



Welcome to our webinar!

Effectively Engaging Multi-Sector Partners

September 21, 2015

9:00 – 10:30 am EST

Presenter: Steve Ridini, Ed.D
Health Resources in Action



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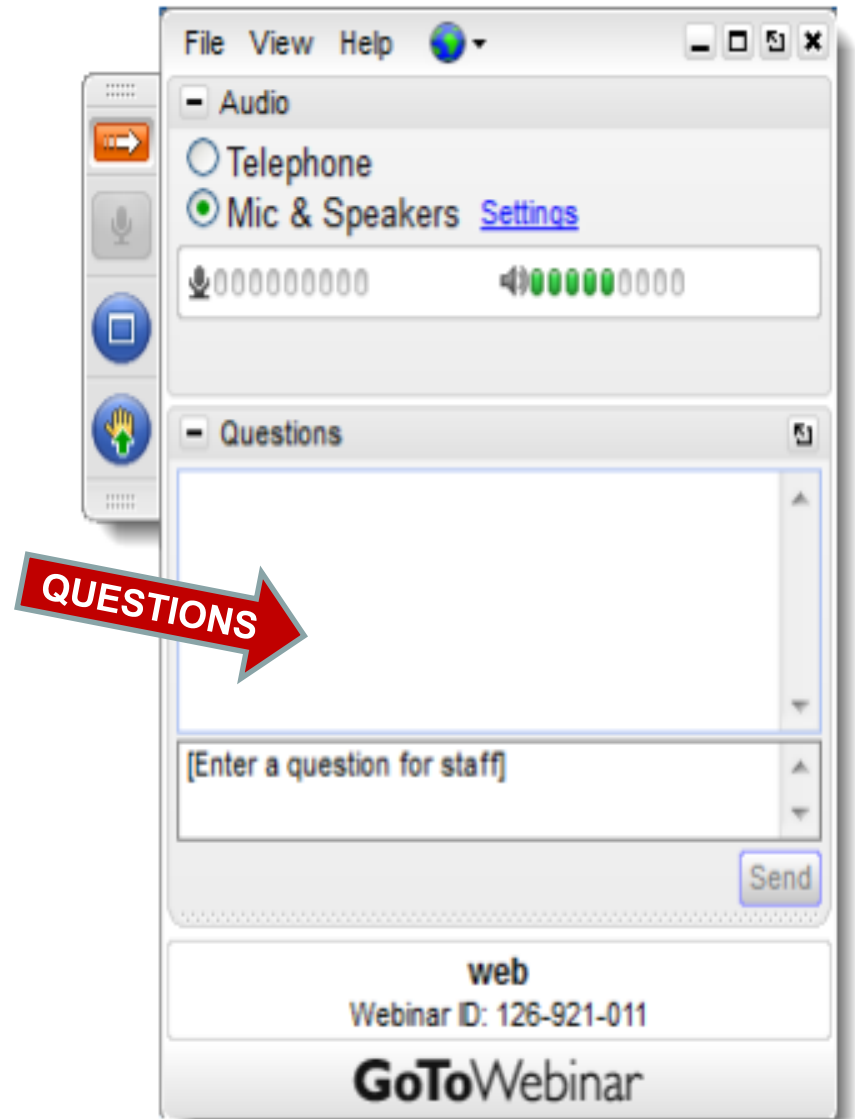
How This Webinar Works

- Ask questions during the webinar by typing into the “Question” box of your control panel on the right side of your screen.
- Questions will be addressed during the Q & A at different points in the webinar.
- Immediately at the end of this webinar, please fill out a quick survey to let us know how we did.
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- Also, we encourage you to use **#MACoalitions** hashtag to tweet questions or comments to @HRiAInstitute during or after the webinar.

GoToWebinar:

All attendees will be muted during the webinar.

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Health Resources in Action
Advancing Public Health and Medical Research



Community Health
Training Institute

Effectively Engaging Multi-Sector Partners

Steve Ridini, Ed.D
Health Resources in Action
September 21, 2015

Question

What is the biggest challenge you have engaging multi-sector partners?

