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What is Collective Impact? Building Coalitions That Thrive Through Difference, Commitment, and Complexity

June 30, 2015

12:00 – 1:30 pm EST

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



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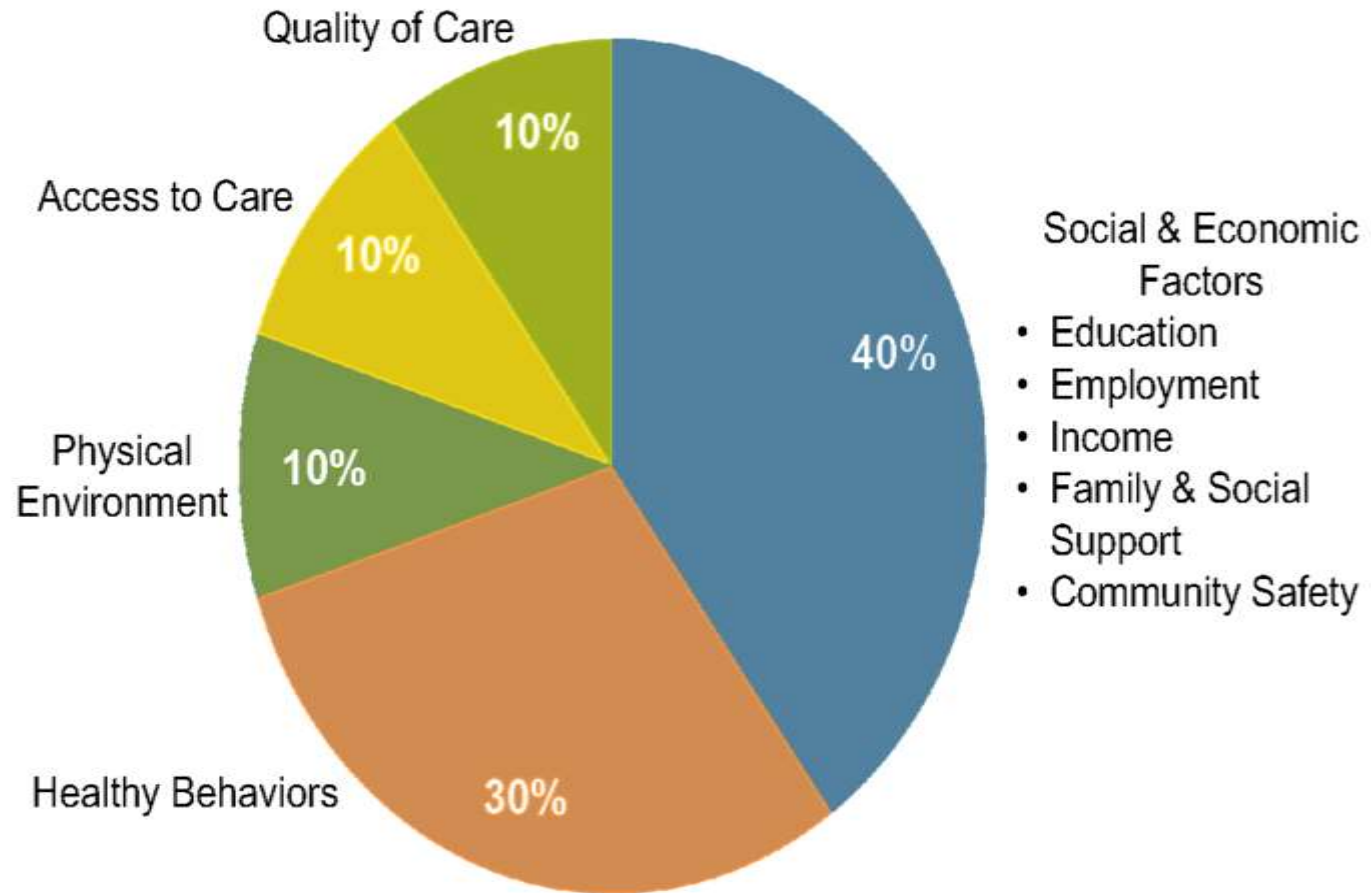


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What is Collective Impact? Building Coalitions That Thrive Through Difference, Commitment, and Complexity

