COLLECTIVE IMPACT FORUM

FSG

Welcomes you to the

Getting Started with Collective Impact Webinar Series

Presented by:

FSG REIMAGINING SOCIAL CHANGE

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- 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

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COLLABORATING TO CREATE A COMMON AGENDA

Three key questions

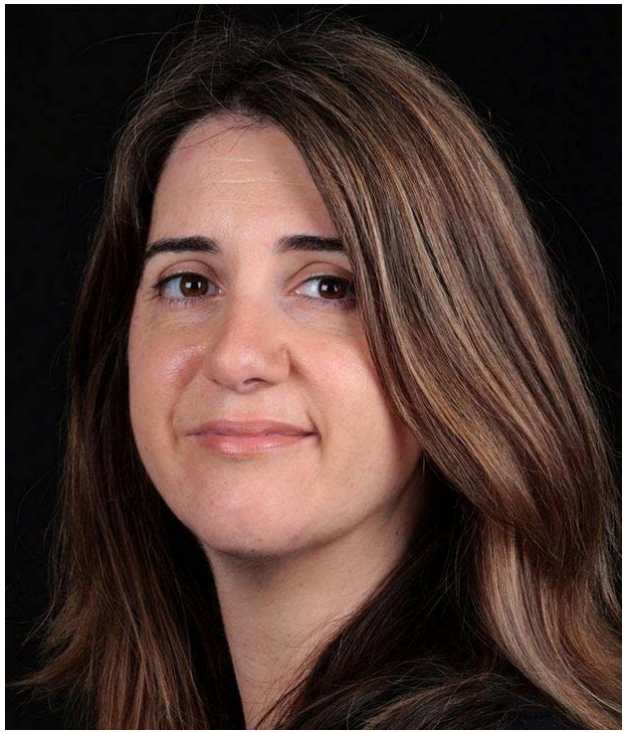
What is a **common agenda?**

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

WHAT IS A
COMMON
AGENDA?

5 elements of **collective impact**

COMMON AGENDA

SHARED MEASUREMENT

MUTUALLY REINFORCING ACTIVITIES

CONTINUOUS COMMUNICATION

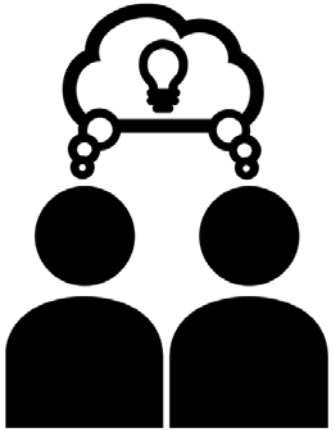
BACKBONE ORGANIZATION

Your **common agenda** should answer:

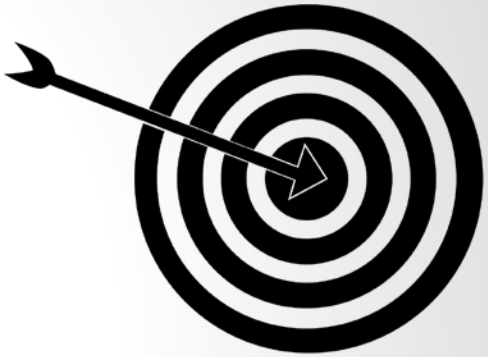
1. HOW YOU ARE GOING TO WORK TOGETHER *(guiding principles)*
2. WHAT IS IN AND WHAT IS OUT *(boundaries and problem definition)*
3. HOW YOU WILL DEFINE SUCCESS *(goal)*
4. HOW YOU ARE GOING TO SPLIT UP THE WORK AND PRIORITIZE *(framework for change)*
5. HOW YOU WILL TRACK PROGRESS AND LEARN *(plan for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

Several elements make up a common agenda

PRINCIPLES

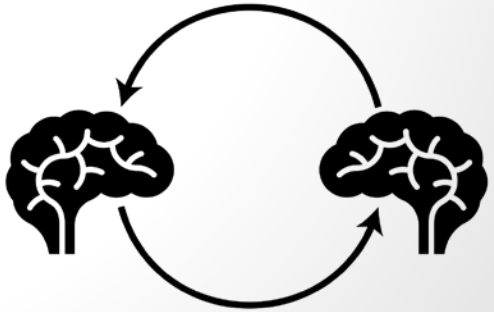


PROBLEM DEFINTION



GOAL

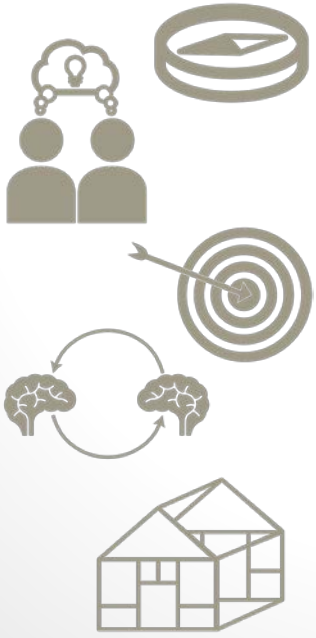
FRAMEWORK FOR CHANGE



PLAN FOR LEARNING

Icons by Blake Thompson and Jack & Steve Laing from the Noun Project

How long does this take?

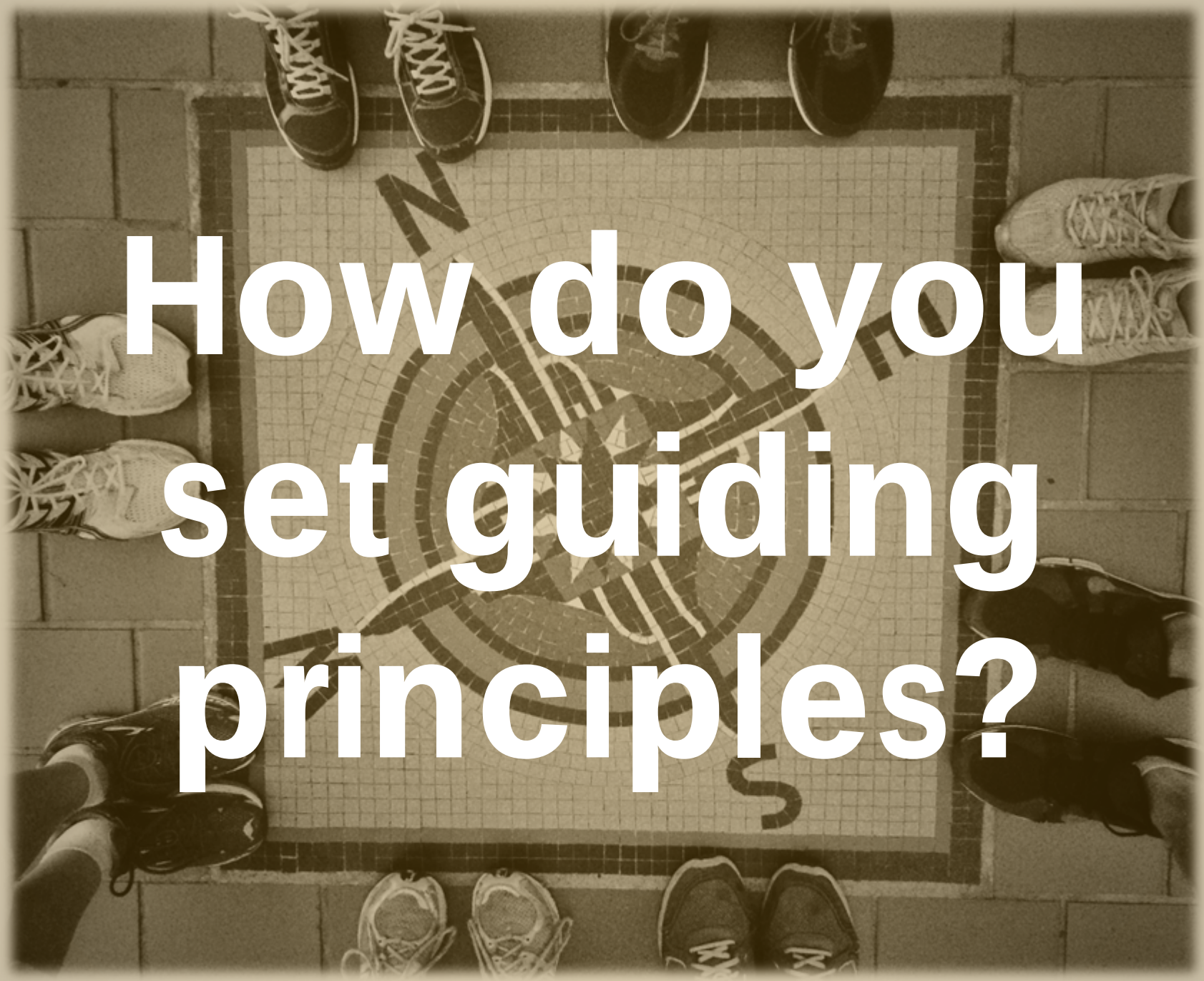
0	1	2	3
Scope & readiness	Initiate action	Organize for impact	Develop strategies & sustain impact
~3 months	**~4-6 months**	**~4-6 months**	**~6 months + ongoing**
*(see previous webinar: **"How do you know if collective impact is right for you?"**)*		*Organizing for impact*	Revise as necessary

