



COLLECTIVE IMPACT FORUM



Welcomes you to the

Getting Started with Collective Impact Webinar Series

Presented by:



REIMAGINING SOCIAL CHANGE



Welcome from the Collective Impact Forum

- Join the Collective Impact Forum: collectiveimpactforum.org
- Download today's presentation and handout material at the Collective Impact Forum.
- We want to hear from you! Keep close to your computer to answer polls and ask questions.



Sheri Brady
*Senior Associate for
Strategic Partnerships,
Aspen Forum for
Community Solutions*

How many people are watching
at your location?



Thank you for joining

Join the conversation

1

Ask a question

Send questions via the box at the bottom left of your screen. Click the heart icon to “up vote” others.

2

Share on Twitter

#collectiveimpact
@CIForumTweets
@FSGtweets
@Healthier_SI

Technical assistance

Use the “**Tech Support**” chat tab at the bottom left of your screen

-or-

E-mail custserv@krm.com

The background of the slide is a teal color with a pattern of interlocking puzzle pieces. The pieces are arranged in a way that creates a sense of depth and movement, with some pieces appearing to be in the foreground and others receding into the background. The text is centered and written in a clean, white, sans-serif font.

COLLABORATING TO
CREATE A
COMMON
AGENDA

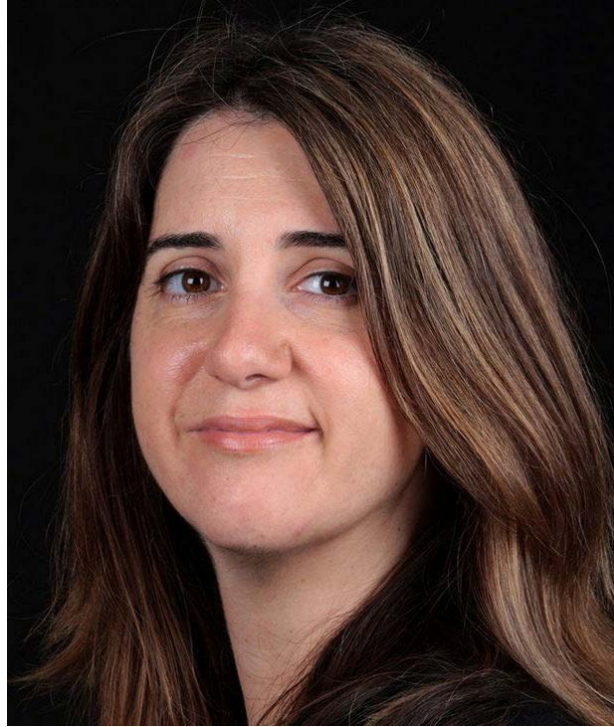
Three key questions

What is a **common agenda**?

What does it **contain**?

How do I **create one**?

Today, you'll be hearing from...



*Abi Stevenson,
FSG*

*Adrienne Abbate,
Tackling Youth
Substance Abuse*

*John Kania,
FSG*

A close-up photograph of a person's hands holding a map of a city. The map shows streets and landmarks, with some text visible like 'Marszałkowski' and 'Poznańska'. Overlaid on the map is the text 'WHAT IS A COMMON AGENDA?' in large, white, sans-serif capital letters. The background is a soft, out-of-focus brown color.

WHAT IS A
COMMON
AGENDA?

5 elements of collective impact

**COMMON
AGENDA**

**SHARED
MEASUREMENT**

**MUTUALLY
REINFORCING
ACTIVITIES**

**CONTINUOUS
COMMUNICATION**

**BACKBONE
ORGANIZATION**

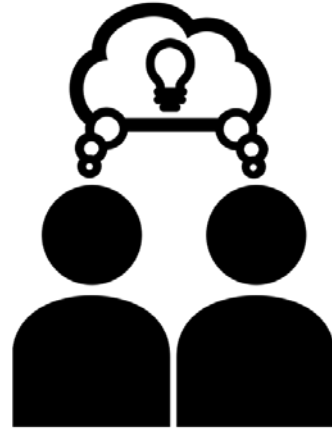
Your common agenda should answer:

1. HOW YOU ARE GOING TO WORK TOGETHER (*guiding principles*)
2. WHAT IS IN AND WHAT IS OUT (*boundaries and problem definition*)
3. HOW YOU WILL DEFINE SUCCESS (*goal*)
4. HOW YOU ARE GOING TO SPLIT UP THE WORK AND PRIORITIZE (*framework for change*)
5. HOW YOU WILL TRACK PROGRESS AND LEARN (*plan for learning*)

Several elements make up a common agenda



PRINCIPLES



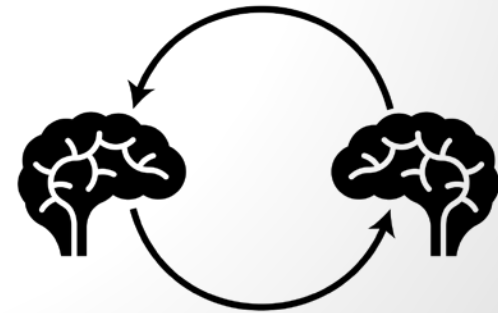
PROBLEM DEFINITION



GOAL



**FRAMEWORK FOR
CHANGE**



PLAN FOR LEARNING

How long does this take?

0

Scope & readiness

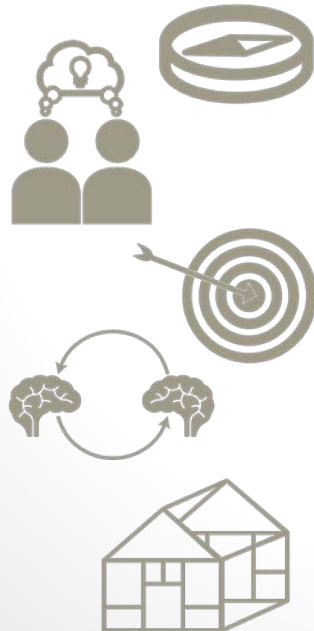
~3 months

(see previous webinar: "How do you know if collective impact is right for you?")

1

Initiate action

~4-6 months



2

Organize for impact

~4-6 months

Organizing for impact

3

Develop strategies & sustain impact

~6 months + ongoing



Revise as necessary

Where are you in the development of your common agenda?

A. Have completed a common agenda

B. Currently developing a common agenda

C. Have not yet started our common agenda

A top-down view of a group of people standing on a sidewalk, looking at a large mosaic compass rose in the center. The text "How do you set guiding principles?" is overlaid in white. The mosaic is circular with a grid pattern and features a central star-like shape. The people's feet and shoes are visible around the perimeter of the mosaic.

How do you
set guiding
principles?