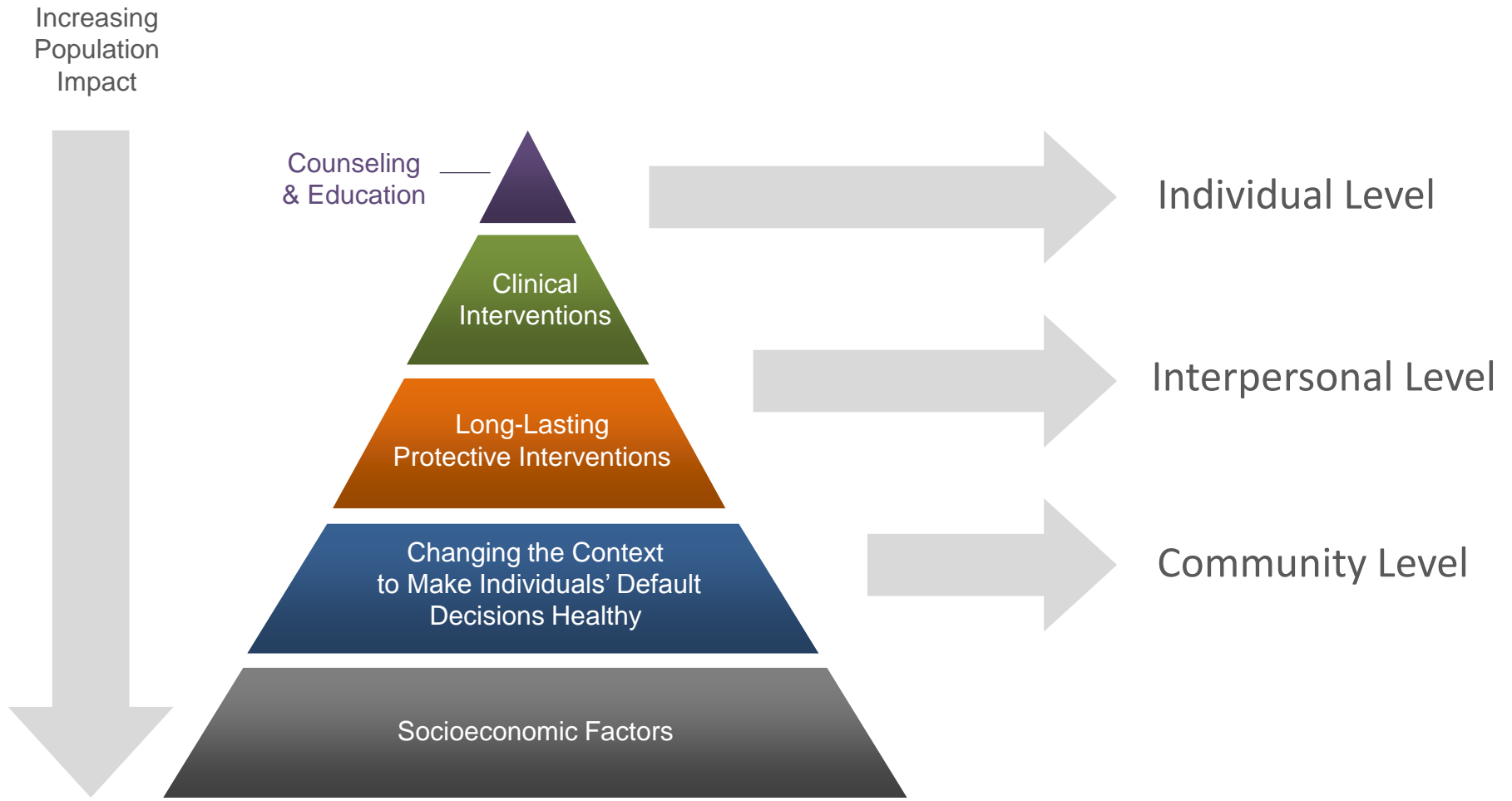
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Factors that Influence Health Status



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

Change → Impact



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



Fundamental Mismatch



Isolated Impact

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



Collective Impact

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

Collective Impact: Key Elements

COMMON AGENDA

- Common understanding of the problem
- Shared vision for change

SHARED MEASUREMENT

- Collecting data and measuring results
- Shared accountability

MUTUALLY REINFORCING ACTIVITIES

- Evidence-based/Evidence-informed approaches
- Coordination through joint plan of action

CONTINUOUS COMMUNICATION

- Consistent and open communication
- Clear decision making processes
- Focus on building trust

BACKBONE SUPPORT

- Separate organization(s) with dedicated staff
- Resources/skills to convene and coordinate

Poll Question 1

Q1. How would you describe your efforts?