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


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

Icon by Jack from the Noun Project

Unidos Contra Diabetes guiding principles

Serve the whole community through a systems oriented approach

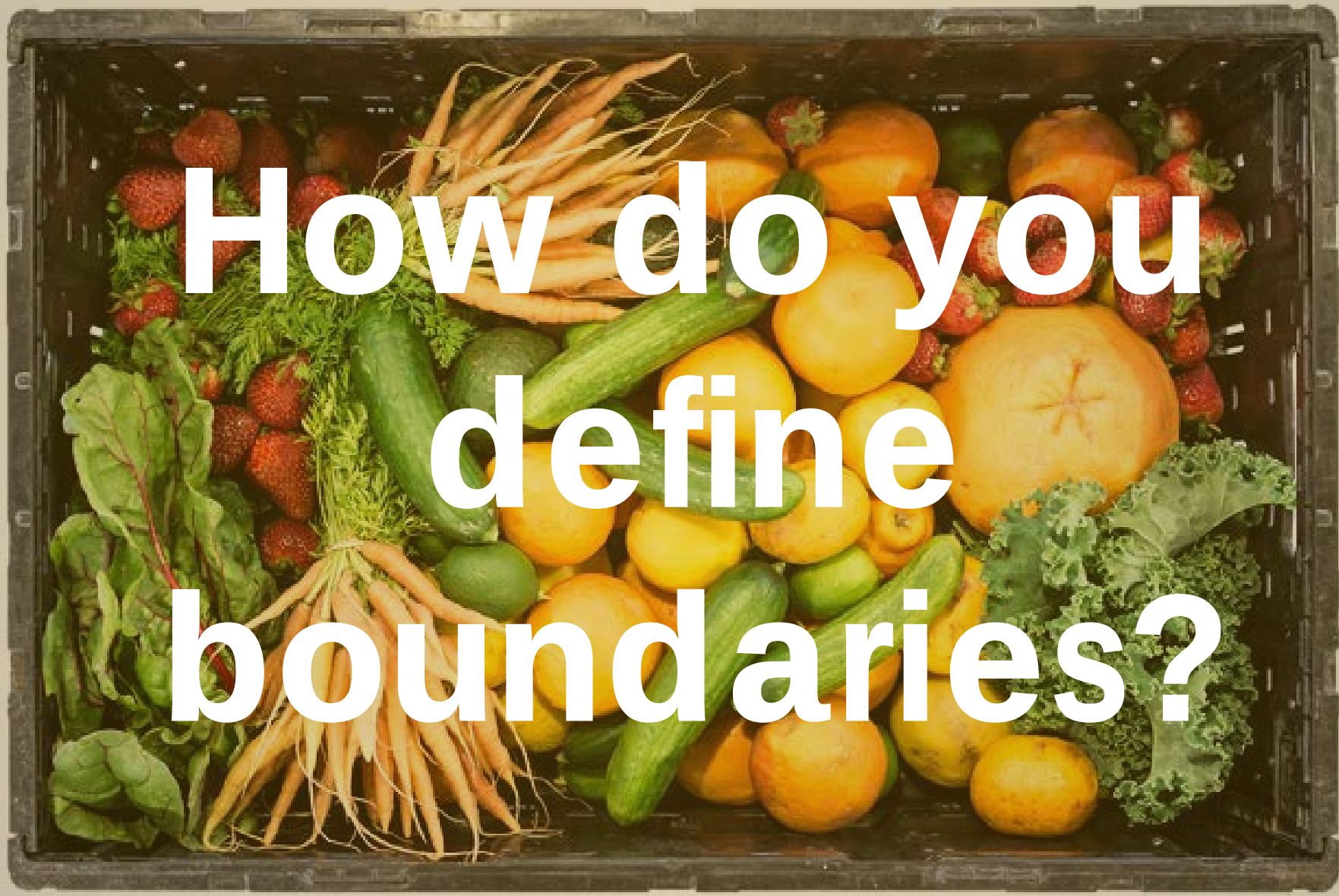
Take an asset-based approach

This is everyone's responsibility

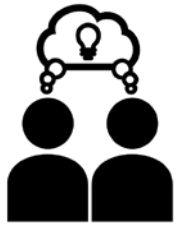
Empower people and families

Working in Neighborhoods Strategically guiding principles

- Respectful communication
- Sustainable Relationships
- Resident-Led and Community-Owed
- Diversity
- Transparency
- Strong Families, Strong Faith
- Forward
- Excellence

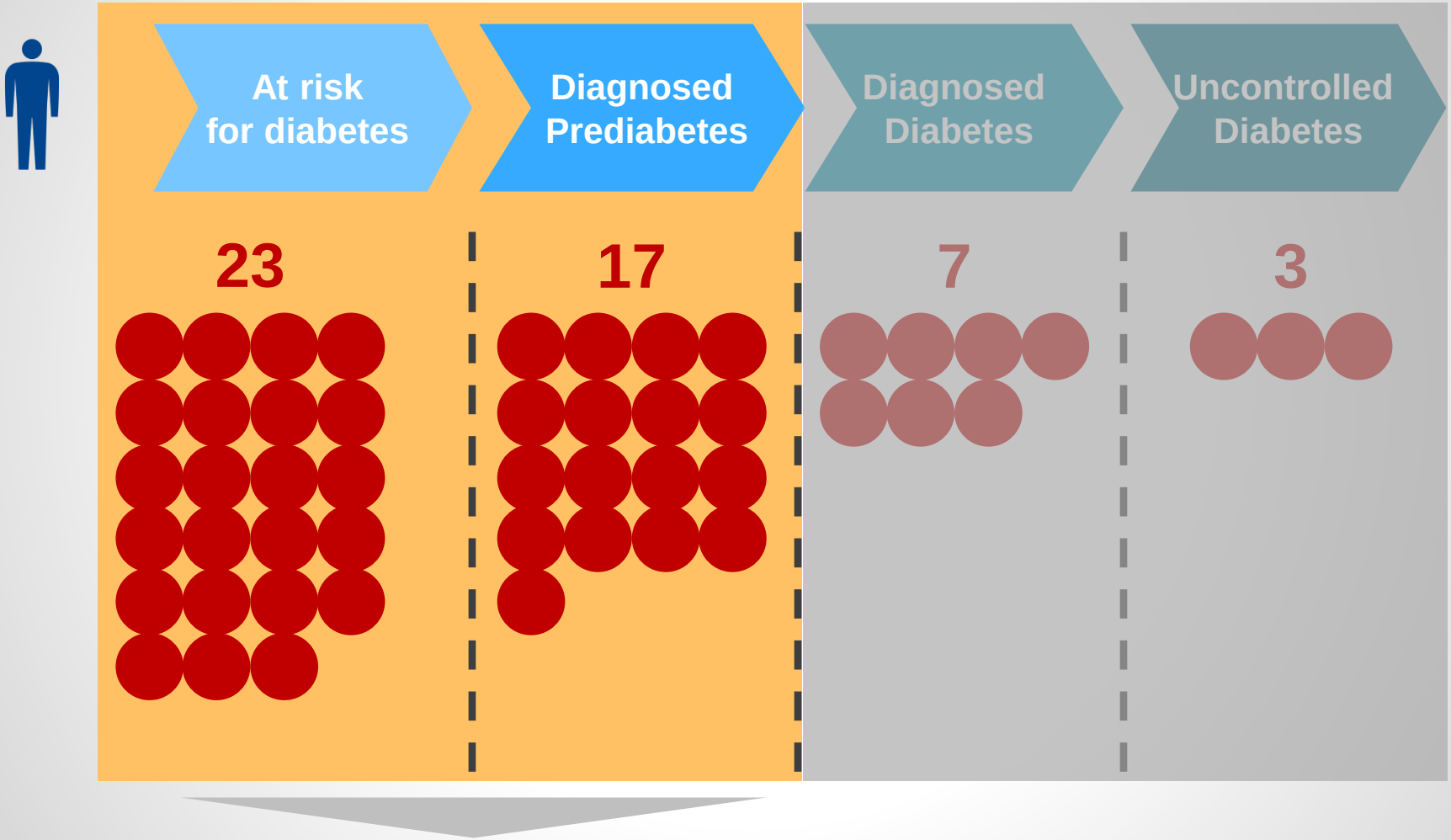

How do you define boundaries?

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 <u>preventing diabetes</u> by targeting people at risk for diabetes and those with pre-diabetes.