Setting guiding principles



- Promote your shared values
- Set the “rules of engagement”
- Draw on best practices for collaboration in your community

Unidos Contra Diabetes guiding principles

Serve the whole community through a systems oriented approach

Take an asset-based approach

This is everyone's responsibility

Empower people and families

Working in Neighborhoods

Strategically guiding principles

Respectful communication

Sustainable Relationships

Resident-Led and Community-Owed

Diversity

Transparency

Strong Families, Strong Faith

Forward

Excellence



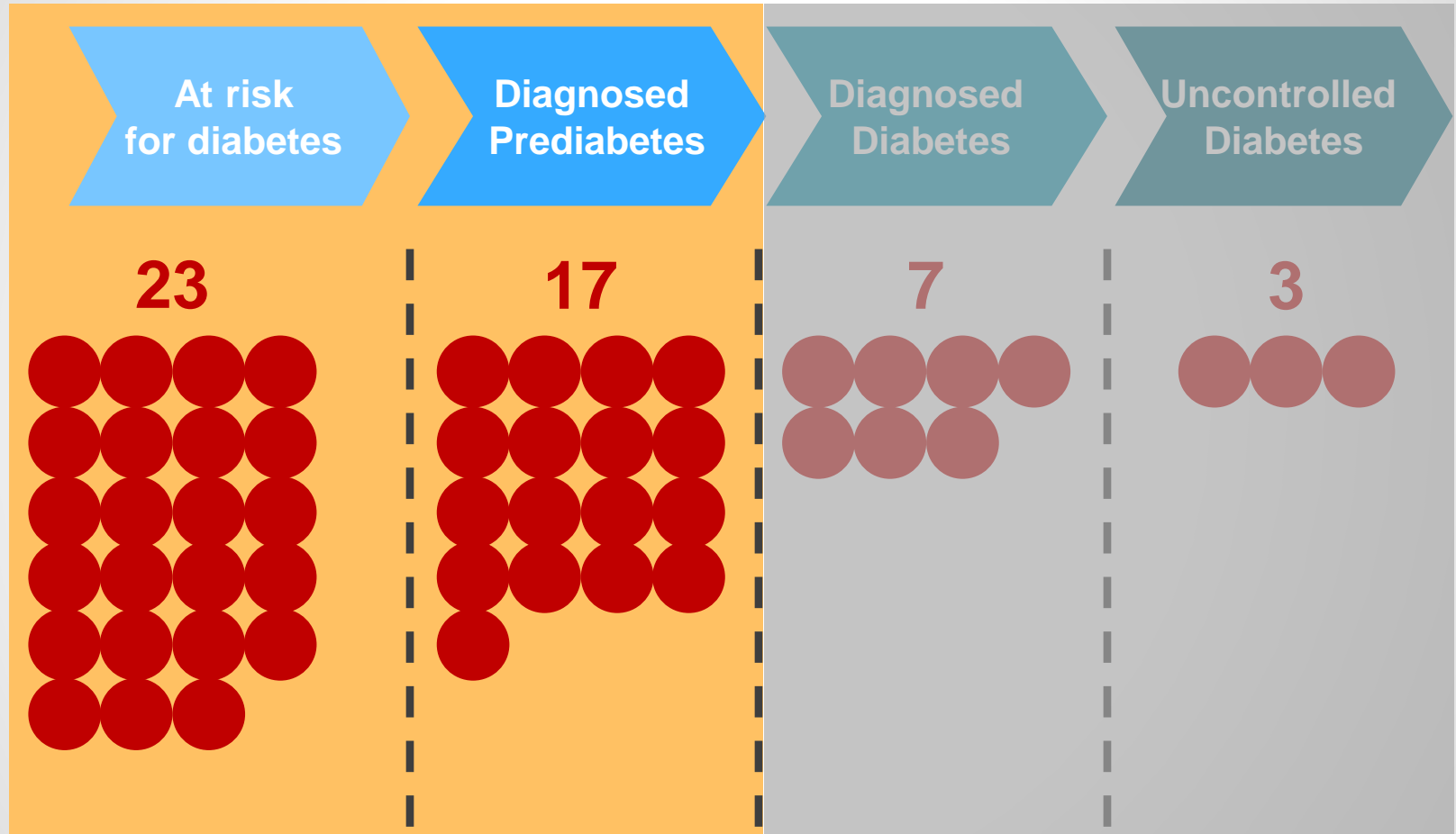
How do you
define
boundaries?

Defining the problem



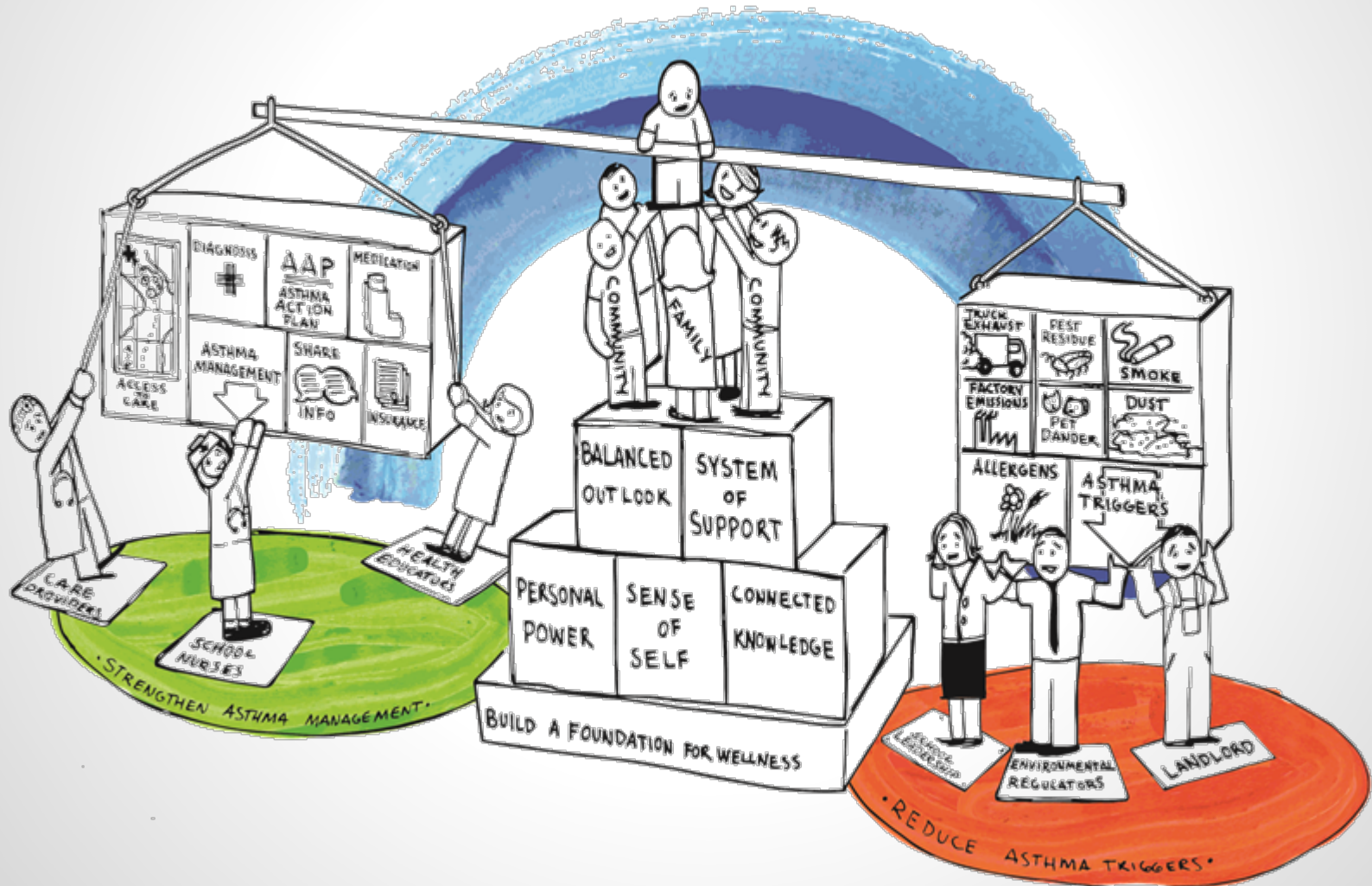
- Set boundaries
- Use quality data to inform thinking
- Allow to change over time

Unidos Contra Diabetes problem definition



Unidos Contra Diabetes' work will focus on preventing diabetes by targeting people at risk for diabetes and those with pre-diabetes.