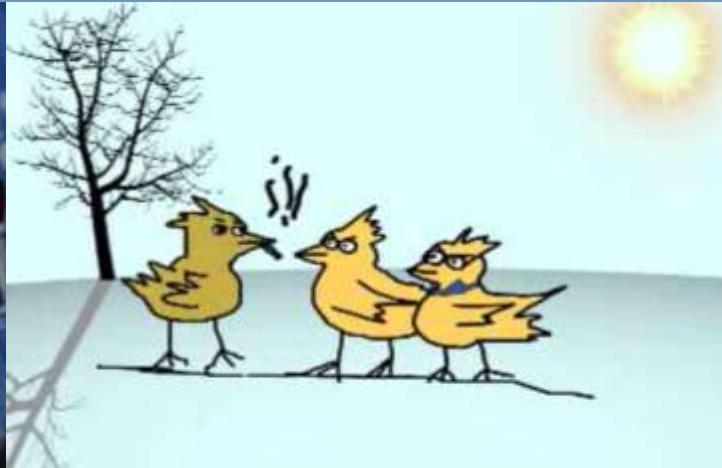
- a. Simply networking
- b. Collaboration with shared effort and leveraged funding
- c. Organized collective impact effort with staff dedicated to the tasks outlined
- d. Other (type into chat box)