Definitions

Community exists when people who are interdependent struggle with the traditions that bind them and the interests that separate them so that they can realize a future that is an improvement on the present.

C.M. Moore. *A Working Paper on Community*. The National Conference on Peacemaking and Conflict Resolution. Fairfax, VA: George Mason University, 1991.

Engagement: the process of working collaboratively with and through groups of people affiliated by geographic proximity, special interest, or similar situations to address issues affecting the well-being of those people.

Source: US Centers for Disease Control and Prevention, 1997.

Partnership: A type of organization in which two or more individuals pool money, skills, and other resources and share profit and loss in accordance with terms of the partnership agreement.

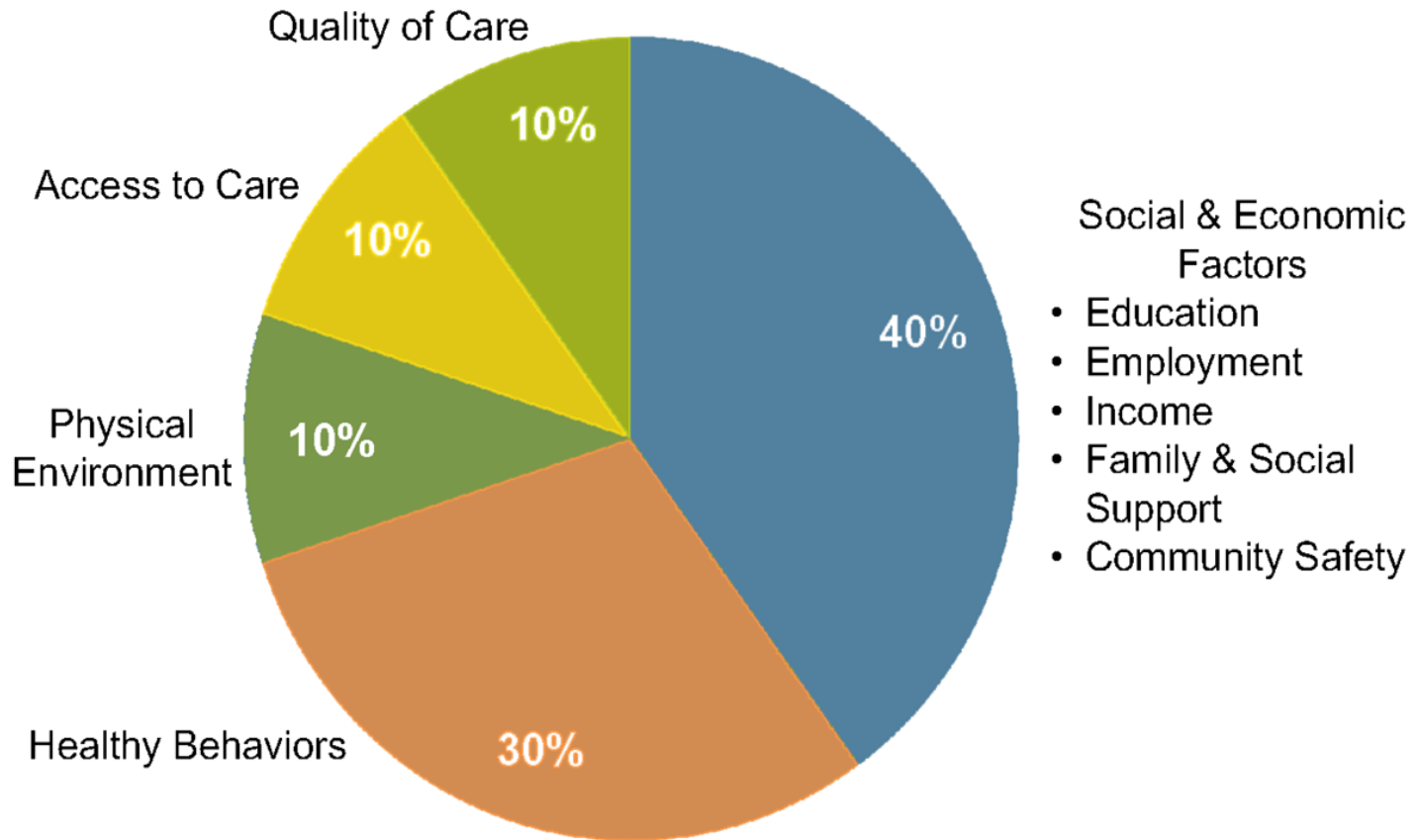
Source: <http://www.businessdictionary.com/definition/partnership.html#ixzz3m1zFUHff>



