



REIMAGINING SOCIAL CHANGE

# Build Back Better: Implementing Collective Impact During COVID-19 Response and Reconstruction

COLLECTIVE IMPACT FORUM | MAY 5, 2020

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# COVID-19 is undeniably changing life as we know it, “attacking societies at their core”

MATT SIMON

SCIENCE 03.31.2020 07:00 AM

## Why Life During a Pandemic Feels So Surreal

The study of the surreal has mostly concerned Dali's paintings and Kafka's writings. But there are psychological reasons why every day seems so otherworldly.

Global Agenda | COVID-19 | Global Health | Global Risks

## The COVID-19 pandemic could last for 2 years, according to US experts

Everyone Included: Social Impact of COVID-19



We are facing a global health crisis unlike any in the 75-year history of the United Nations — one that is killing people, spreading human suffering, and upending people's lives. But this is much more than a health crisis. It is a human, economic and social crisis. The coronavirus disease (COVID-19), which has been characterized as a pandemic by the World Health Organization (WHO), is attacking societies at their core.

MARCH 30, 2020



## Most Americans Say Coronavirus Outbreak Has Impacted Their Lives

HISTORY | CORONAVIRUS COVERAGE

### Coronavirus is spreading panic. Here's the science behind why.

From prehistoric predator encounters to frantic toilet paper runs, our anxious brains can short-circuit when faced with the scary unknown.

# Coronavirus Will Change the World Permanently. Here's How.

A crisis on this scale can reorder society in dramatic ways, for better or worse. Here are 34 big thinkers' predictions for what's to come.

Sources: <https://www.wired.com/story/why-life-during-a-pandemic-feels-so-surreal/>; <https://www.nationalgeographic.com/history/reference/modern-history/why-we-evolved-to-feel-panic-anxiety/>; <https://www.weforum.org/agenda/2020/05/coronavirus-pandemic-last-2-years/>; <https://www.un.org/development/desa/dspd/everyone-included-covid-19.html>; <https://www.pewsocialtrends.org/2020/03/30/most-americans-say-coronavirus-outbreak-has-impacted-their-lives/>; <https://www.politico.com/news/magazine/2020/03/19/coronavirus-effect-economy-life-society-analysis-covid-135579>

# The crisis is also **revealing** and **exacerbating structural flaws** that were already embedded in our systems...

## **Coronavirus is exposing all of the weaknesses in the US health system**

High health care costs and low medical capacity made the US uniquely vulnerable to the coronavirus.

By Dylan Scott | @dylaniscott | dylan.scott@vox.com | Mar 16, 2020, 7:30am EDT

## **It's time to move past employer-based health insurance**

The coronavirus shows tying health insurance to jobs is a disaster. Let's fix it.

By Ezra Klein | @ezraklein | Apr 9, 2020, 8:30am EDT

## *As Coronavirus Deepens Inequality, Inequality Worsens Its Spread*

The pandemic is widening social and economic divisions that also make the virus deadlier, a self-reinforcing cycle that experts warn could have consequences for years to come.

## **Coronavirus crisis shows why homelessness urgently needs to become a thing of the past**

March 23, 2020 11.27am EDT

### **EMPLOYMENT**

## **States overwhelmed by previously unimaginable layoff numbers**

The state-by-state systems for getting benefits into the hands of the unemployed are stressed, inefficient and not sending money quickly enough to the people who need it.

### **Politics & Government**

## **Wisconsin tried to prepare for voting by mail. Here's why it was still chaotic**

By Daniel C. Vock - May 4, 2020

Sources: <https://www.vox.com/policy-and-politics/2020/3/16/21173766/coronavirus-covid-19-us-cases-health-care-system>;  
<https://www.vox.com/2020/4/9/21210353/coronavirus-health-insurance-biden-sanders-medicare-for-all>;  
<https://www.nytimes.com/2020/03/15/world/europe/coronavirus-inequality.html>; <https://theconversation.com/coronavirus-crisis-shows-why-homelessness-urgently-needs-to-become-a-thing-of-the-past-133302>; <https://www.politico.com/news/2020/04/01/unemployed-workers-benefits-coronavirus-159192>;  
<https://wisconsinexaminer.com/2020/05/04/wisconsin-tried-to-prepare-for-voting-by-mail-heres-why-it-was-still-chaotic/>;

...resulting in a **disproportionate impact** on underserved communities and historically marginalized populations

## Covid-19 is disproportionately taking black lives

Hundreds of years of racism has delivered poor health and economic outcomes for black people, making them more vulnerable in the pandemic.