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

Case Study: Making Tobacco History

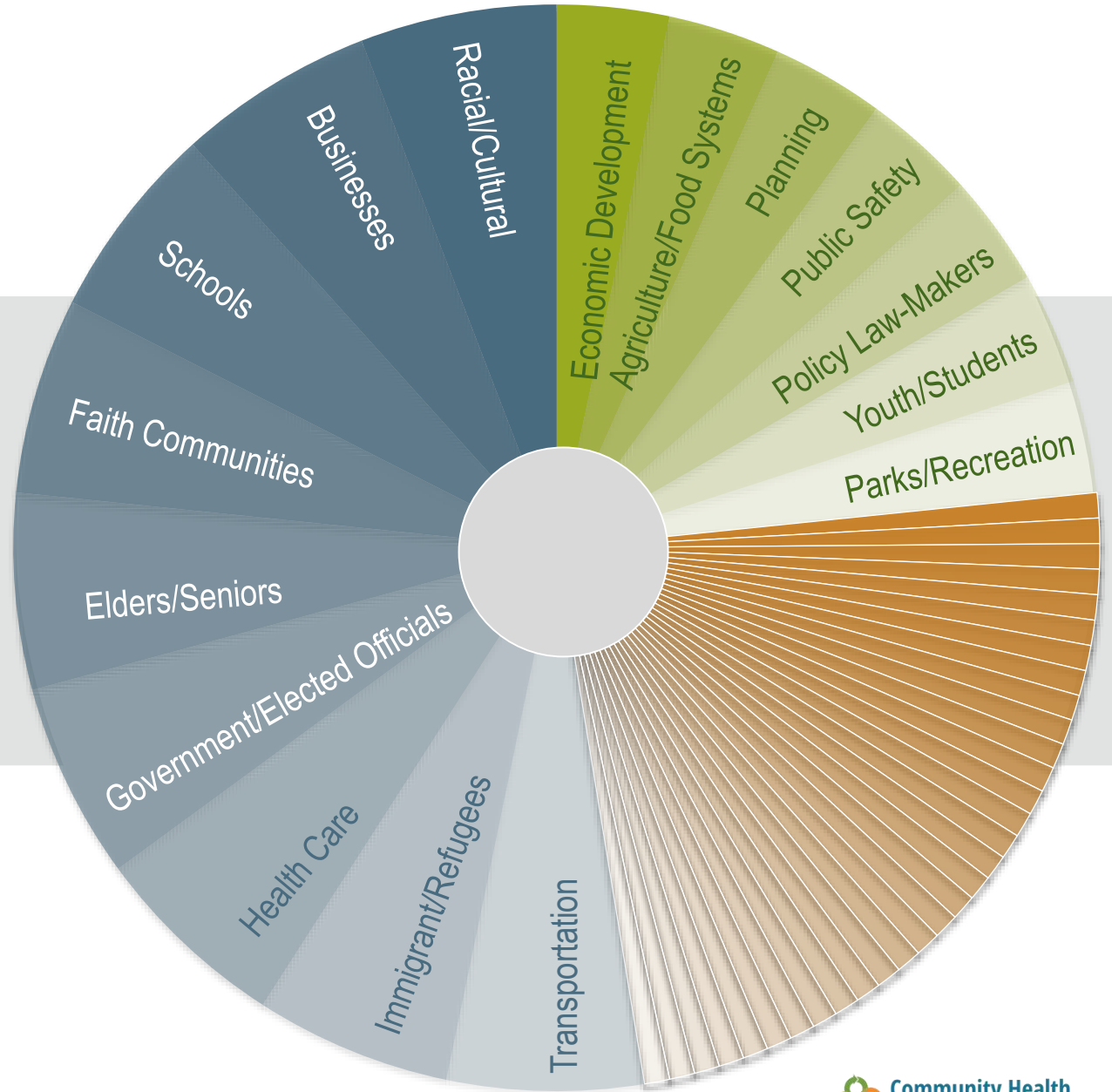




Value of Multi-Sector Partnership

- » 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

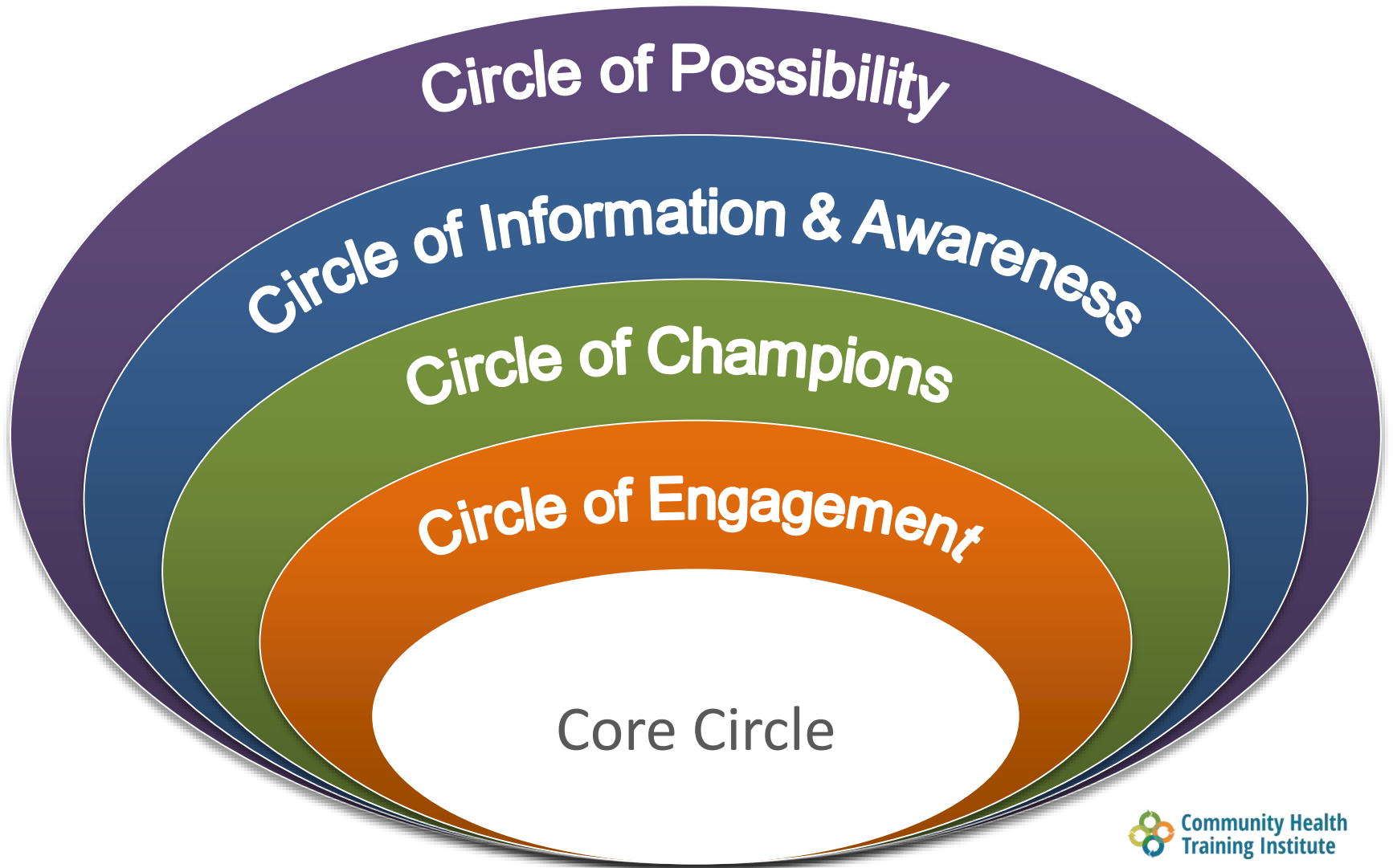
Multi-Sector Partnership



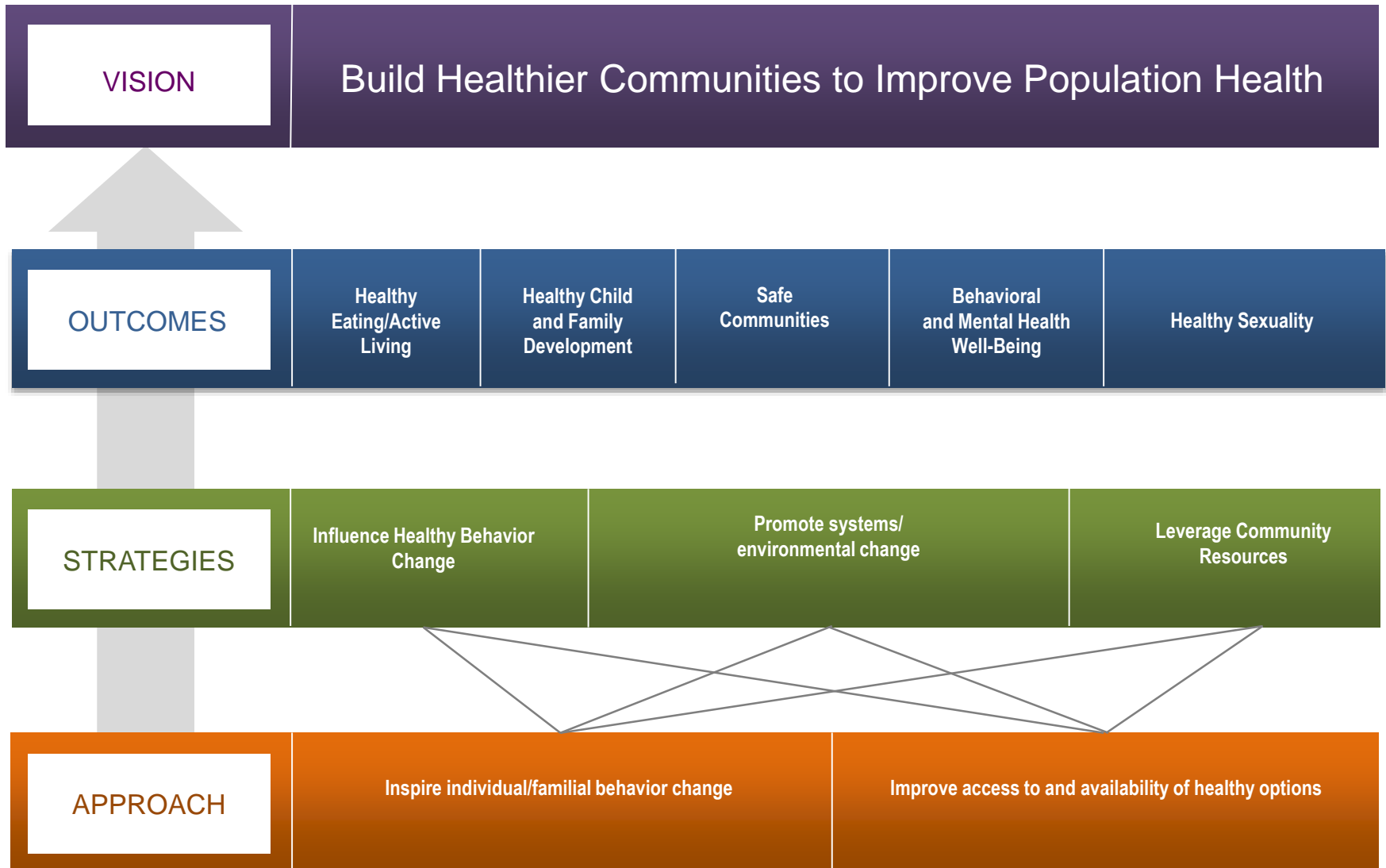
Partnership Recruitment

Organization or audience/population	Key contact for engagement	Role/Title	ORGANIZATIONAL SECTOR ("X" in sector; can X more than one)										Already engaged?	PRIORITY	POTENTIAL ENGAGEMENT METHOD FOR CHA/CHIP										
			Government	Hospital/Health care	Non-profit/community organizations	Business	Education	Philan. Foundations	Housing or transportation	Public safety	Faith community	Focus on priority populations (Latino, homeless, youth)	Already covered in another initiative via interview, focus groups, or other?	Priority level (1,2,3) for Data Collection	Interview	Focus group	Survey	Inform via Email Updates	Dissemination Events	CHIP retreats					