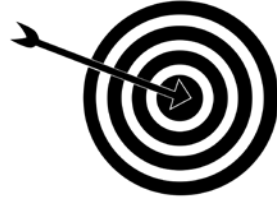
Health and Wellness Alliance for Children's problem definition



A person wearing a cap and a dark shirt is shown from the back, aiming a bow at a target. The target is a white board with a black bullseye. The background is a chain-link fence. The text "How do you set your goal?" is overlaid in white on the image.

How do you
set your
goal?

Setting a goal



- Choose a population goal that can be measured
- Make it audacious and inspiring
- Add considerations for issues of equity

The goal of Unidos Contra Diabetes is...

to reduce the number of new cases of type II diabetes...

... in 5 years

...such that we cause a 10% reduction* in the prevalence of diabetes by 2030.

We are committed to doing this by integrating primary and behavioral health for people at risk for diabetes in our community, with a particular emphasis of meeting the needs of low-income and underserved populations.

The goal of the Road Map Project is...

to double...

...the number of students in South King County and South Seattle who are on track to graduate from college or earn a career credential...

...by 2020.

...We are committed to nothing less than closing the unacceptable achievement gaps for low-income students and children of color, and increasing achievement for all students from cradle to college and career.

Questions on the
guiding principles,
problem definition,
or goal?



How do you
build your
framework for
change?

Building your working group structure



- Prioritize the strategies you want to work on first
- Build your groups for action
- Respect that this is an art and a science

Unidos Contra Diabetes framework for change

Steering Committee

Working Groups

Data Task Force

Use media to engage the community broadly to raise awareness of diabetes and create a culture of health

Increase screening and testing of diabetes, and connect those at risk to prevention programs

Provide more diabetes education and lifestyle change programs for prediabetic/at-risk individuals and their families

Advance and integrate the medical system to better serve at risk individuals and families

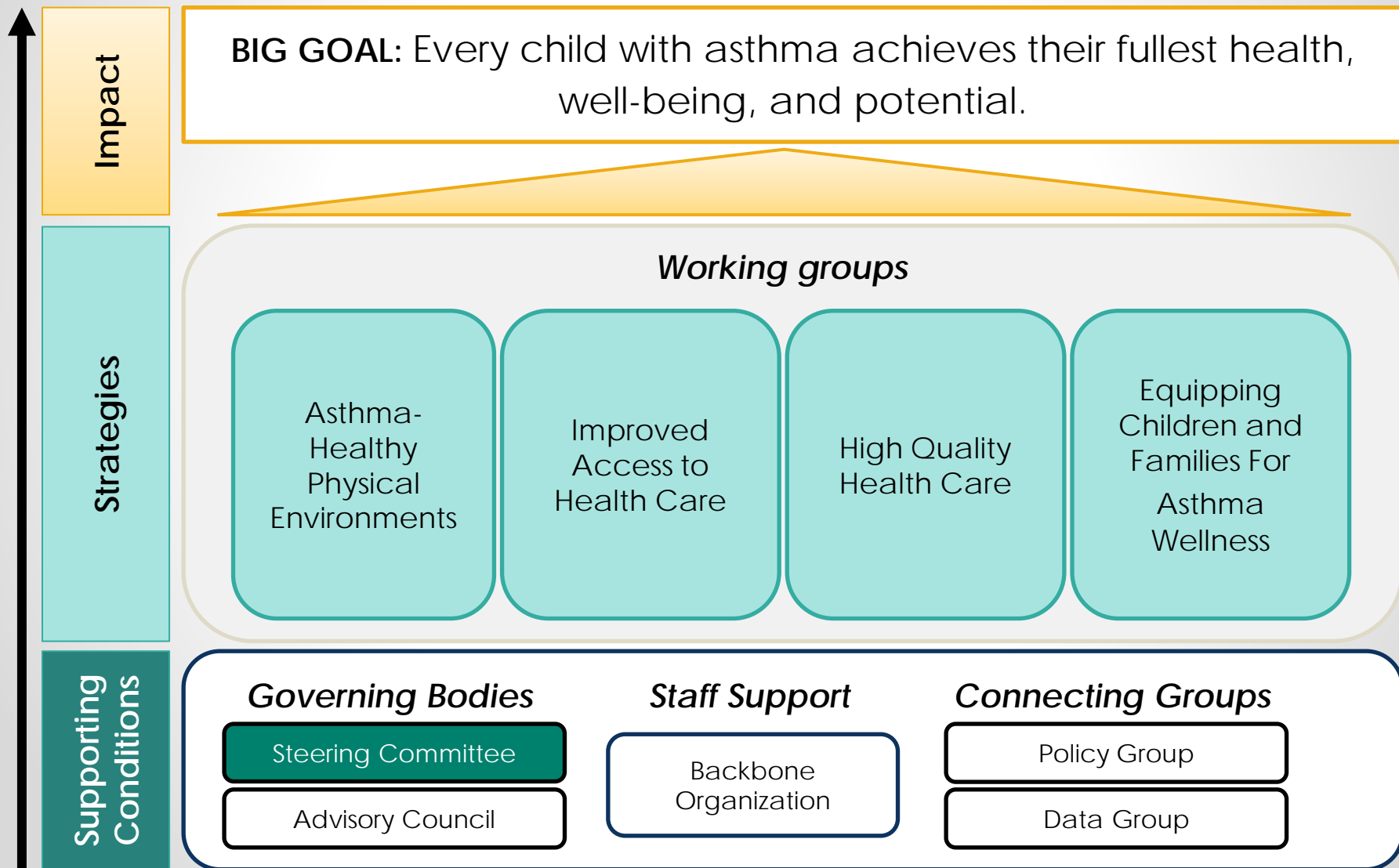
Research, compile, interpret, and share important data

Partners & Community Members



B
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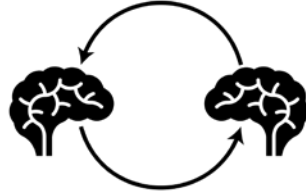
Health and Wellness Alliance for Children's framework for change



A sepia-toned photograph of an empty classroom. Rows of desks and chairs are visible, with the chairs turned around. The room has a whiteboard on the left wall and a window in the background. The text "How do you plan for learning and evaluation?" is overlaid in large white font.