Vision: Healthy Communities for All

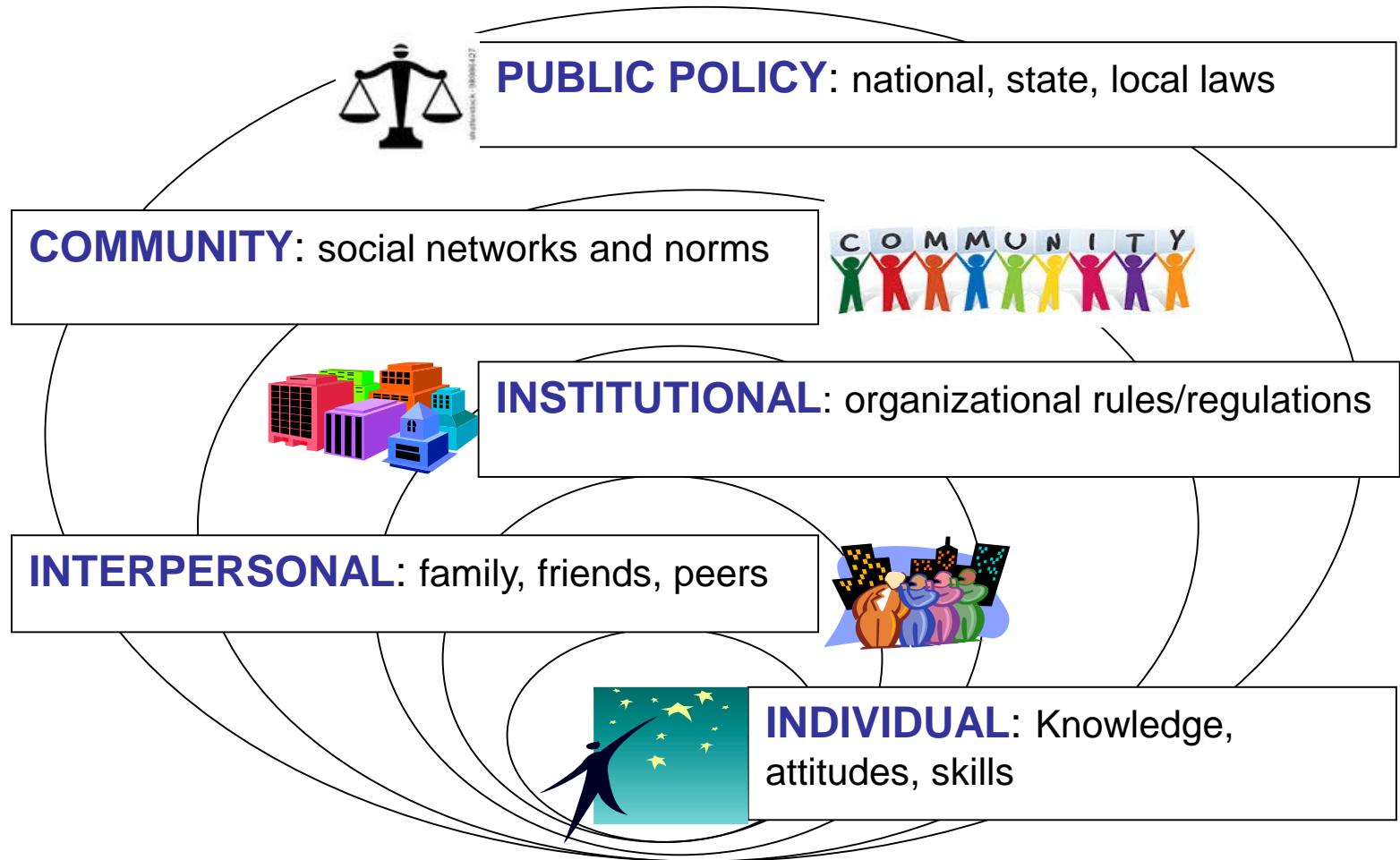
- » Broad definition of health and community
- » Shared vision based on community values
- » Diverse community participation and ownership
- » Invest in youth leadership and development
- » Focus on systems change
- » Build capacity using local assets and resources
- » Benchmark and measure progress and outcomes