### Navajo Nation Is Behind Only New York and New Jersey in Rates of COVID-19 Infection. What Happened?

*"Tribes have been chronically neglected and underfunded for decades and decades."*

04-15-20 | CORONAVIRUS

### The coronavirus is a ticking time bomb for the world's displaced people

"If it really breaks out in one of the larger, more crowded refugee camps or some urban areas where there's significant numbers of displaced populations residing, we expect that this would be really devastating and really hard to control."

### Singapore's migrant workers are suffering the brunt of the country's coronavirus outbreak

By **Jessie Yeung**, **Joshua Berlinger**, Sandi Sidhu, Manisha Tank and Isaac Yee, CNN

Updated 10:13 PM ET, Fri April 24, 2020

HEALTH NEWS ✓ Fact Checked

### Rural America Could Be the Region Hardest Hit by the COVID-19 Outbreak

### Who is most at risk in the coronavirus crisis: 24 million of the lowest-income workers

Cashiers, nursing assistants, paramedics: These people are at highest risk of exposure to coronavirus — and make a median wage of less than \$35,000 a year

### *For Black Men, Fear That Masks Will Invite Racial Profiling*

African-American men worry that following the C.D.C. recommendation to cover their faces in public could expose them to harassment from the police.

### The Disability Community Fights Deadly Discrimination Amid The COVID-19 Pandemic

Sources: <https://www.vox.com/identities/2020/4/7/21211849/coronavirus-black-americans>; <https://www.healthline.com/health-news/rural-america-hardest-hit-by-covid-19-outbreak>; <https://www.motherjones.com/politics/2020/05/navajo-nation-covid-outbreak-deaths/>; <https://www.politico.com/interactives/2020/coronavirus-impact-on-low-income-jobs-by-occupation-chart/>; <https://www.fastcompany.com/90489909/the-coronavirus-is-a-ticking-time-bomb-for-the-worlds-displaced-people>; <https://www.nytimes.com/2020/04/14/us/coronavirus-masks-racism-african-americans.html>; <https://www.cnn.com/2020/04/24/asia/singapore-coronavirus-foreign-workers-intl-hnk/index.html>; <https://www.forbes.com/sites/andrewpulang/2020/04/14/the-disability-community-fights-deadly-discrimination-amid-the-covid-19-pandemic/#2374bbec309c>

# This is our “crucible moment”: an **opportunity to reconstruct** rather than return to the status quo

Opinion

## After the Pandemic, the Big Reset

Some of the greatest advances in American history were birthed by disaster.

## No silver lining to coronavirus, but a golden opportunity

Published on 01/05/2020, 10:35am

**Comment:** Rebuilding after the pandemic should be a moment to reset international governance, deepen global cooperation and restructure societies away from fossil fuels

## We can do better than go back to ‘normal’

I do not want to go back to “normal.” I want this pandemic to upset society to the point that things change for the better exponentially. Let it radicalize you.

By Letters to the Editor | Apr 15, 2020, 1:27pm CDT

## *Why Liberal Californians Don’t Want to Go Back to Normal*

California has let thousands of people out of prisons and found shelter for many who had been living on the streets, but how far the progressive wing can push the state remains a question.

## The Big Reset: Making Sense of the Coronavirus Crisis


Sources: <https://www.nytimes.com/2020/04/10/opinion/coronavirus-political-reform.html>; <https://www.nytimes.com/2020/05/04/us/coronavirus-california-liberals.html>; <https://chicago.suntimes.com/2020/4/15/21222419/pandemic-normal-covid-19-sun-times-letters-trump-stimulus-checks-coronavirus-homelessness>; <https://www.forbes.com/sites/joshbersin/2020/03/24/the-big-reset-making-sense-of-the-coronavirus-crisis/#1aeff7384e1c>; <https://www.climatechangenews.com/2020/05/01/no-silver-lining-golden-opportunity-build-back-better/>

Collective Impact can help us  
build back better after COVID-19

**Equity must be at the center of our approach  
to rebuilding**

# Applying the principles of CI to COVID 19 rebuilding

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- Design and implement rebuilding with **equity at the center**
    - **Include community members** in all aspects of the effort
    - Recruit and co-create with **cross-sector partners**
    - **Use data** to learn, adapt and improve
    - Focus on program and **system strategies**
    - **Cultivate leaders** with unique systems leadership skills
    - Build a culture that fosters **relationships, trust & respect**
  - **Customize** for local context



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