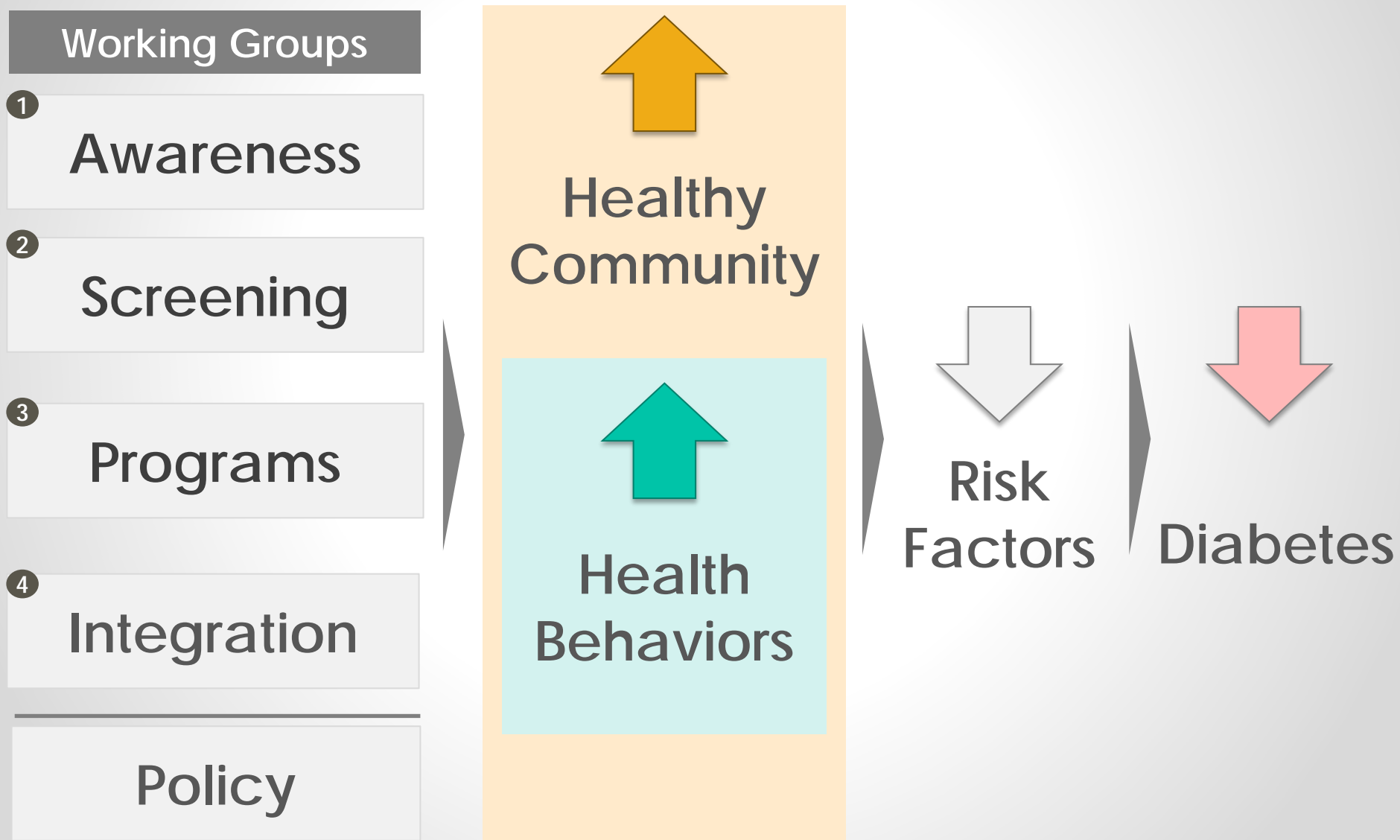
How do you
plan for
learning and
evaluation?

Planning for learning and evaluation



- Incorporate early thoughts on shared measures
- Note change on different scales
- Strongly emphasize learning

Unidos Contra Diabetes plan for learning and evaluation



What part of the common agenda do you think is the most challenging for steering committees to develop?