Health and Wellness Alliance for Children's problem definition

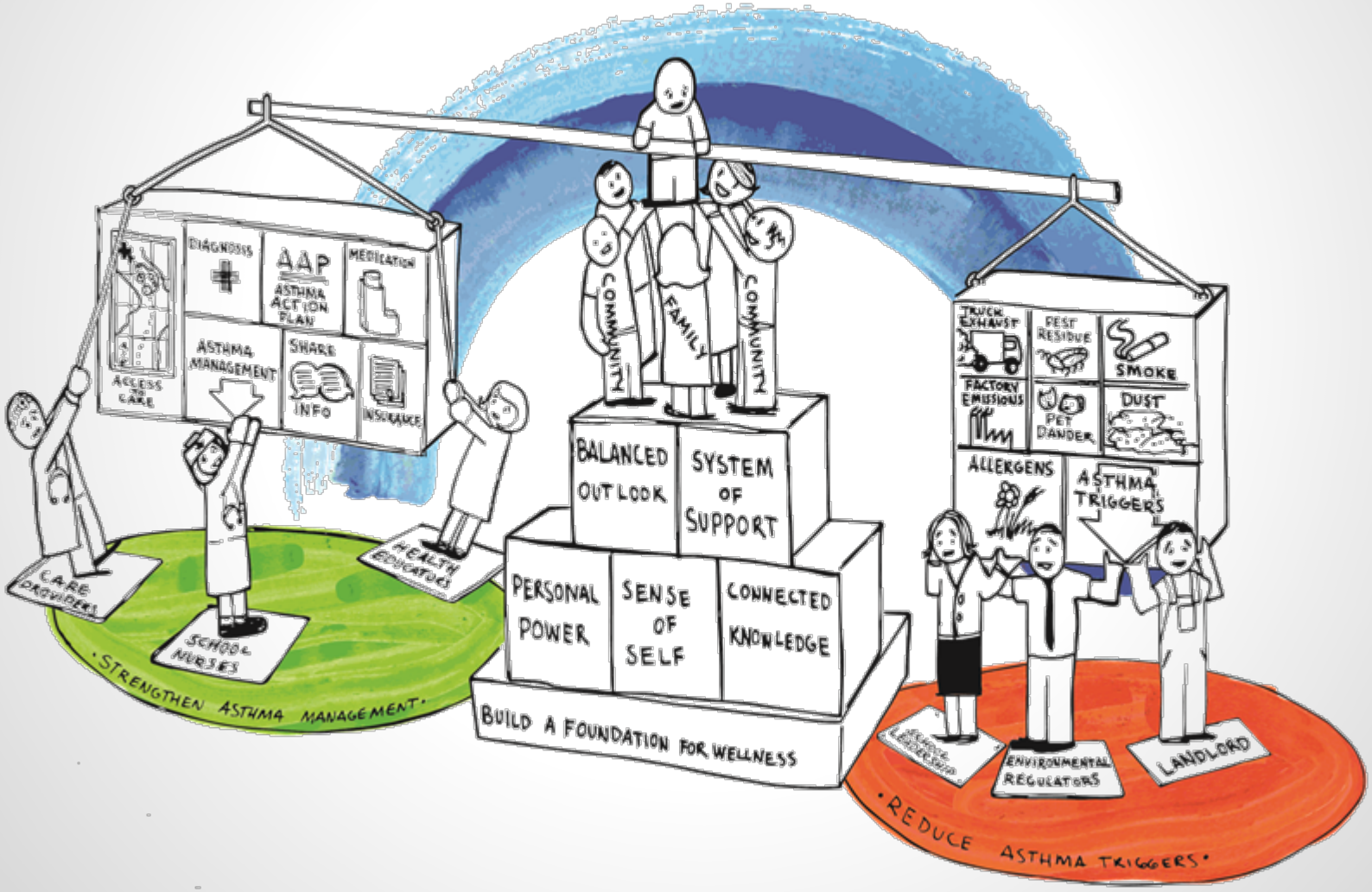
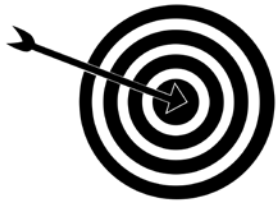


Photo Credit: Derek Gavey. “Beginner Archer” https://www.flickr.com/photos/derekgavey/7420779272/, https://creativecommons.org/licenses/by/2.0/ license)

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…

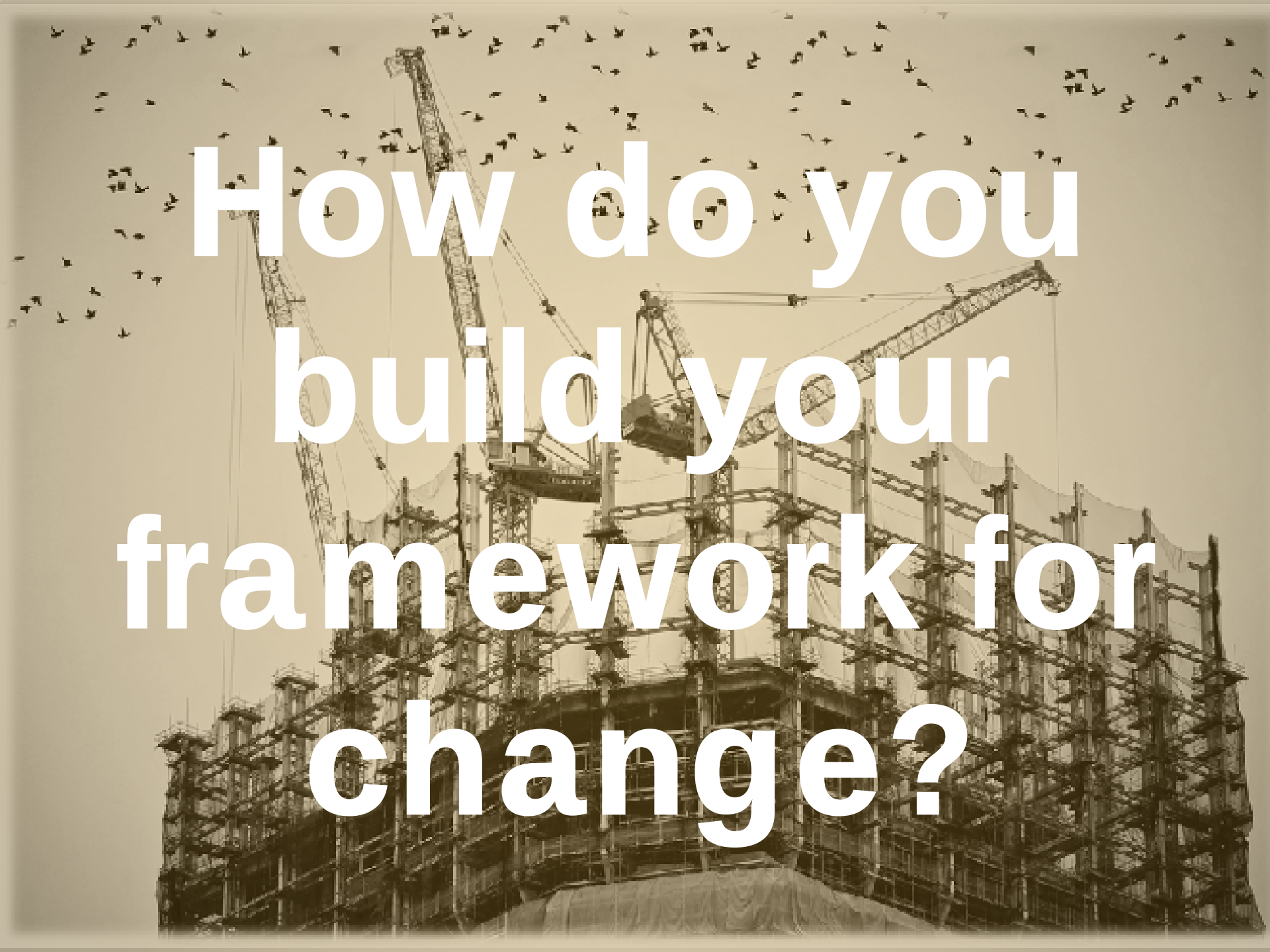
to double…

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

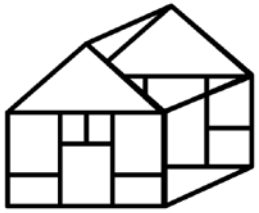
…by 2020.

…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?