Factors that Influence Health Status

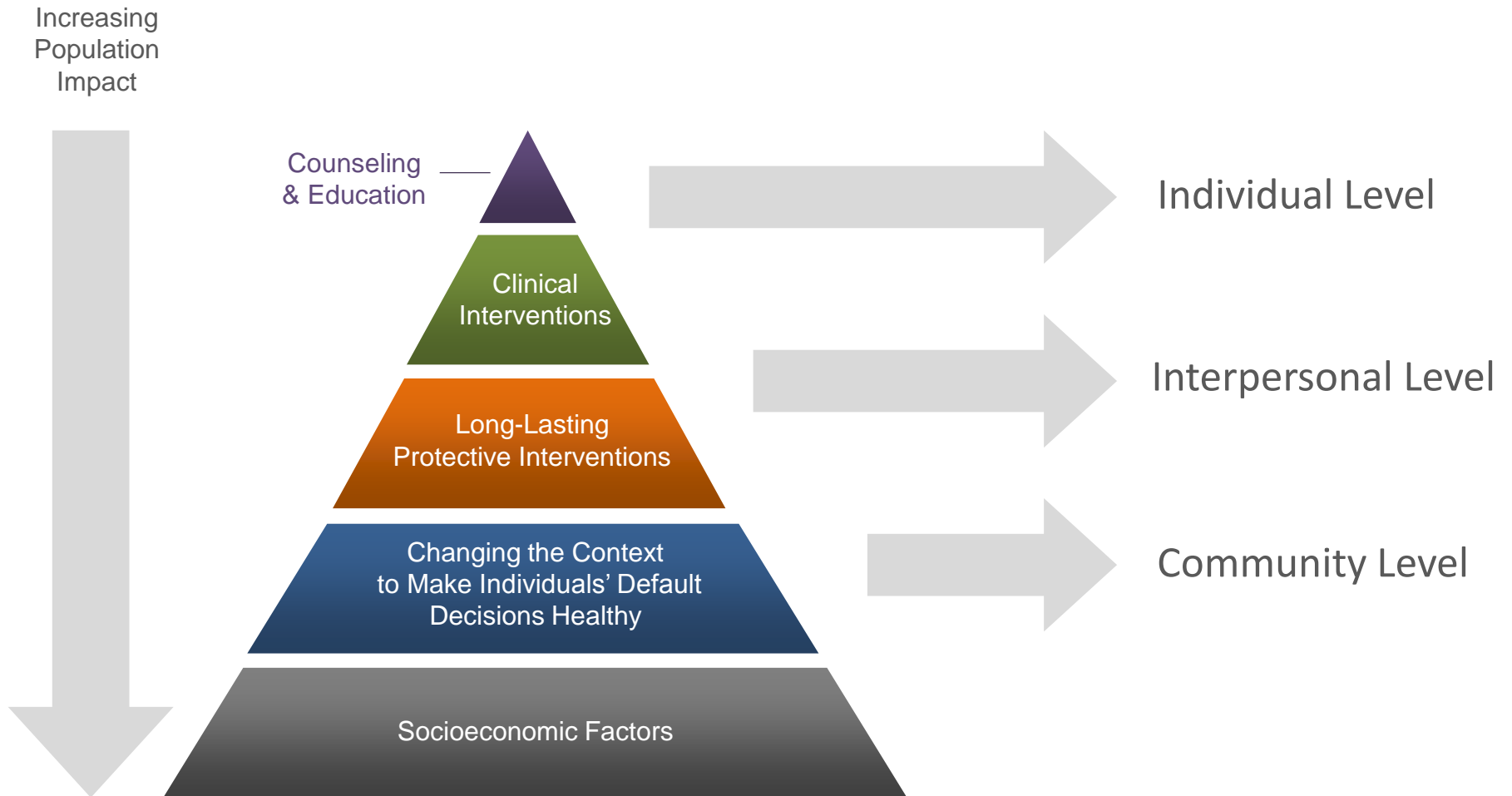


Source: Democracy Collaborative, Adapted from County Health Rankings, University of Wisconsin Public Health Institute