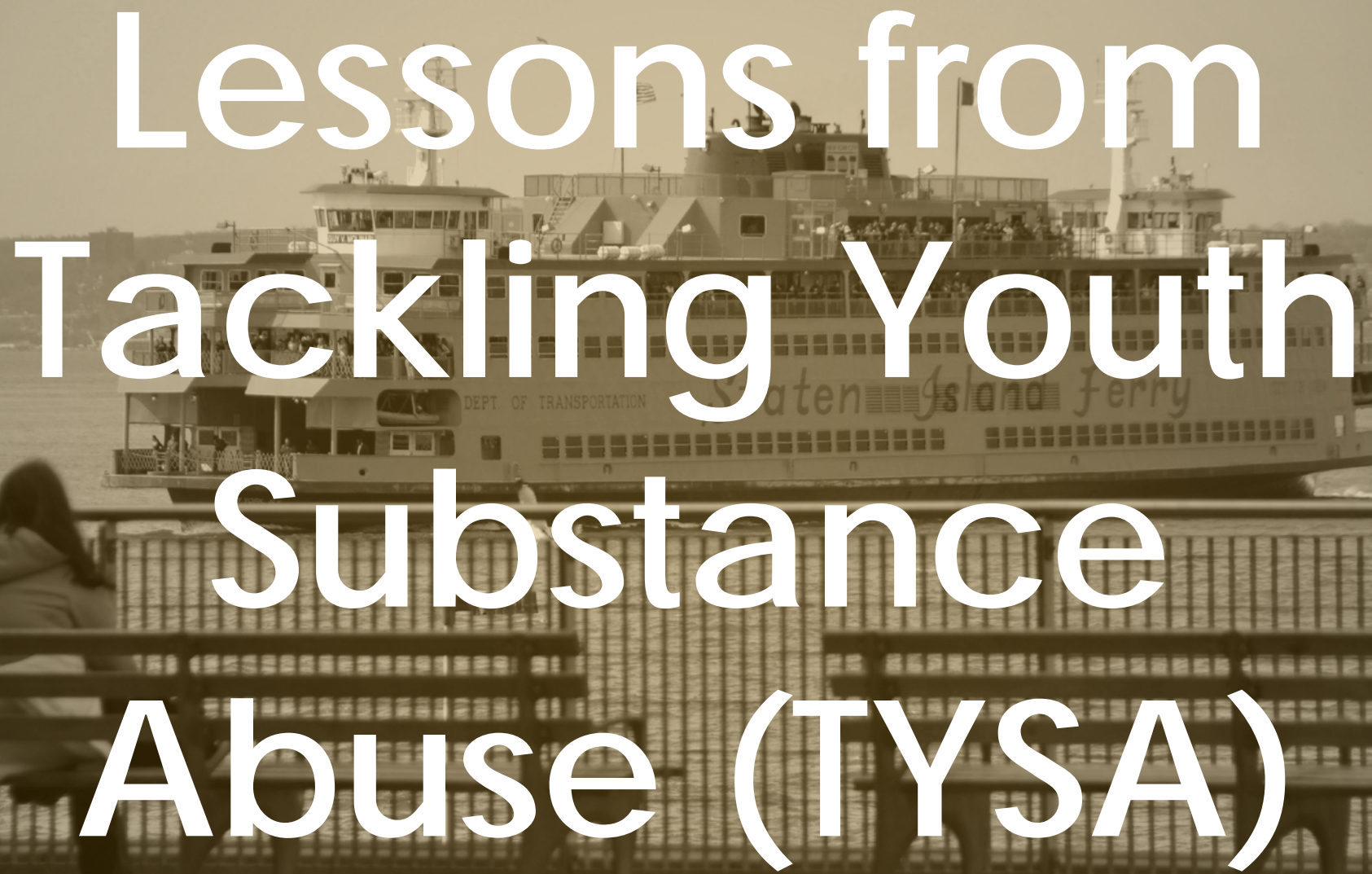
A. Guiding principles

B. Boundaries or problem definition

C. Overall goal

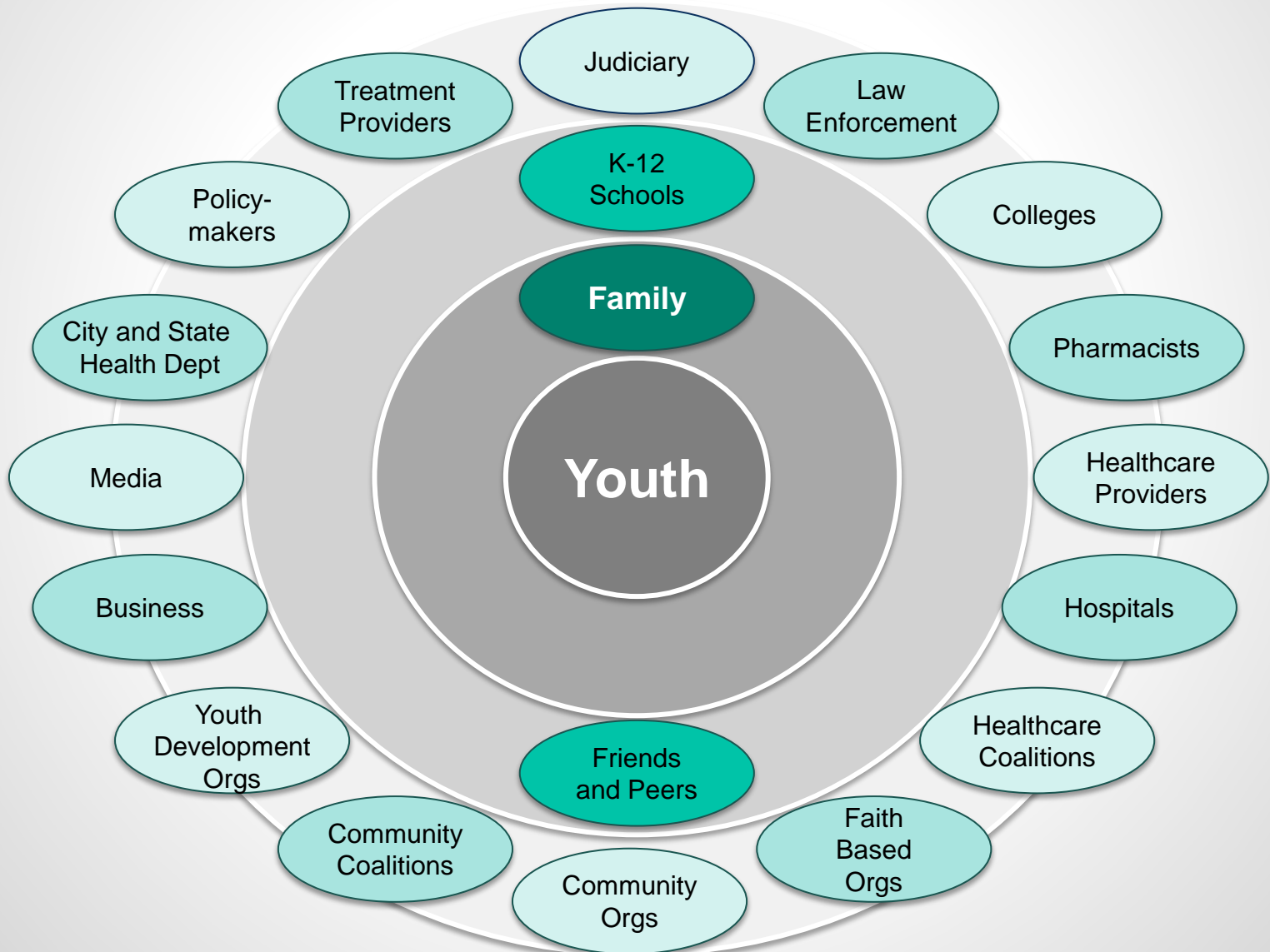
D. Framework for change

E. Plan for learning

A sepia-toned photograph of a Staten Island Ferry terminal. In the foreground, a person is sitting on a bench, looking towards the water. In the background, a large ferry boat is docked at the terminal. The ferry has "DEPT OF TRANSPORTATION" and "Staten Island Ferry" written on its side. The text "Lessons from Tackling Youth Substance Abuse (TYSA)" is overlaid in large white letters across the center of the image.

Lessons from Tackling Youth Substance Abuse (TYSA)