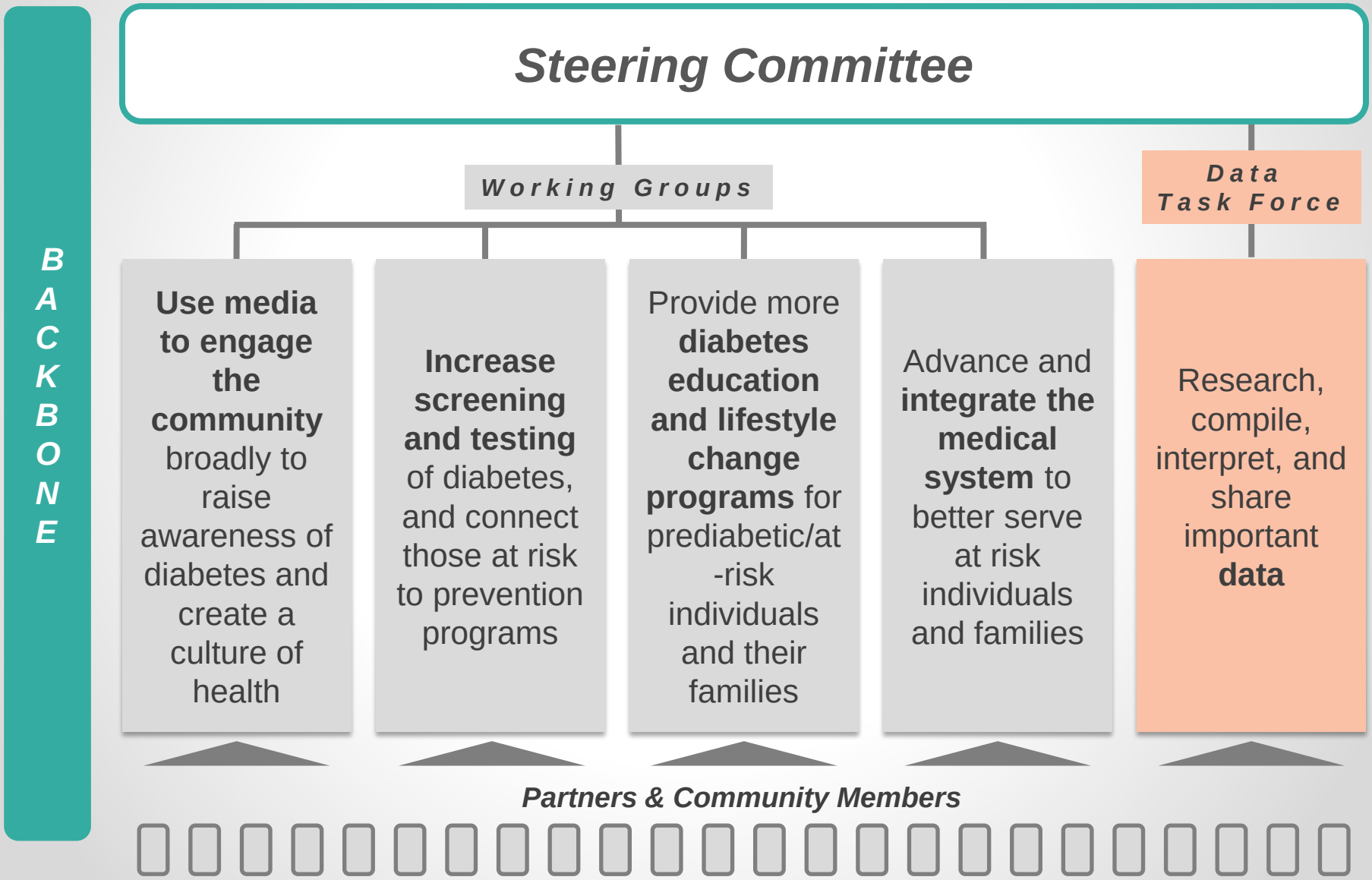
Building your working group structure



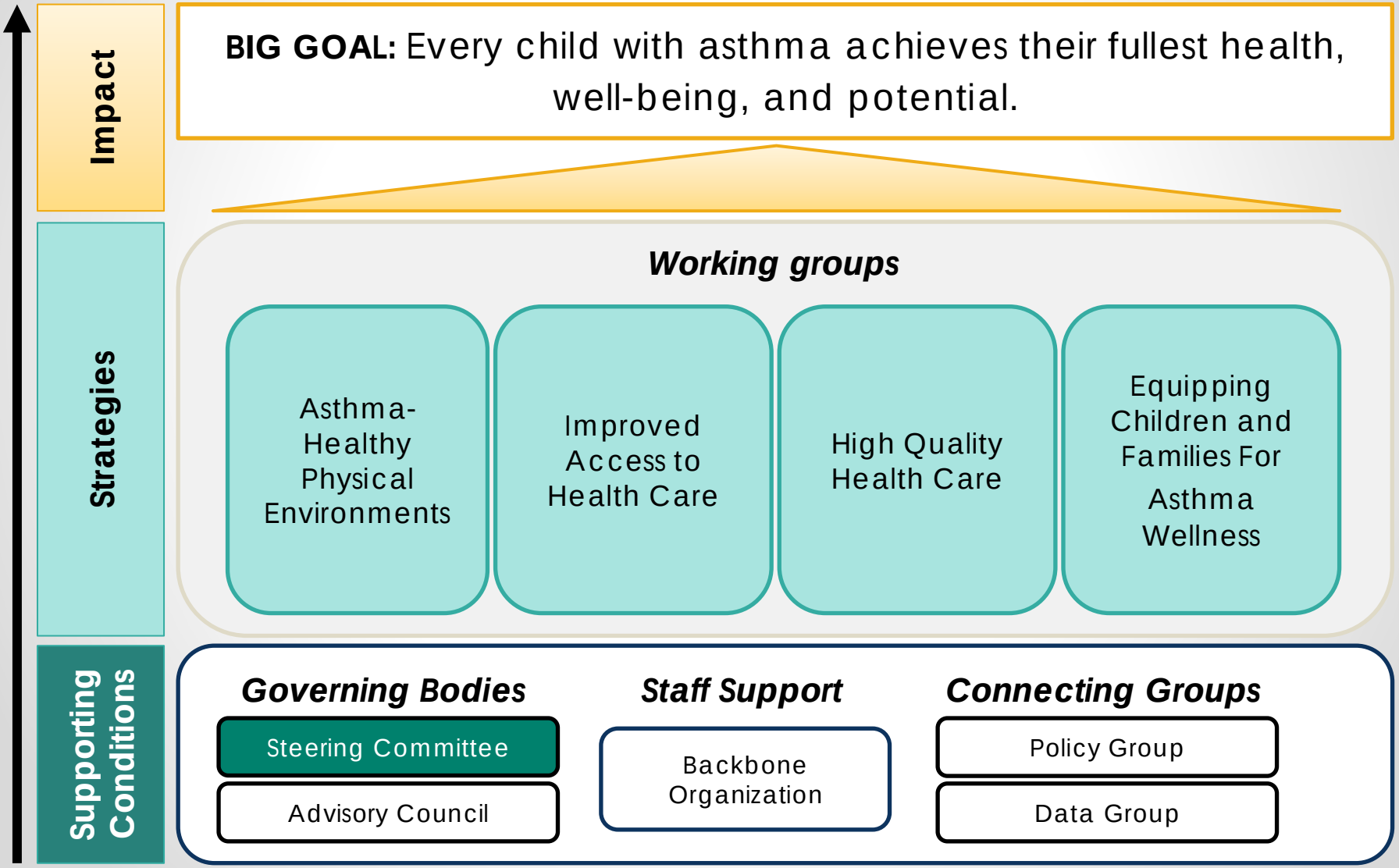
- Prioritize the strategies you want to work on first
- Build your groups for action
- Respect that this is an art and a science

Icons by Jack and Steve Laing from the Noun Project

Unidos Contra Diabetes framework for change



Health and Wellness Alliance for Children's framework for change



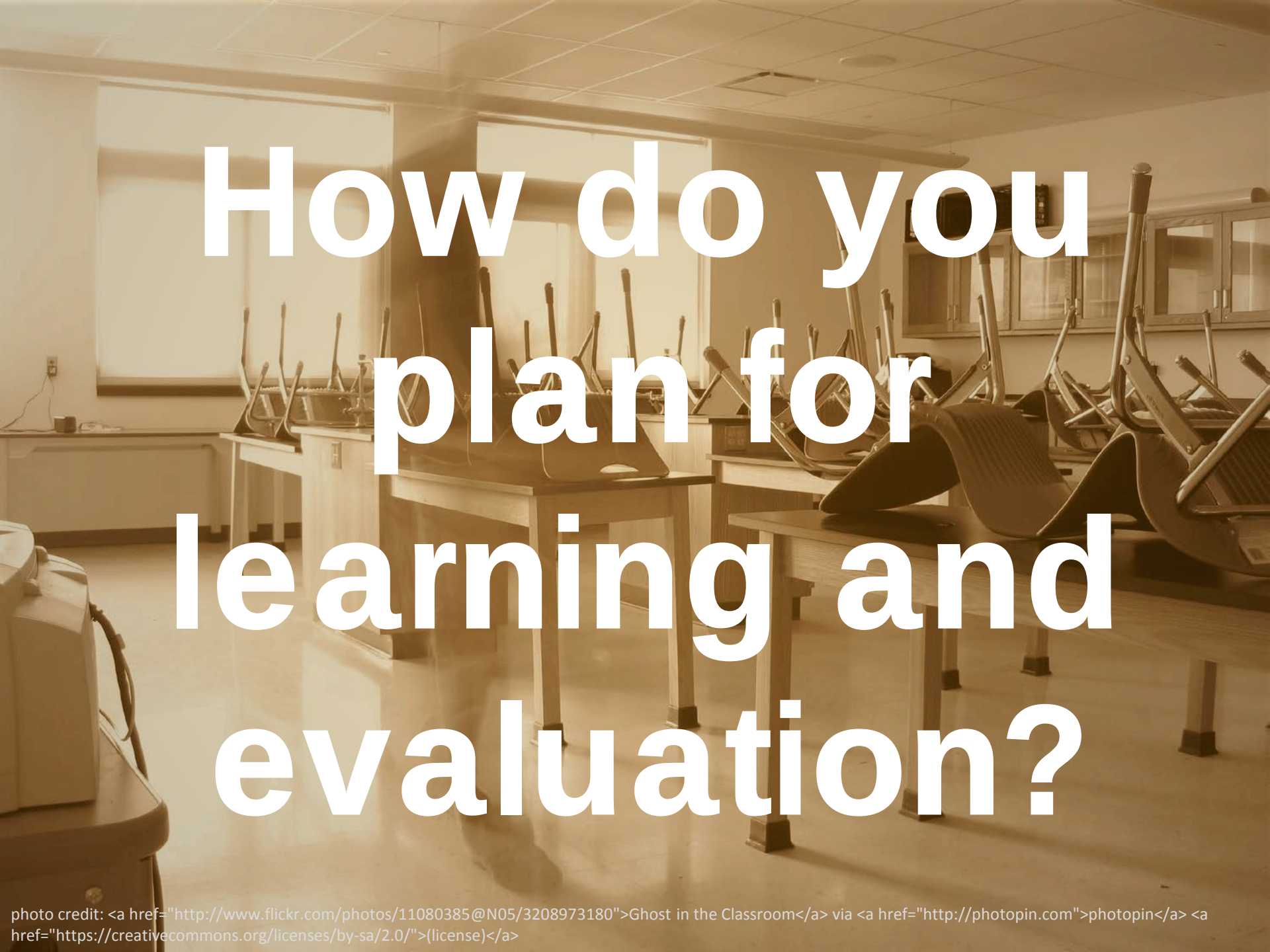
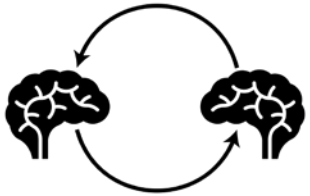


photo credit: Ghost in the Classroom via photopin (license)