Socio-Ecological Perspective



Change → Impact



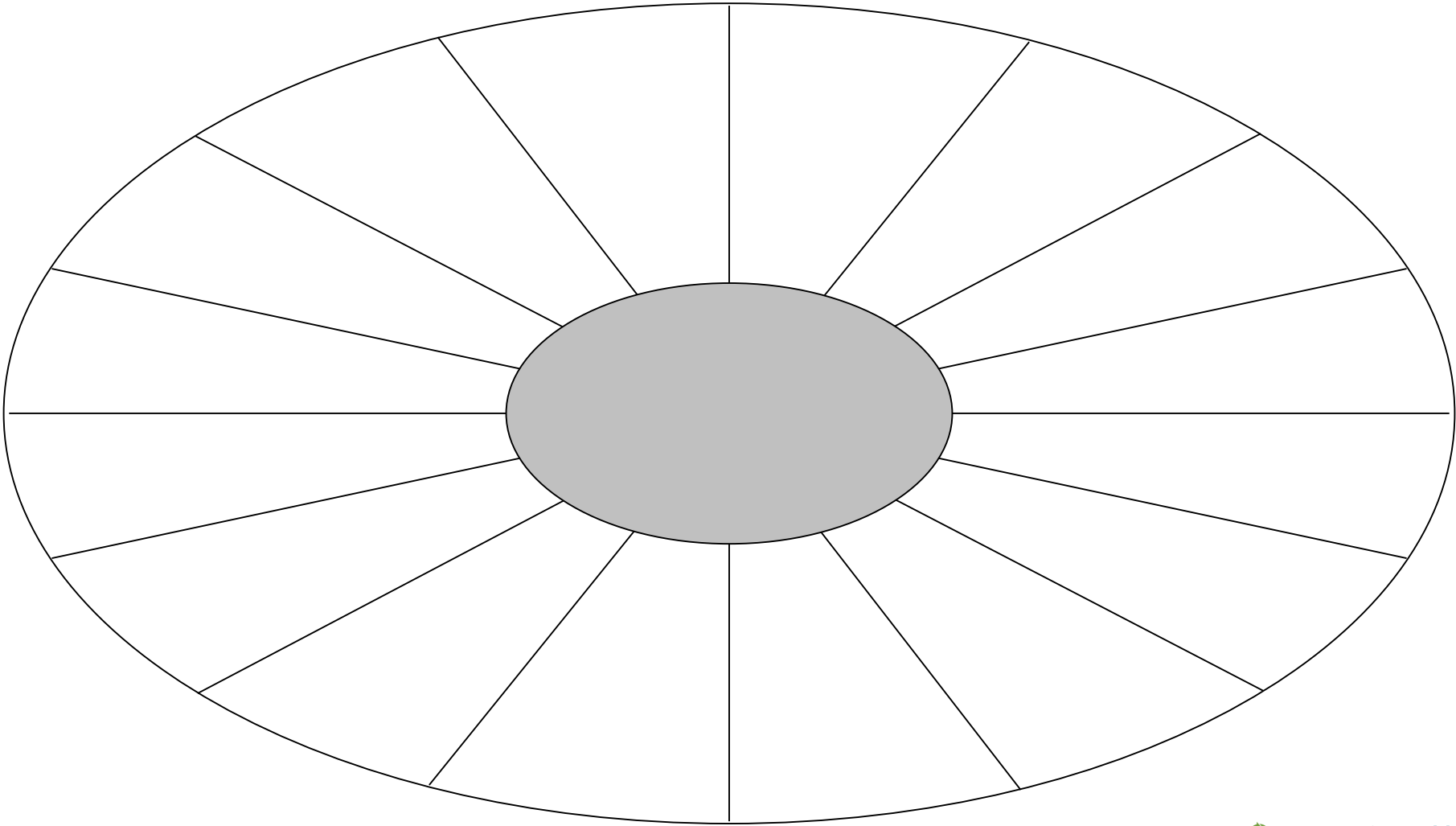
Source: Frieden, Thomas R., *A Framework for Public Health Action: The Health Impact Pyramid*, 2010



