

Creating a Culture of Healthy Lifestyles

Choosing Health!
Next Steps ... Furthering Our Collective Impact



Collective Impact Is ...

- ▶ <http://bcove.me/phinucr5>



Collective Impact Is ...

- ▶ Commitment to a common agenda
- ▶ By a group of actors from different sectors
- ▶ In order to manage or solve a complex social problem

Collective Impact: Guiding Principles

- ▶ **Common Agenda:** Participating organizations share a vision for change; a common understanding of the problem; and commitment to a joint approach to solving the problem through agreed-upon actions.
- ▶ **Shared Measurement:** Collecting data and measuring results consistently across all participating organizations ensures efforts remain aligned and participants hold each other accountable.
- ▶ **Mutually Reinforcing Activities:** “Everyone has a part to play; everyone plays a different part.” Participant activities are differentiated but coordinated through a mutually reinforcing plan of action.
- ▶ **Continuous Communication:** Consistent and open communication occurs across the many players to build trust, assure mutual objectives, and appreciate common motivation.
- ▶ **Backbone Organization:** There is a separate organization that focuses on coordinating all the participating organizations and agencies. The backbone supports aligned activities and shared measurement practices; builds public support; advances policy; and works to mobilize funding.

Adapted from *Collective Impact* by John Kania and Mark Kramer, Stanford Innovation Review, Winter 2011

Collective Impact Is ...

- ▶ Example: “Shape Up Somerville”
- ▶ Citywide; university-coordinated
- ▶ Reduce and prevent childhood obesity in elementary school children
- ▶ Over 3 years, a statistically-significant decrease in body mass index among young children
- ▶ Government, educators, businesses, nonprofits, citizens collectively defined wellness and weight gain prevention practices
 - Schools → Healthier foods, teach nutrition, promote physical activity
 - City → Organized farmer markets, provided incentives, repainted crosswalks
 - Local restaurants → Certification for low-fat, high nutrition food

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The Challenge Is ...

- ▶ **Thinking integrated and long term.** The pressure and temptation is to stay focused on short-term, isolated needs and outcomes.
- ▶ **Building trust.** The process for bringing together leaders requires dedicated engagement, patience deliberation, debate and conflict.
- ▶ **Having Real Community Engagement.** It's about institutions and organizations doing things *with communities, not to communities.*

Adapted from *The Real Challenge for Collective Impact* www.huffingtonpost.com/paul-schmitz

Choosing Health! ...

Building Greater Collective Impact

- ▶ What ideas do you have for:
 - Furthering a common agenda and outcomes
 - *What outcomes should matter the most this next year?*
 - Establishing shared measurements/indicators of success
 - *How might we collectively measure and track progress/success?*
 - Broadening/deepening the mix of activities
 - *What activities are most abundant now? What could there be more of? Do differently?*
 - Strengthening the role of CAHA as a backbone organization
 - *What support will be most beneficial?*
 - Supporting integrated and long-term thinking/planning; Building and deepening trust
 - *What conversation and dialogues should we be convening? Topics? Issues?*
 - Furthering engagement by the community
 - *How can we involve and collaborate differently and directly with community members?*
- ▶ Be feasible – doable with existing resources and/or possible to find additional resources