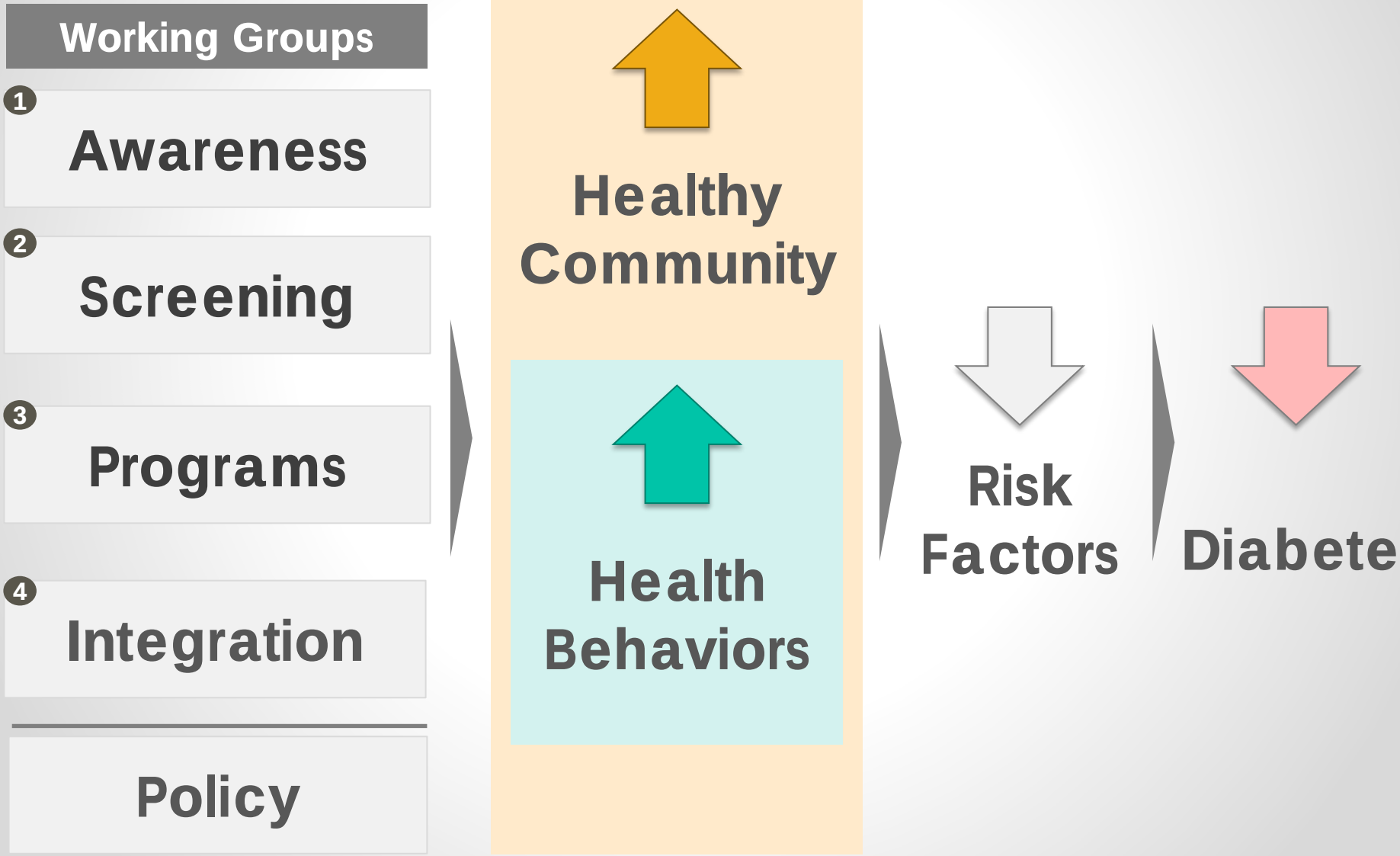
Planning for learning and evaluation



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

Icons by Jack and Steve Laing from the Noun Project

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?

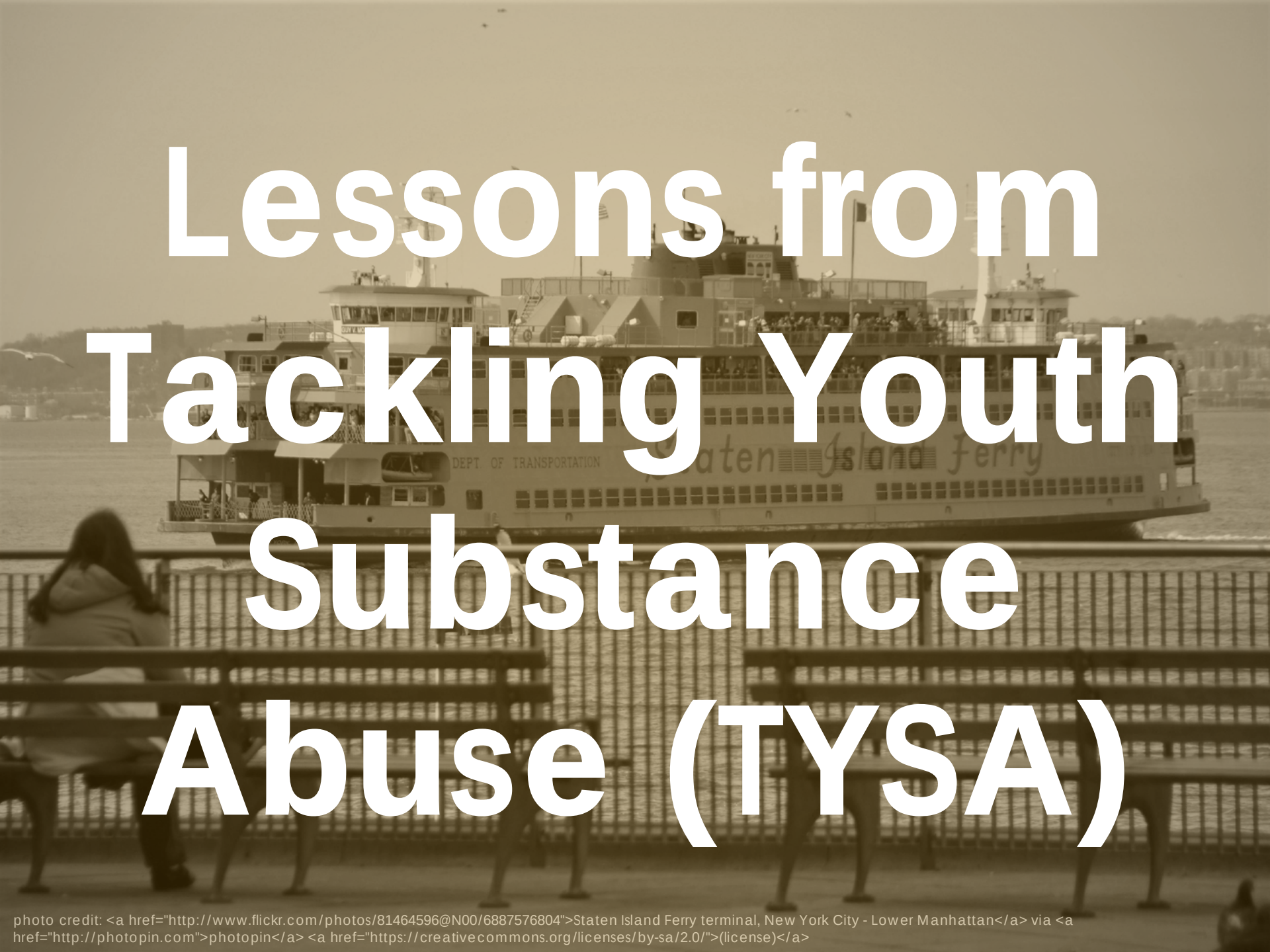
A. Guiding principles

B. Boundaries or problem definition

C. Overall goal

D. Framework for change

E. Plan for learning



Lessons from Tackling Youth Substance Abuse (TYSA)