Layers of influence on Staten Island youth



TYSA guiding principles

Population-Level Impact

Structural Changes

Coalition Sustainability

Research-Driven Strategies

TYSA set clear boundaries to define the problem

Local Level

Youth Unemployment

Parental & Youth Social Norms

School Completion

Access

Treatment Activities

Methamphetamines

Alcohol

Domestic Violence

Mental Health

Tobacco

Prevention Activities

State & Federal
Level

Advocacy

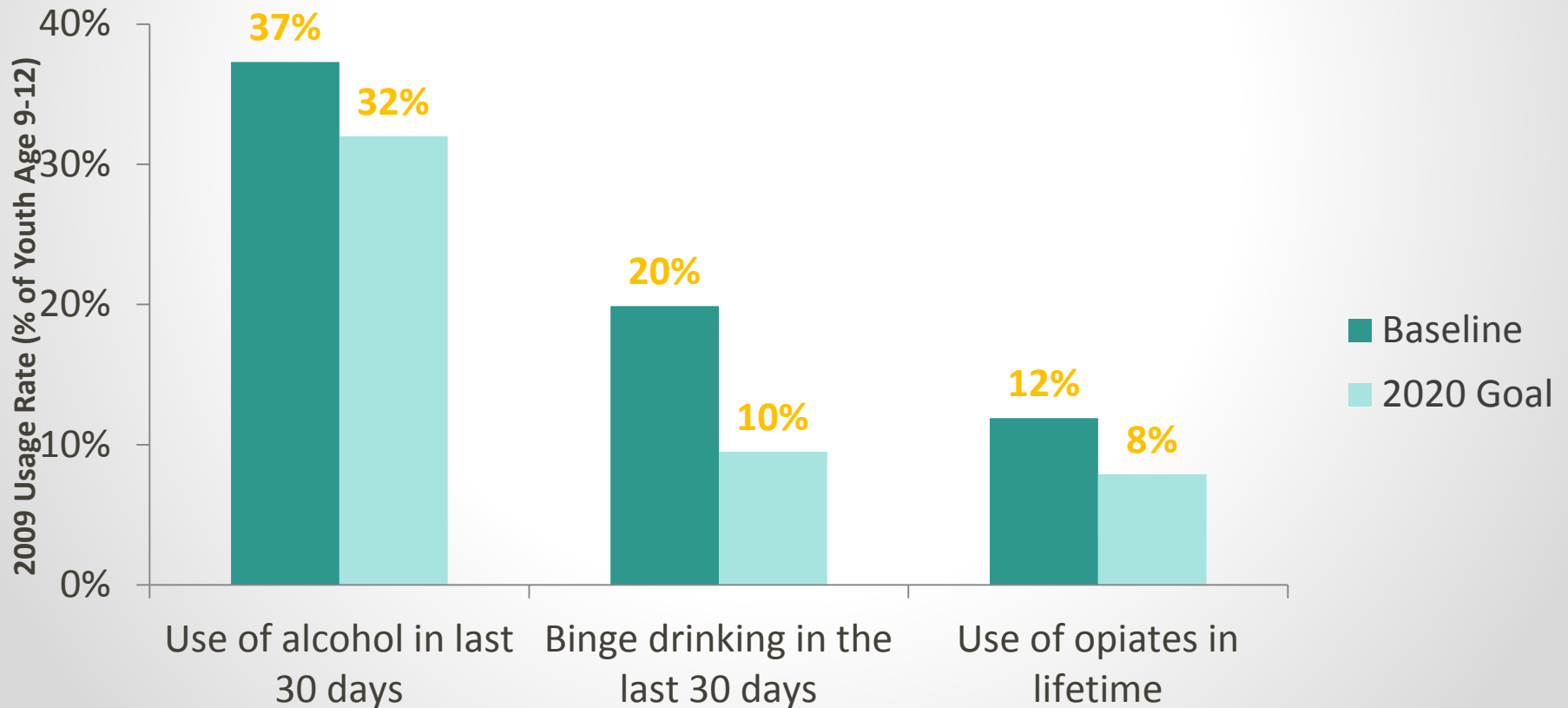
Prescription Drugs