Recruitment + Engagement = Retention



Case Study: The Bexar County Health Collaborative



Collective Impact → Community Transformation

CIVIC ENGAGEMENT

- Who are you engaging? Why?
- How are you engaging, mobilizing, and retaining members?

EQUITY

- What is your vision of an equitable community?
- Is equity integrated throughout all aspects of your work? How?

LEADERSHIP OPPORTUNITIES

- Is the “community” engaged in leadership?
- How are you building leadership capacity?
- Who are your champions? Do they have access to resources and influence?

RESOURCE DIVERSITY

- How are you sustaining this effort?
- Do you have a sustainability plan?
- Have you identified funding/in-kind support?

Systems Leaders: Capabilities



- » Ability to see the larger system
- » Fostering reflection and more generative conversations
 - » Building Trust
 - » Collective Creativity
- » Co-creating the future

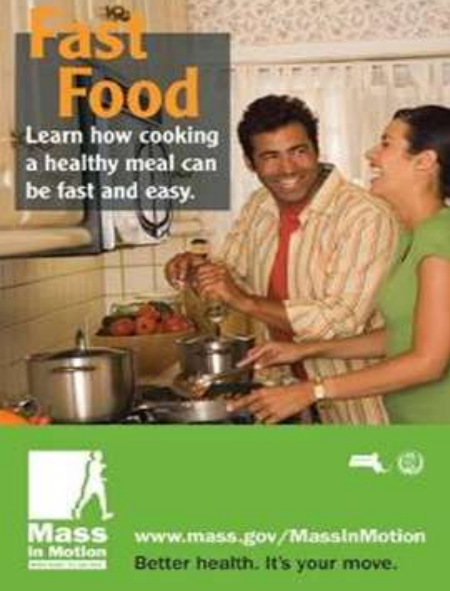
Poll Question 2

Q2. What are the biggest barriers to collective impact? Choose as many as apply:

- a. Time
- b. Money
- c. Staffing
- d. Willingness to share power and credit
- e. Concerns about measurement of outcomes

Case Study: Windham County, VT





Learnings from the Field

- » Attention to process and product
- » Relationship building
- » Importance of framing and communicating your message
- » Show progress and celebrate success
- » Recognize individuals and agencies
- » Articulate impact and return on investment
- » Infrastructure support
- » Begin sustainability planning early





Poll Question 3

Q3. If you could develop a Collective Impact model, what would you want to gain? Choose as many as apply:

- a. Greater impact in topic or target audience
- b. More aligned strategic efforts
- c. Prestige of collaboration with others working toward the same goal
- d. Faster pace of change

Questions?





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