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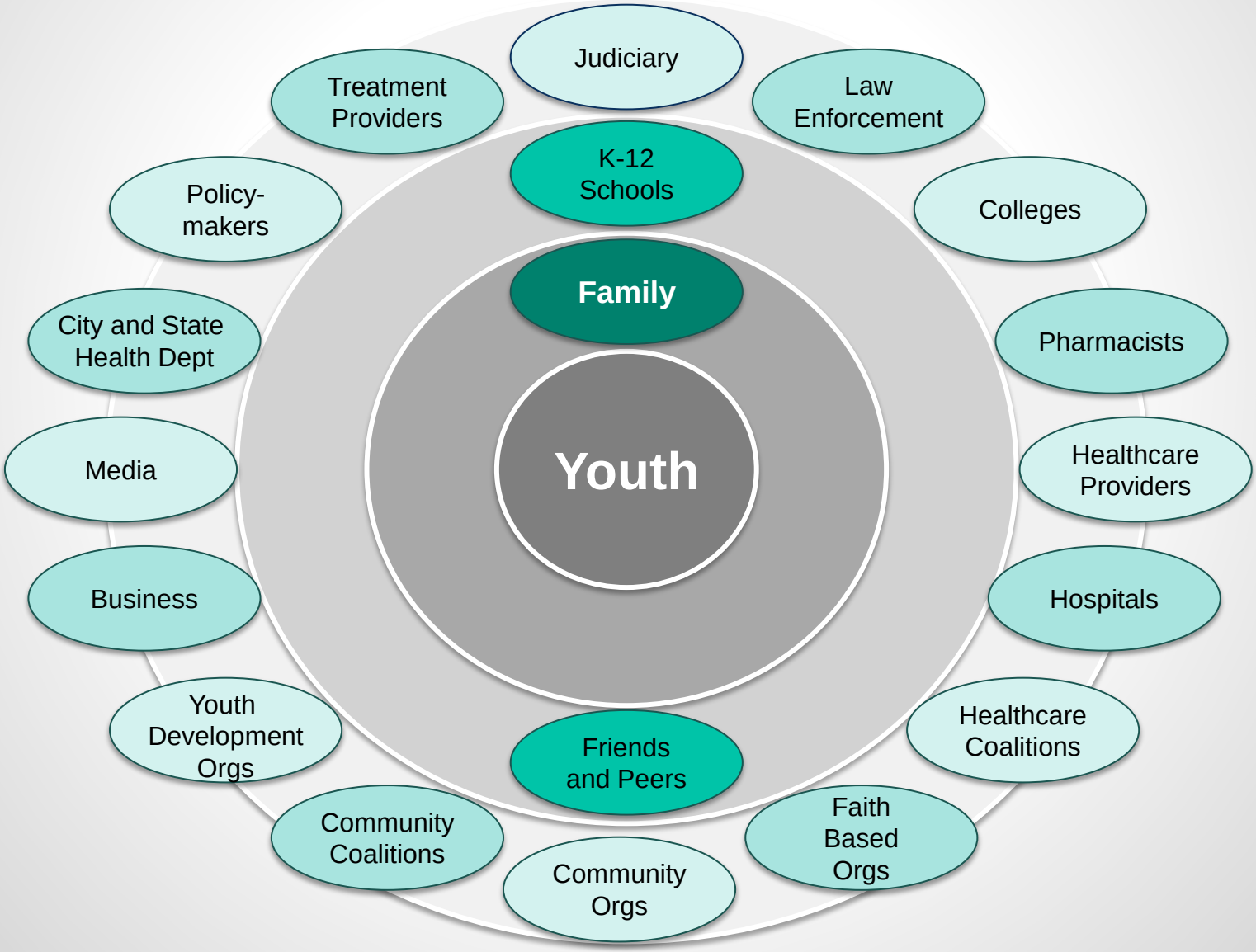
Layers of influence on Staten Island youth



TYSA guiding principles

- Population-Level Impact
- Structural Changes
- Coalition Sustainability
- Research-Driven Strategies

