

# Establishing Syringe Services Programs: A Virtual Series

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WEBINAR 4: CONDUCTING A POWER ANALYSIS

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PRESENTER: COLIN MILLER



What is the  
purpose of a  
power  
analysis?

A power analysis will show you who holds the  
power in your community.



# A power analysis helps us to:

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- See where our strategies and methods may conflict with other people and organizations in our community
- Identify key people and organizations that may function as both allies and/or adversaries in different areas
- Understand where our organization and mission potentially fits in existing community frameworks

# Assumptions Behind Power Analysis

A power analysis assumes that:

- Power relationships are unequal. This is a key reason for the problems and issues we may face.
- There is a political agenda at work that causes these problems, and power is being exercised behind it. We have to develop strategies that work to get us a “place at the table”, to become part of a new and improved agenda.
- In order to achieve long-term sustainability, we need a more systematic way of understanding power and how it is exercised.

## The power analysis will help us develop effective strategies for:

- Winning meaningful social change
- Securing a place in the fabric of the community
- Permanently altering power relationships in favor of the mission, goals, and philosophy of our organization
- Grassroots organizing that will continue to build our group's power
- Connecting short-term activities to long-term goals

# Conducting a Power Analysis

What obstacles does your organization face?

- Funding
- Public relations (community)
- Support of key players (law enforcement, public health, etc.)
- Relationship with drug users
- Lack of connection to resources for participants (treatment, healthcare, etc.)

We'll use funding as an example...

# Conducting a Power Analysis (cont.)

If our goal is to identify potential funding streams for our organization, what questions need to be asked?

- What areas do the services we provide fit in? (SUD Treatment? Public health?)
- Who provides funding in these areas in our community? (LMEs/MCOs? Private foundations? Government (local/state/federal)?)
- Who are the key players, gatekeepers, and power players in these areas locally? (Folks from LMEs/MCOs? County commissioners? Public health folks?)

Also consider:

- Who are your allies and supporters (individuals/organizations) that may be able to help?
- Who are POTENTIAL allies and/or supporters?

## Conducting a Power Analysis (cont.)

After compiling information from questions, using our example of funding, we might have something like this:

### SUD Treatment/Public Health/Communicable Disease Prevention Funding

- Potential funding sources: Cardinal, Forsyth County, Health Department (RFA), WS Foundation, Kate B. Reynolds Foundation, Z Smith Reynolds Foundation, AIDS United, Broadway Cares, NASEN,
- Key Players: County Commissioners, City Manager, contacts with foundations listed, public health folks,
- Allies and Supporters: Green St. UMC (+ other churches), FaithHealth @ WFU, NCHRC, USU,
- Potential Allies and Supporters: MAT clinics, treatment providers,

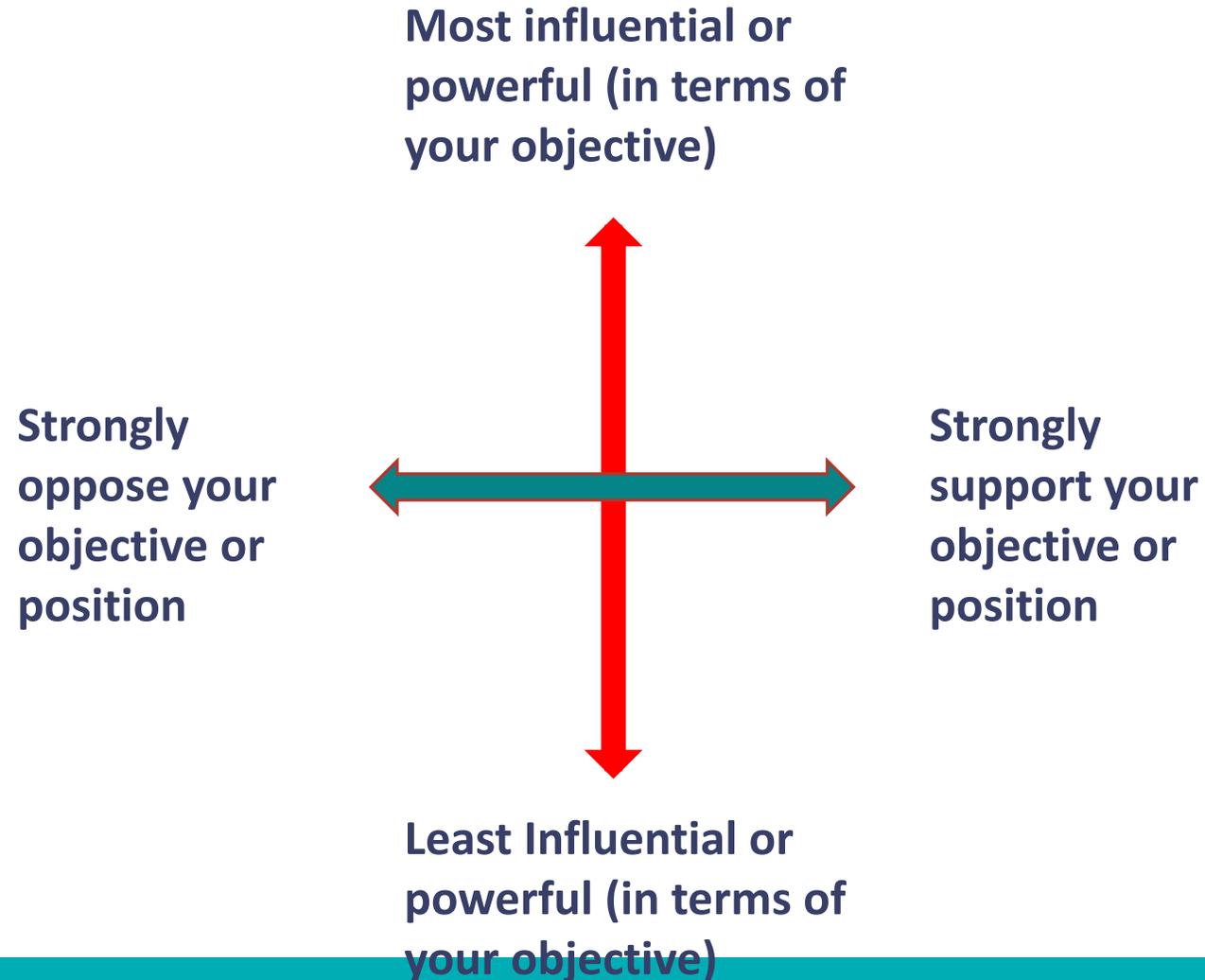
## Conducting a Power Analysis (cont.)