Parental Neglect & Endangerment

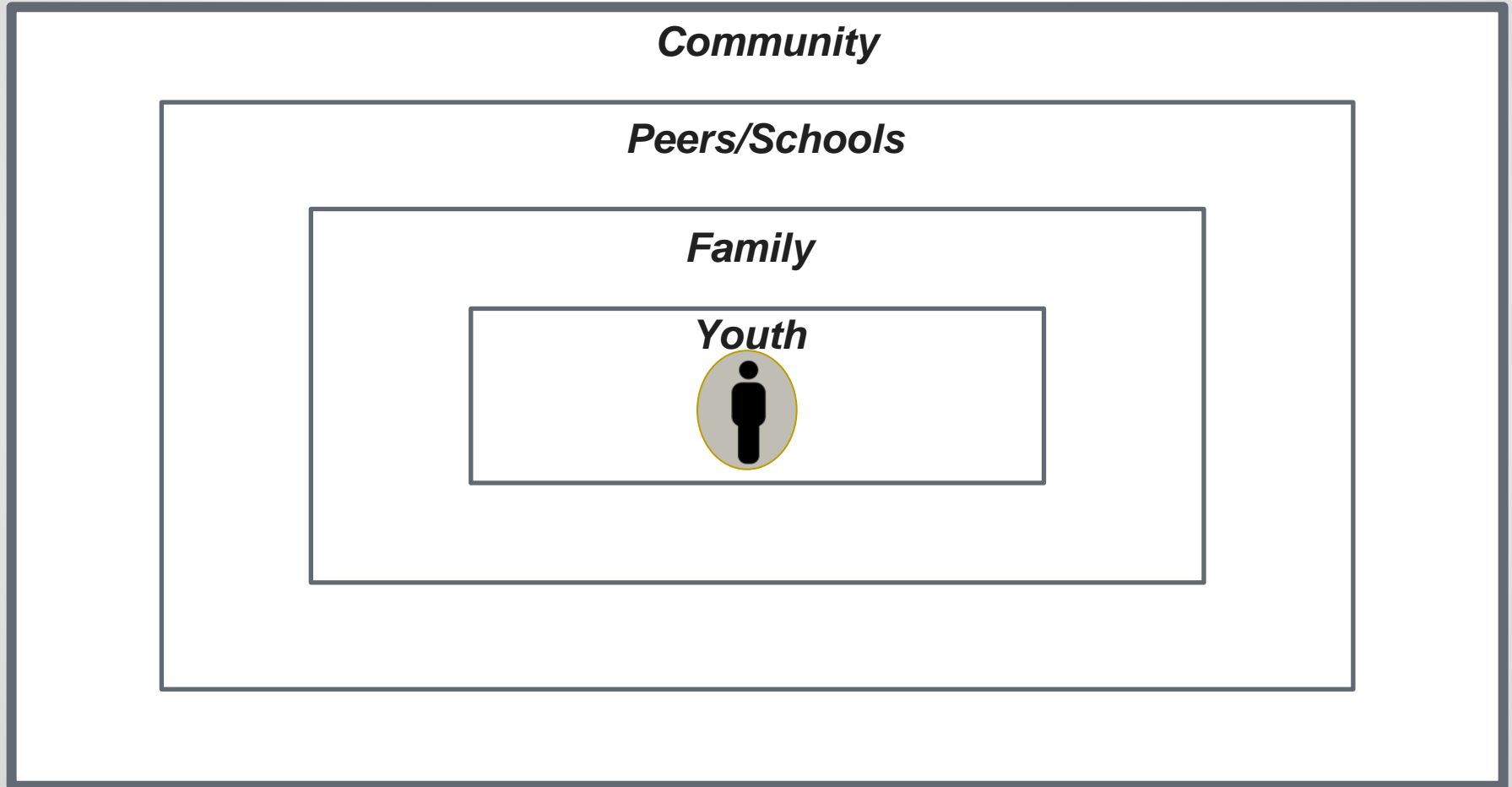
TYSA goals

2020 Goals

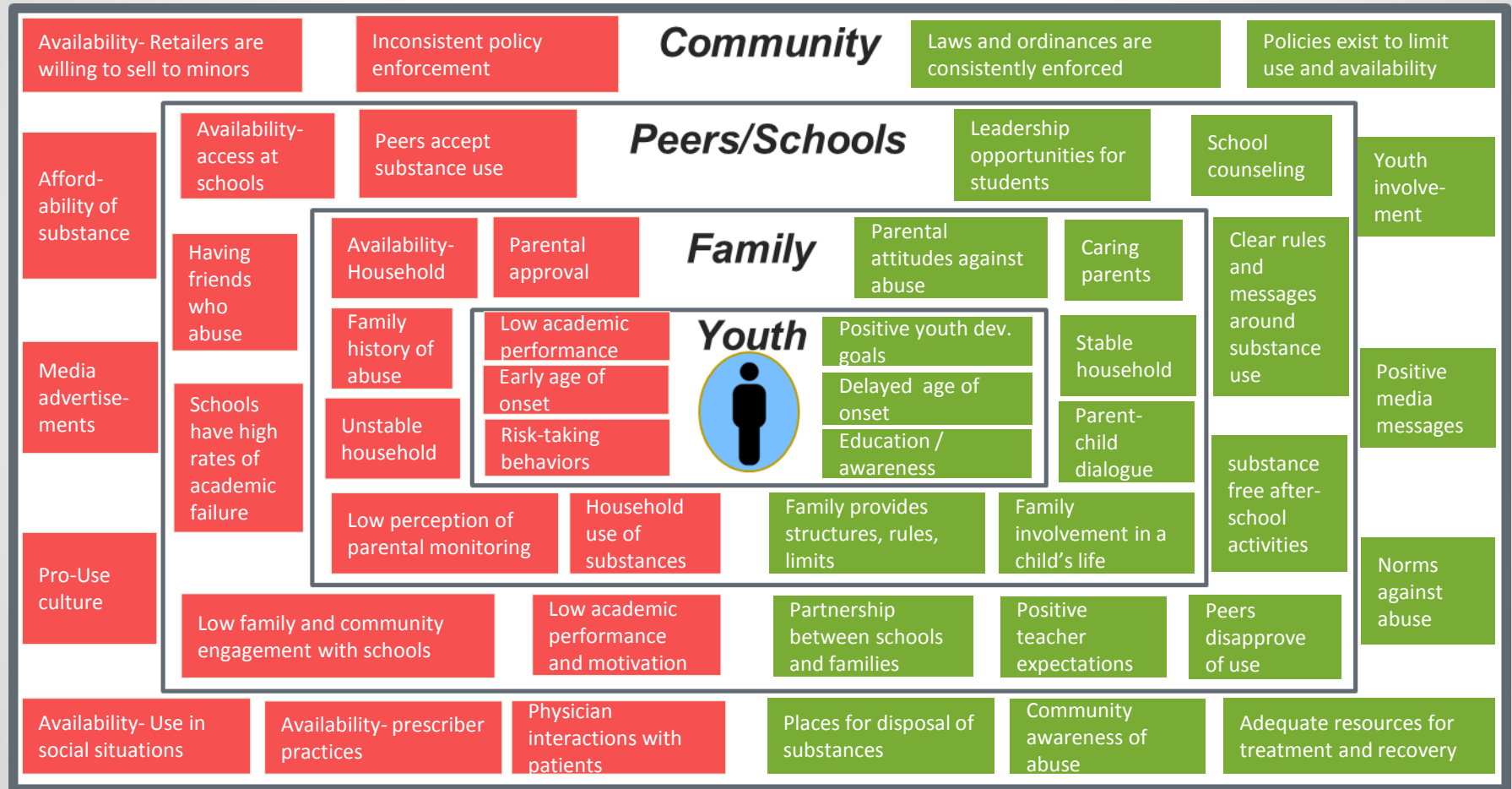
- Staten Island Youth Decrease Their Use of Alcohol
- Staten Island Youth Decrease Their Use of Prescription Drugs
- Staten Island Youth Make Healthy Choices



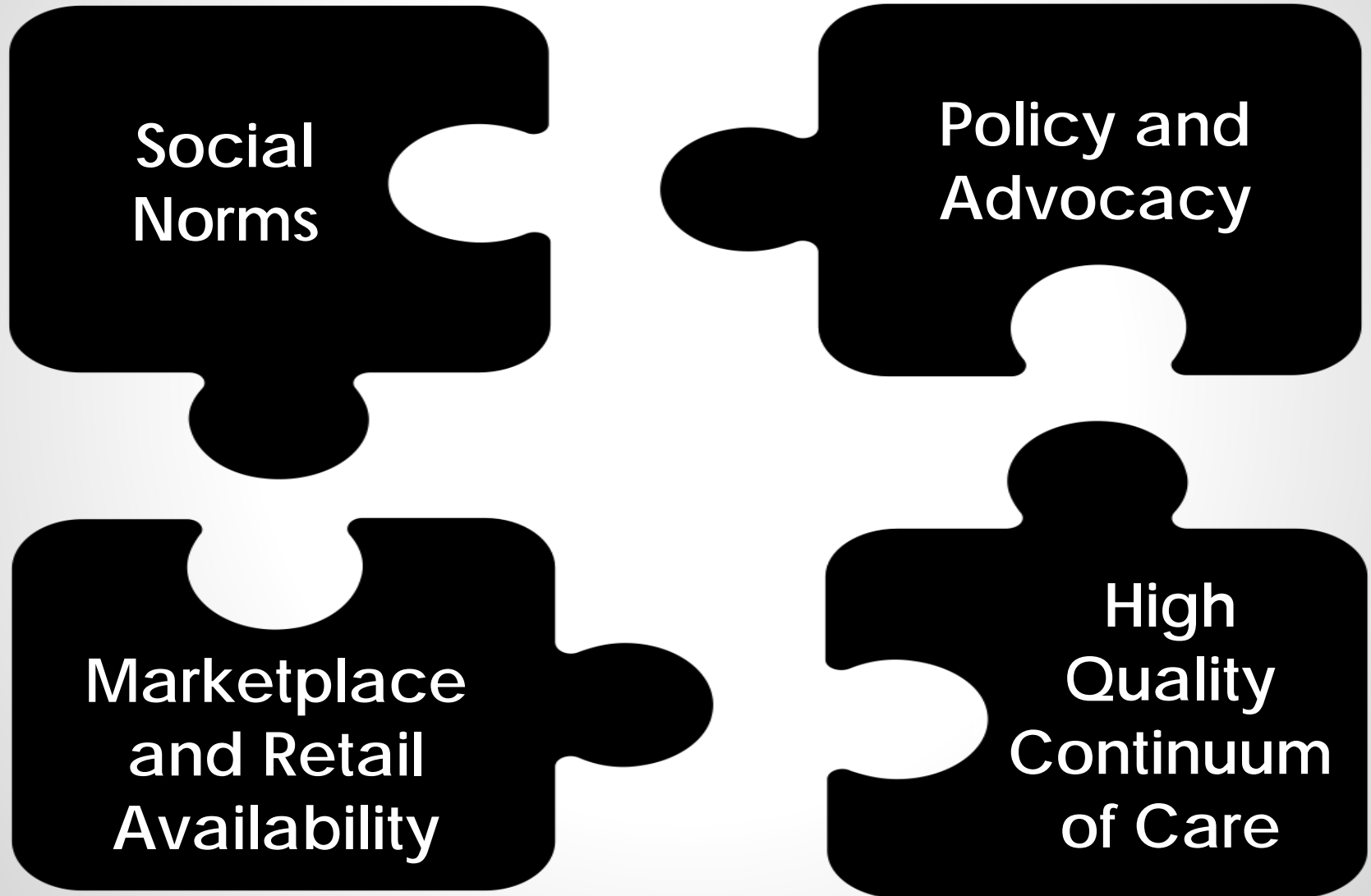
Youth substance abuse results from interactions of many people, organizations, and systems



Risk and protective factors within these levels increase or decrease the likelihood of abuse



