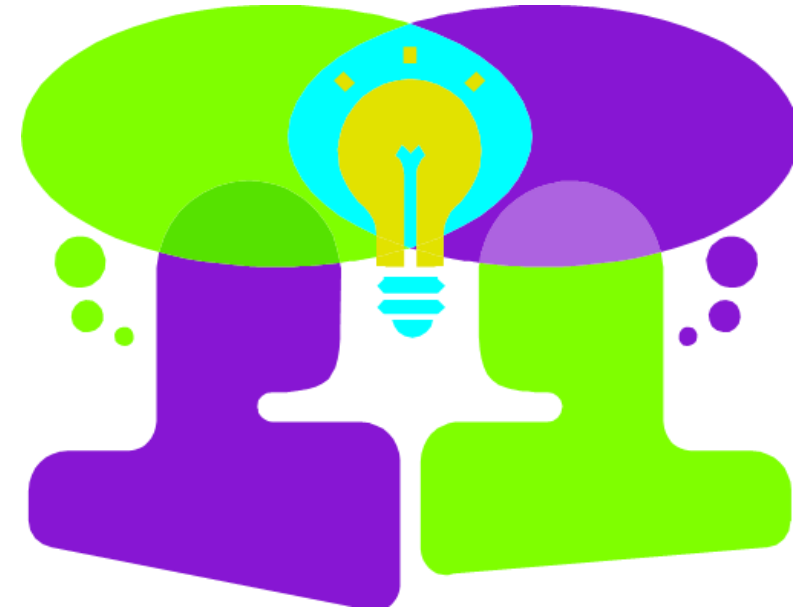
- ❖ Whose support does the program want? Why?
- ❖ What can they do for you?
- ❖ How much and what type of support? Can it be quantified?
  - ❖ **Direct:** Funding, legislation, access to services or personnel, overcoming barriers
  - ❖ **Indirect:** Connect you with people who can do things
  - ❖ **Media coverage:** Spreading the gospel
- ❖ Your project can never have too many friends



# Organizing to Gain Support

## AND A FEW MORE QUESTIONS THAT NEEDS ANSWERS

- ❖ What information do you have?
- ❖ What data can you develop easily?
- ❖ What client successes can you share?



# Sustaining Services

## BE, DO, KNOW

- ❖ DO Simple, colorful examples tell the story you want told
- ❖ DO Create venues to share your examples
- ❖ Chief Judge's meetings, Veteran's events, legislator briefings, federal visits, TA events, graduations
- ❖ DO Solid foundation of partnerships
- ❖ **KNOW - What components to sustain**
- ❖ KNOW - Options for funding after the grant
- ❖ Initiate before funding ends - continuity matters

# Sustaining Change Initiatives

## PRIORITIES

- ❖ Securing champions
  - ❖ Look for people who control resources you need
  - ❖ Look for people with an interest in your population, type of project or problem you solve
- ❖ Strategies that matter:
  - ❖ What policy changes, training programs, etc. will make a difference in replication and adoption?
  - ❖ Which will not cost much? Which are a matter of changing the way resources are used?

# Lagniappe

## IN CLOSING....

- ❖ Overlap between Conceptual and Practical sustainability
- ❖ Sustainability efforts are highly contextual activities
- ❖ Be open to the unexpected happening
- ❖ Social media

Start **early,** and if not, start now



## Contact Information

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