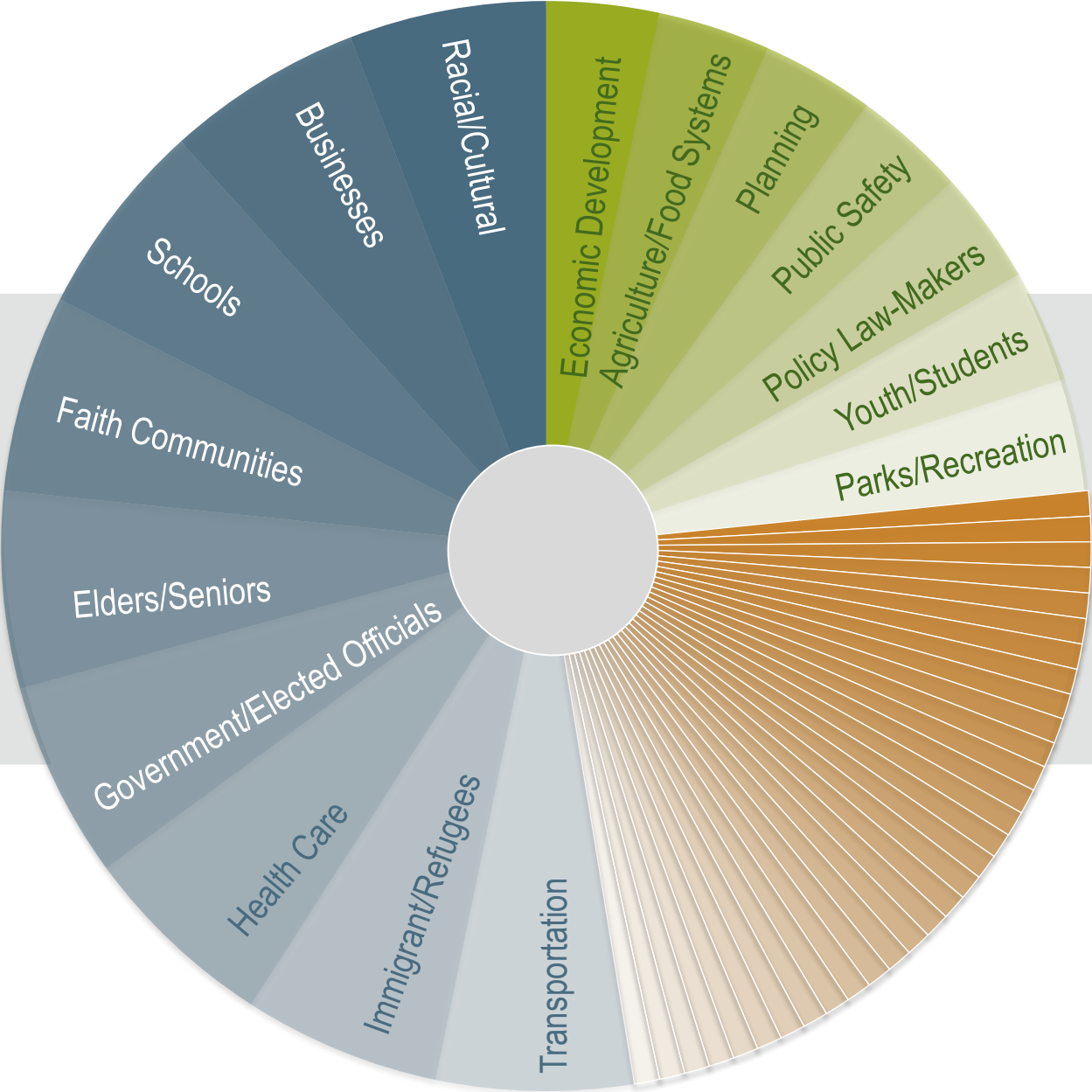
Value of Multi-Sector Partnership

- » Address new and broader issues
- » Develop widespread support for issues
- » Encourage collaborative problem solving
- » Create culturally relevant solutions
- » Maximize coordinated approaches
- » Minimize duplication of efforts
- » Increase communication among partners
- » Ability to leverage additional resources

Stakeholder Wheel



Multi-Sector Partnership



Case Study: Windham County, VT



Fundamental Mismatch



Isolated Impact

- » Separate efforts/
lack coordination
- » Multiple goals and measures
- » Change → Single intervention
- » Disconnected action