TYSA set clear boundaries to define the problem

Local Level

Parental & Youth Social Norms

Youth Unemployment

School Completion

Access

Treatment Activities

Alcohol

Domestic Violence

Methamphetamines

Mental Health

Tobacco

Prevention Activities

State & Federal Level

Advocacy

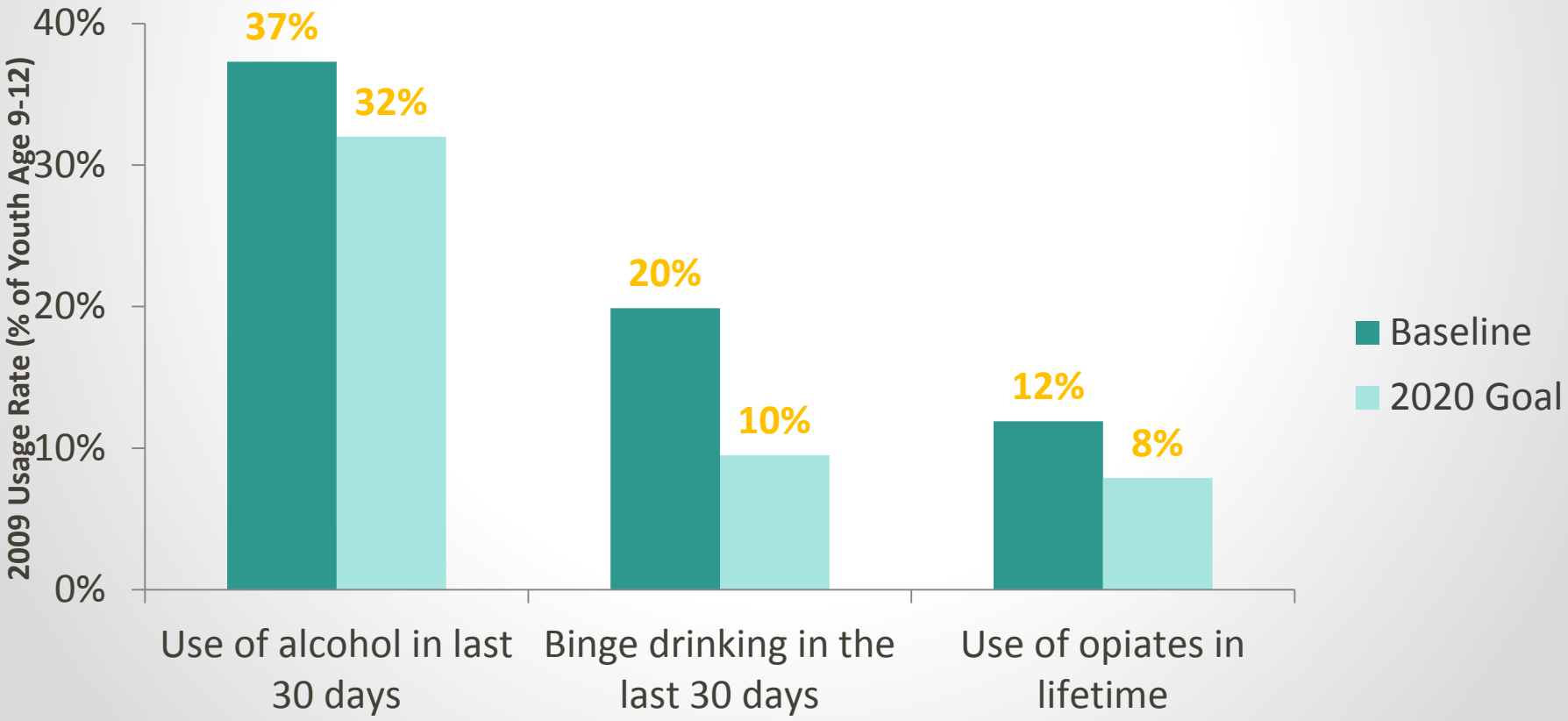
Prescription Drugs

Parental Neglect & Endangerment

TYSA goals

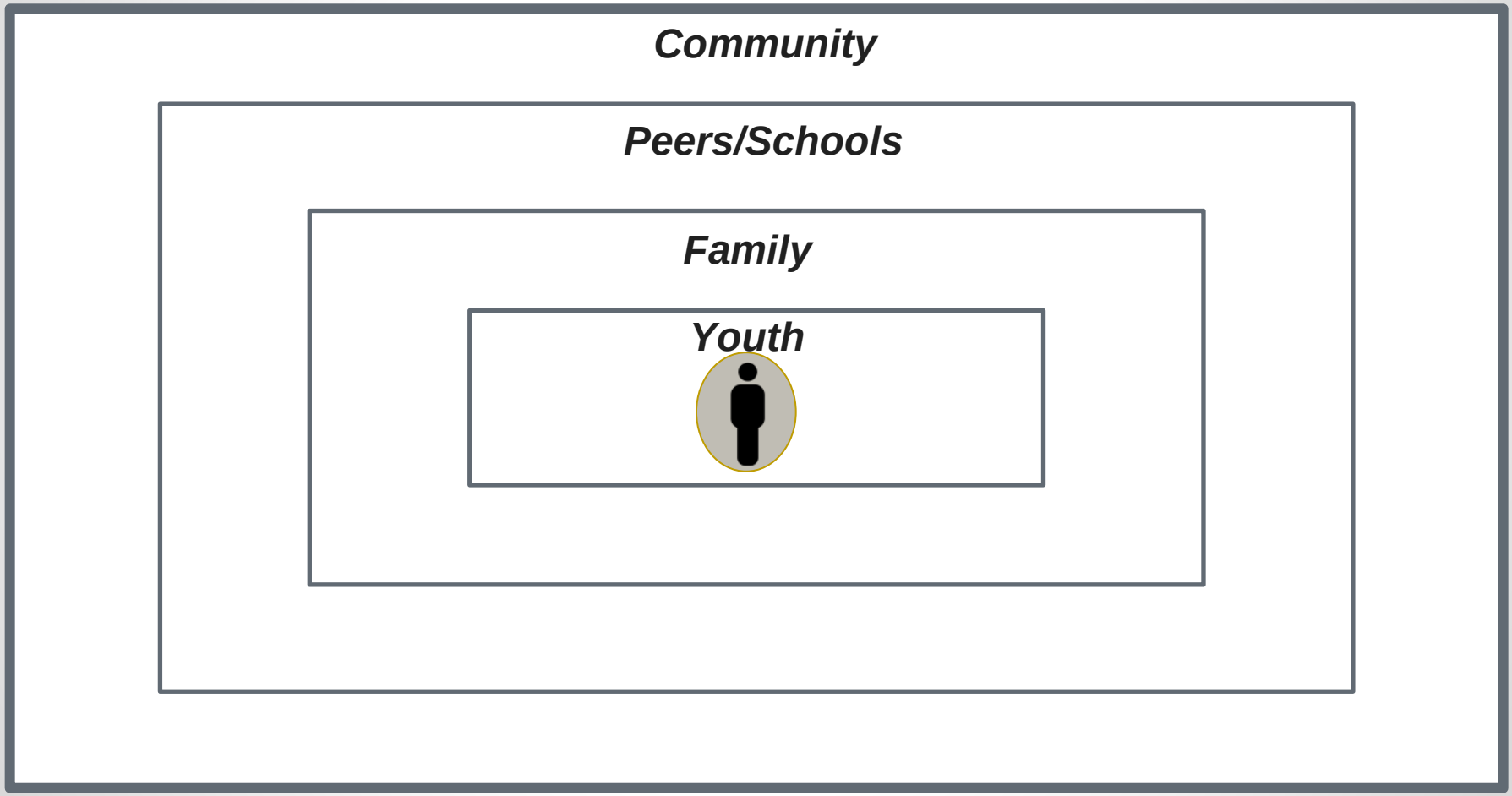
2020 Goals

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

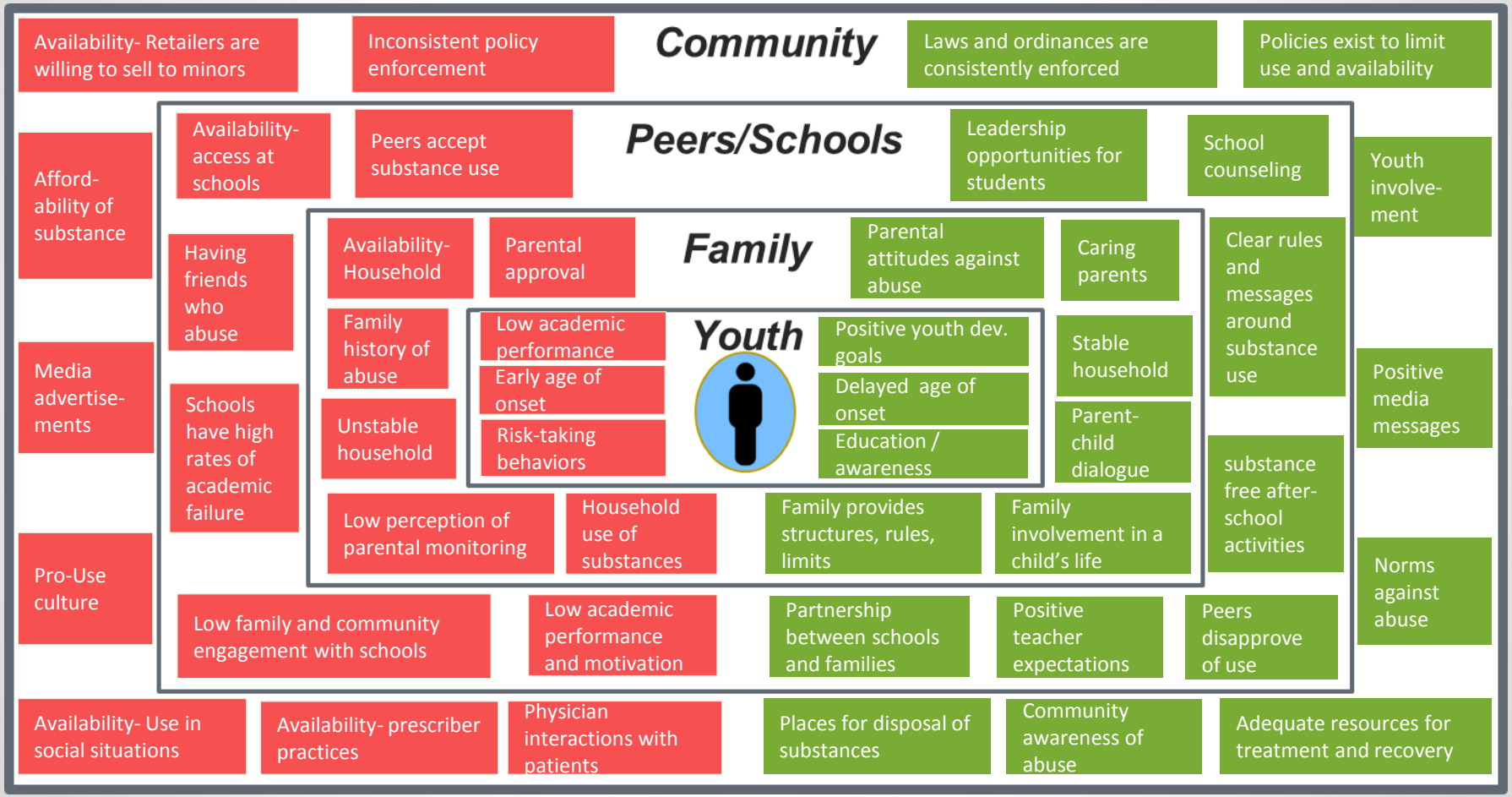


NYC Department of Health and Mental Hygiene. "NYC Youth Risk Behavior Survey." 2009. <http://www.nyc.gov/html/doh/html/episrv/episrv-youthriskbehavior.shtml>.

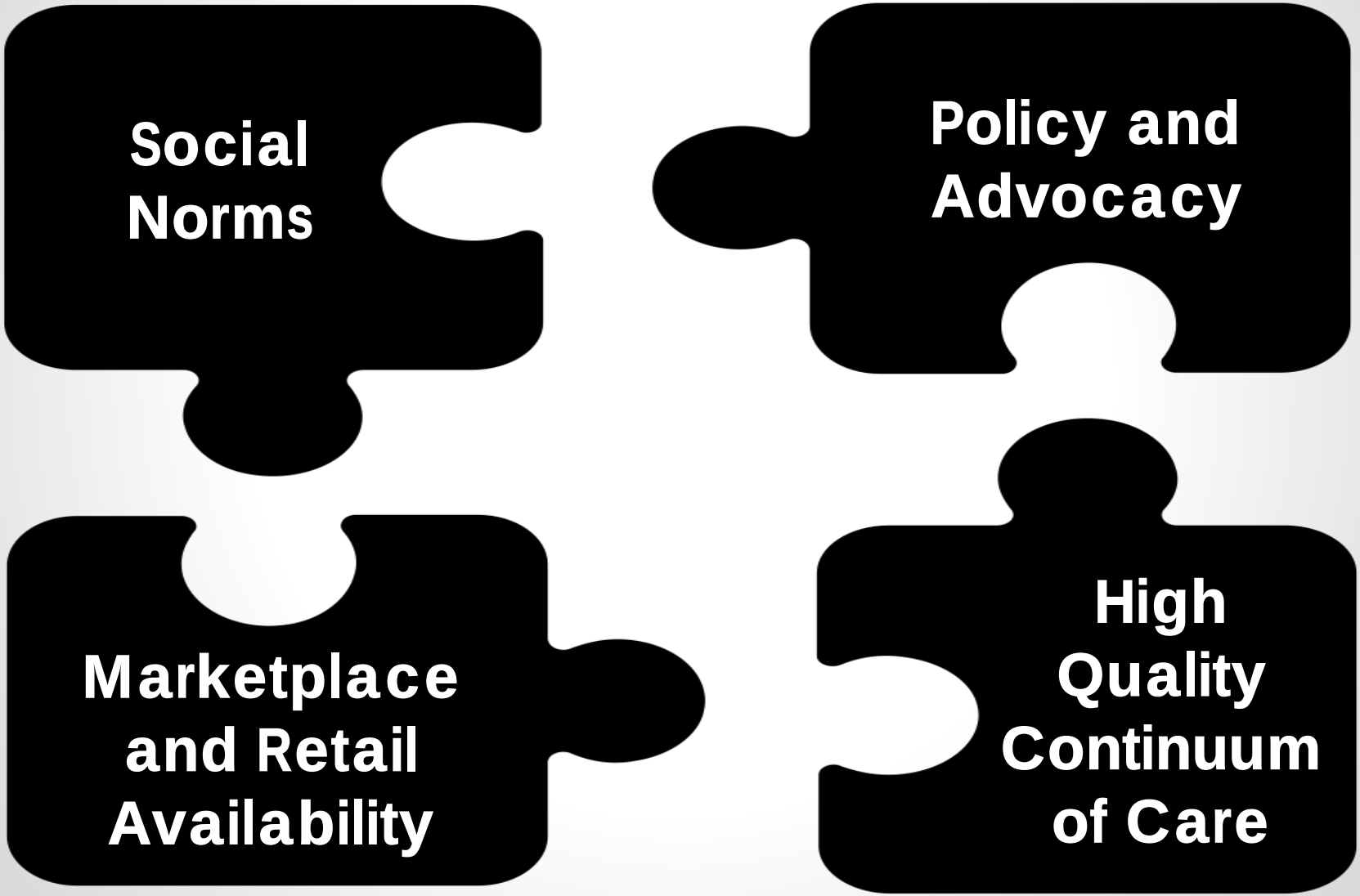
Youth substance abuse results from interactions of many people, organizations, and systems