Next, assess each individual/group that has been brought up using relevant questions, such as:

- What financial resources do they have access to?
- What has been their history in funding programs locally?
- Have they exercised power or influence over decision-makers in the past?
- How much power do they have in mobilizing or persuading key people?
- What political, organizational and social relationships do they have? How can these relationships positively or negatively affect your goals?

After assessing, plot each individual/group on a x-y axis like the one on the next slide

# Conducting a Power Analysis (cont.)



## Conducting a Power Analysis (cont.)

In looking at your graph, ask yourself:

- Who is both influential AND sympathetic (or potentially sympathetic) to your cause?
- Do some groups or individuals serve as gatekeepers to more powerful groups or individuals?
- Where are there existing relationships and connections between the groups and individuals on the graph?
- What strategies can we put together to best accomplish our goal of financial security?

Use the Power Analysis and the space around it to map out connections, jot down notes, and formulate strategies

## Case Study: TCHRC

- Early 2017: property owners in neighborhood start talking with rep from City Council
- April 2017: City Council member brings up concerns about SSPs at Public Safety Committee meeting, suggesting zoning regulations as a way of regulating TCHRC. A number of SSP supporters spoke against such regulations, citing concerns ranging from hindering life-saving programs to setting a dangerous precedent.
- May 2017: 2<sup>nd</sup> Public Safety Committee meeting ends with a vote to table any action on SSP zoning regulations until next meeting. TCHRC brings in subject experts from NCHRC and supportive neighbors to speak.

## Case Study: TCHRC (cont.)

- June 2017: 3<sup>rd</sup> Public Safety Committee meeting ends with another vote to table any action on SSPs until August meeting.
- August 2017: 4<sup>th</sup> Public Safety Committee meeting ends with the topic of SSPs not being brought up **AT ALL!**
- Lots and lots of work went on behind the scenes in winning the support of other members of the City Council who were on the Public Safety Committee
- One of the primary tools we used in dealing with this potentially damaging situation was the Power Analysis

## Case Study: TCHRC (cont.)

- Community connection made us aware of initial meeting in April
- Having been caught off guard, we relied on Power Analyses that we had recently done to quickly discern who the key people we needed to garner support from were and strategize a plan of attack
- Before the 2<sup>nd</sup> meeting, we had reached out personally to every City Council member. The connections of certain members of TCHRC proved invaluable, especially Rev. Carpenter's connections in religious communities.
- One specific long-standing Councilman took to being our champion, himself having a personal connection to a preventable OD death

## Questions to Ask Yourself

- What areas would it be helpful for your SSP to conduct a Power Analysis in?
- Where does your SSP fit in different parts of your community?
  - PWUD
  - POC
  - SUD/MH Treatment
  - Recovery
  - LGBTQ+
- What sort of power does your organization hold now and what is its capacity?

Q&A