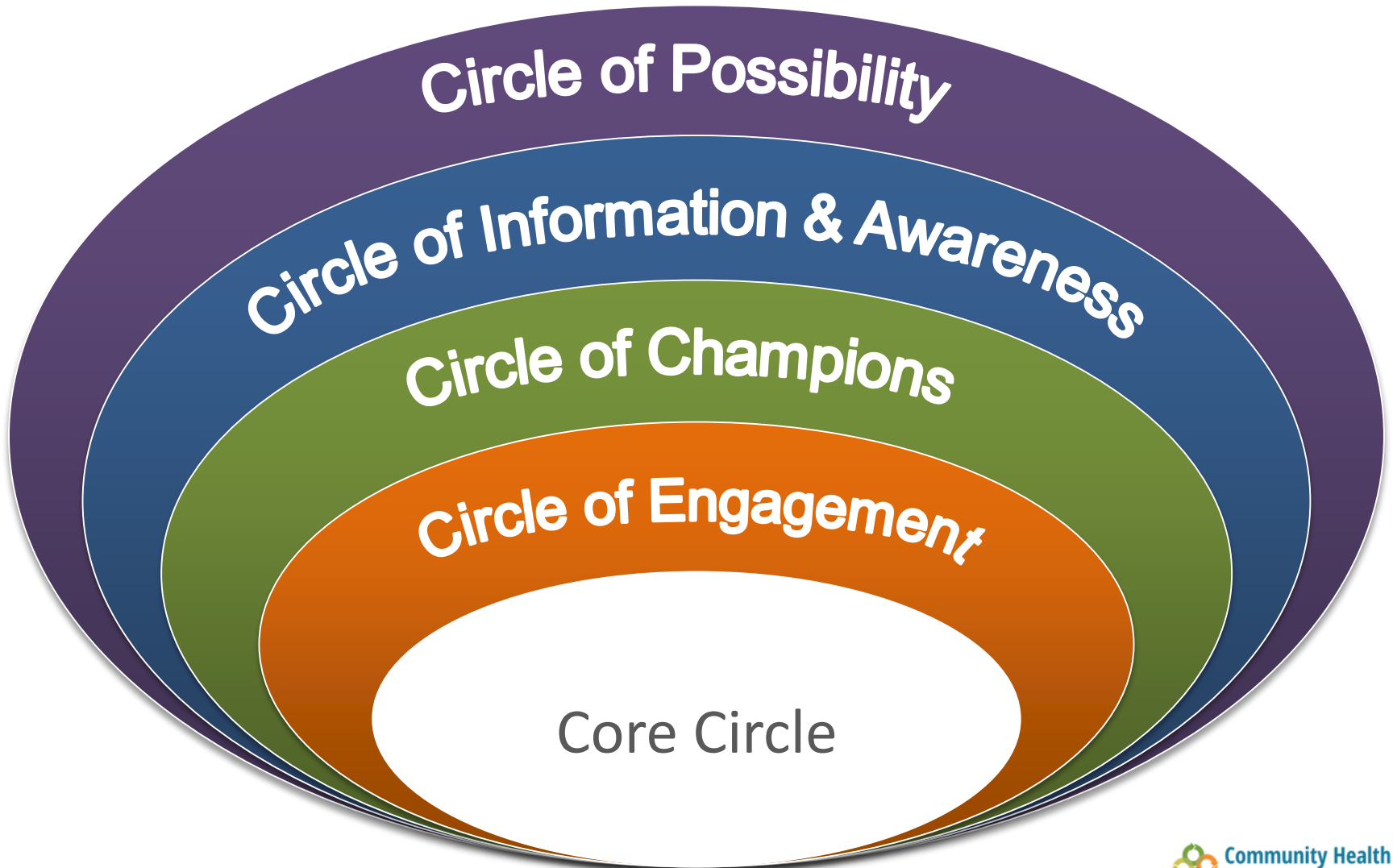


Collective Impact

- » Common Purpose: Vision
- » Cross-sector alignment
- » Uniform goals and measures
- » Change → Multiple reinforcing approaches
- » Coordinated action

Source: Kania, J. and Kramer, M., Collective Impact, Stanford Social Innovation Review, 2011.

Circles of Involvement:
Recruitment + Engagement = Retention



Circles of Involvement: Developing Key Relationships

Core Circle

The people who do most of the day-by-day work and also plan, facilitate, and orchestrate the authentic participation of people in all the circles. They think through how to take the next steps in plan implementation.

Circle of Engagement

People committed to the plan who can be called on to help with specific tasks at particular times. This circle includes people who may become increasingly engaged in its implementation and leadership and so gradually move into the Core Circle.

Circle of Champions

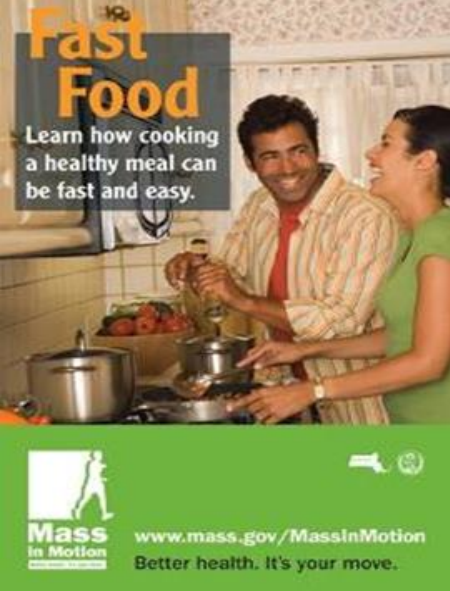
People who typically hold positions of leadership in the organization. They are the authorizers and advocates who can clear roadblocks/barriers. They are also the cheerleaders who can appear when it is strategically helpful, to affirm the work that has been done, recognize the people who have made it happen, and insure top-level support. They open doors and make strategic connections.

Circle of Information and Awareness

People who usually aren't very close to the plan or its implementation but need to be kept in the loop as things unfold. They are important due to their positions/roles and can lend support to the effort. They may be other managers or people who weren't involved in the development of the plan but are impacted in some way by it. They need to be honored by occasional visits and reports that allow them to see the value in what is happening and to have their questions about it answered honestly.

Circle of Possibility

People one wouldn't immediately think of as being at all related to the plan or its implementation but who just might find areas of commonality. They may be interested in partnering with you, provide helpful resources, or boost the plan in some way.



Learnings from the Field

- » Vision: Shared Purpose
- » Guiding Principles
- » Relationship building – Trust building
- » Readiness and Capacity/Leadership
- » Recognize individuals and agencies
- » Articulate outcomes and impact
- » Communication and Accountability
- » Resources for staffing/infrastructure support
- » Time for Reflection



Partnerships

Sustainability

Approach

Impact

Community Transformation

Questions?





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