

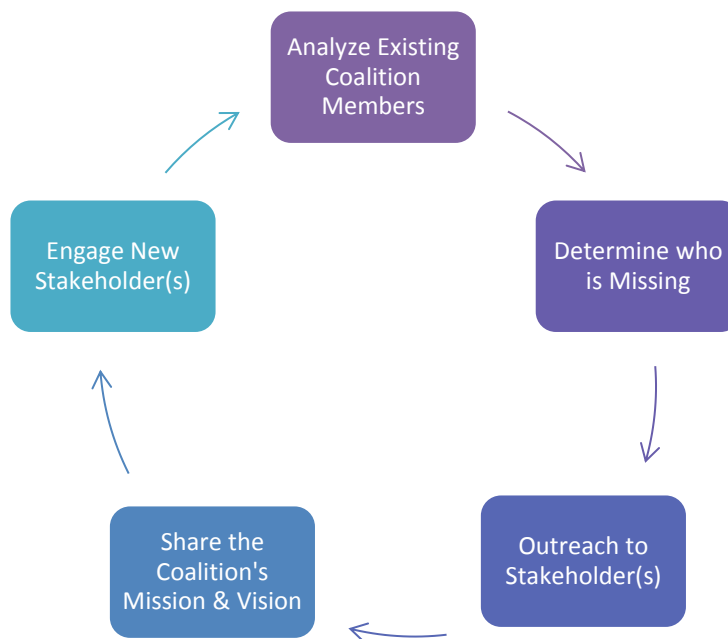
Stakeholders

What is a stakeholder?

A person, group or organization with an interest or concern in a topic (i.e., oral health, general health)

Why are stakeholders important?

They maximize coalition value, compose coalition membership, provide resources, and increase community interest



Who are key oral health stakeholders?

- CCOs/DCOs
- Educational facilities
- Oral health professionals
- Healthcare professionals
- Policy makers

*see oral health coalition framework for more examples

How to engage stakeholder?

- Health summits
- Personal outreach
- Informational emails
- Flyers
- Clarifying goals
- Productive meetings

When to engage stakeholders?

- Coalition formation
- Charter development
- Maximizing strengths
- Specific projects
- Annual coalition review
- Expanding membership