TYSA framework for change

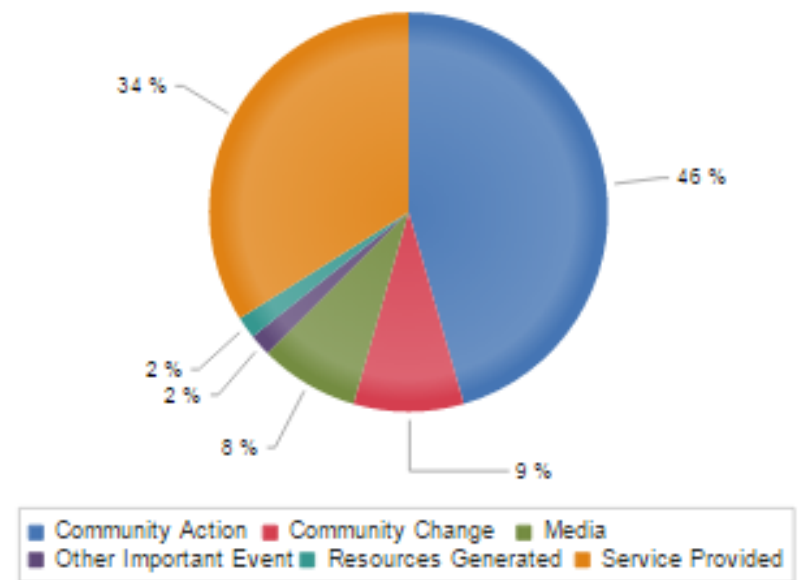


TYSA learning and evaluation framework

Outcome	Indicators	Potential Data Source
Social Norms	<p><u>Alcohol and Prescription Drugs</u></p> <ul style="list-style-type: none"> % youth who view alcohol and prescription opiate use as acceptable % of parents who view their use and their children's alcohol and prescription opiate use as acceptable % of community members (including non-parents) who view youth and adult alcohol and prescription opiate use as acceptable % of youth and adults who view treatment as acceptable and without stigma % of youth who agree they feel connected to at least one teacher or other adult in their school 	<ul style="list-style-type: none"> DOHMH Youth Risk Behavior Survey (to be created) Community attitudes survey
High Quality Continuum of Care	<p><u>Alcohol and Prescription Drugs</u></p> <ul style="list-style-type: none"> % youth and adults reporting awareness of substance abuse issues before and after a prevention education effort Aggregate outcomes of prevention providers in cultivating protective factors or decreasing risk factors % of at-risk youth who receive intensive preventive services after referral by school or other non-judicial entity Aggregate outcomes of treatment provider effectiveness % of youth treatment patients referred to a provider for aftercare and complementary services % youth treatment patients receiving a written plan of care % of youth treatment patients who 	<ul style="list-style-type: none"> OASAS treatment provider outcomes data SICASA member treatment providers

What is our pace of change?

All Accomplishments Graph



TYSA results

Between 2008 and 2014 Rx painkiller use **decreased by 83%** among 7th – 12th graders

Between 2011 and 2013, opioid overdose deaths in Staten Island **decreased 32%** among Staten Island residents, even as overdose deaths increased in NYC

TYSA partner feedback

*“TYSA validated the issue. It made it not just one person’s problem, but **everybody’s problem.**”*

*“In over 30 years of working across New York, I’ve **never seen this kind of collaboration.**”*

*“This is the only collaboration I’ve worked with that makes a difference. **It has saved lives.**”*

*“**I hear hope** when I’m talking to parents and grandparents on Staten Island, I don’t hear despair —and that is because of TYSA.”*

Your common agenda should answer:

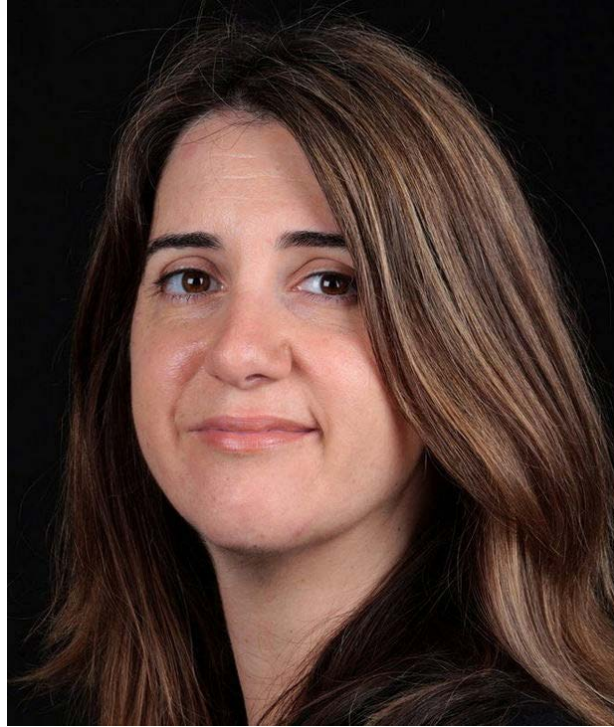
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Questions?

A scenic view of a tropical bay with turquoise water and dark, forested cliffs under a cloudy sky. The text "Final thoughts" is centered in the middle of the image.

Final thoughts

Thank you!



*Abi Stevenson,
FSG*

*Adrienne Abbate,
Tackling Youth
Substance Abuse*

*John Kania,
FSG*



Join the Collective Impact Forum – A Free Online Community for Collective Impact Practitioners, Partners, and Funders

The screenshot shows the homepage of the Collective Impact Forum. At the top left is the logo for the Collective Impact Forum, which consists of a teal sunburst icon and the text 'COLLECTIVE IMPACT FORUM'. To its right is the FSG logo. The top navigation bar includes links for 'ABOUT US', 'PROFILE DIRECTORY', 'BLOG', and 'LOGIN', followed by a search bar and social media icons for Facebook, LinkedIn, Twitter, YouTube, and Google+. Below the navigation bar is a teal header with menu items: 'WHAT IS COLLECTIVE IMPACT', 'GETTING STARTED', 'FEATURED STORIES', 'COMMUNITY', 'RESOURCES', and 'NEWS & EVENTS'. The main content area features a large background image of people holding hands. On the left, the text reads 'Welcome to the COLLECTIVE IMPACT FORUM' in a mix of serif and sans-serif fonts. Below this is a paragraph: 'This is the place for those practicing collective impact to find the tools, resources, and advice they need. It's a network of individuals coming together to share experience and knowledge to accelerate the effectiveness and adoption of collective impact.' A teal button labeled 'LEARN ABOUT THE COMMUNITY' is positioned below the paragraph. On the right, the section 'Visit Our Community' is followed by the text 'Select your role to visit the collective impact community most relevant to you.' Below this are three buttons: 'FUNDER OF INITIATIVES' (with a teal icon of a person), 'BACKBONE ORGANIZATION' (with a teal icon of three people), and 'PARTNER ORGANIZATION' (with a teal icon of two hands shaking). At the bottom of the page, there are two dark teal boxes. The left box contains the sunburst logo, the text 'What is Collective Impact?', and a teal arrow pointing to 'LEARN MORE >'. The right box contains a teal icon of a book, the text 'Where do I find help and the resources I need?', and a teal arrow pointing to 'FIND RESOURCES >'.

Sign up at

www.collectiveimpactforum.org