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



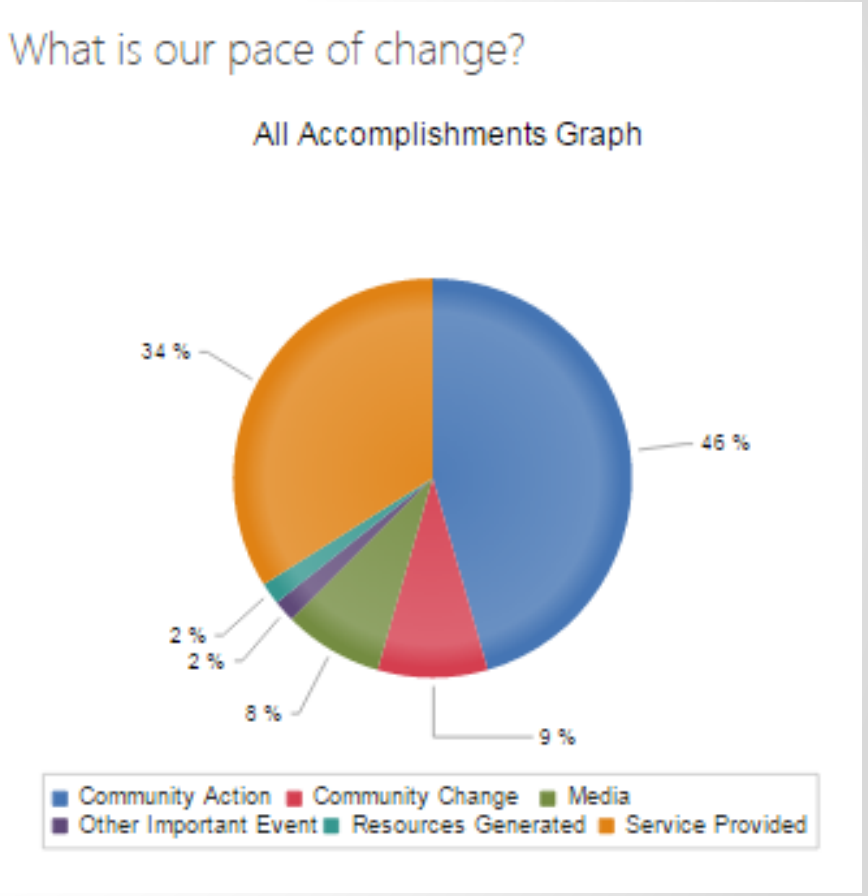
TYSA framework for change



Icon by Vicons Design from the Noun Project

TYSA learning and evaluation framework

Outcome	Indicators	Potential Data Source
Social Norms	Alcohol and Prescription Drugs • % 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*	• DOHMH Youth Risk Behavior Survey • (to be created) Community attitudes survey
High Quality Continuum of Care	Alcohol and Prescription Drugs • % 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	• OASAS treatment provider outcomes data • SICASA member treatment providers



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

Source: Youth Development Survey 2014. NYS Office of Alcoholism and Substance Abuse Services. New Data Show Drop In Opioid Analgesic Overdose Deaths in Staten Island But Overall Drug Overdoses Increased In New York City, NYC Department of Health and Public Hygiene, http://www.nyc.gov/html/doh/html/pr2014/pr029-14.shtml

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:

1. HOW YOU ARE GOING TO WORK TOGETHER *(guiding principles)*
2. WHAT IS IN AND WHAT IS OUT *(boundaries and problem definition)*
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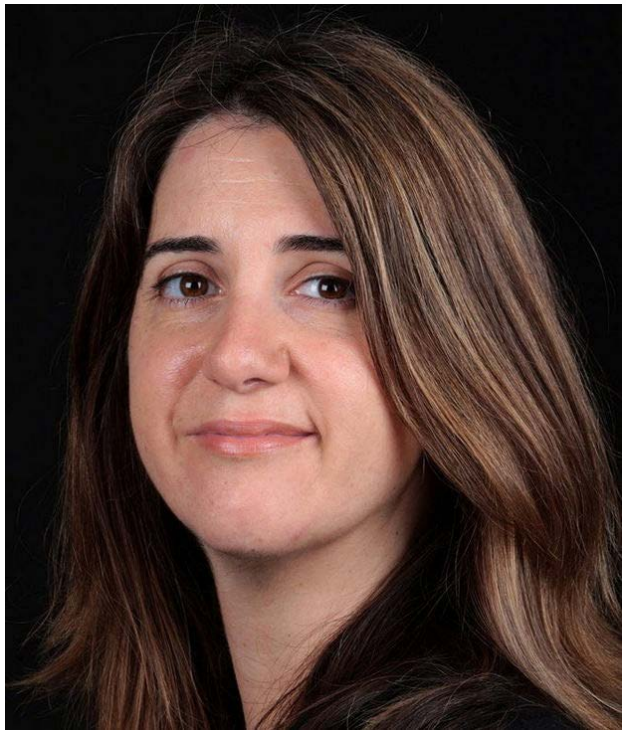
Questions?

Final thoughts

Thank you!



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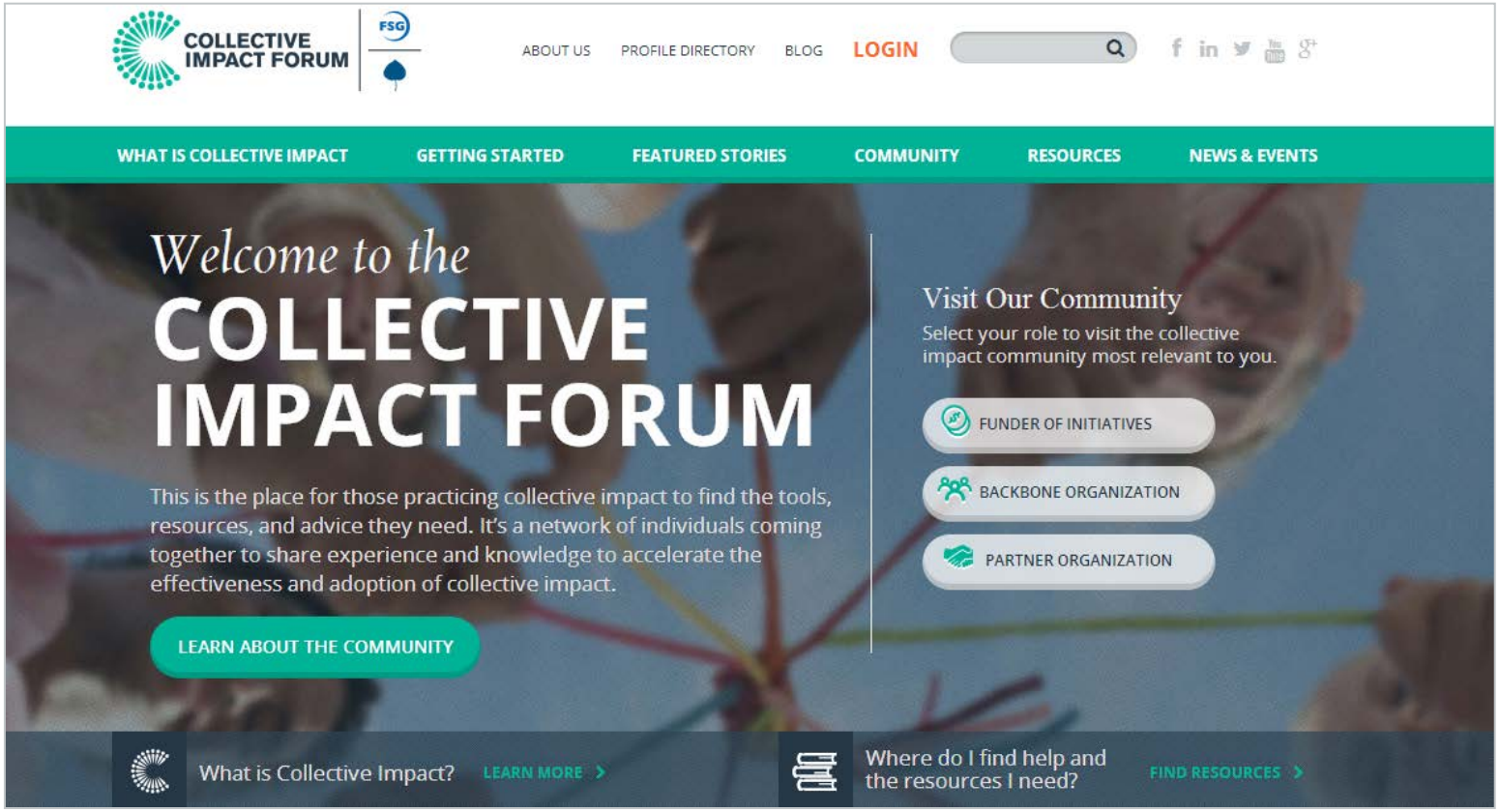

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