

# SHIP HEALTHY BEHAVIORS STRATEGY 3

OPTIMIZE ALIGNMENT AND COORDINATION OF EFFORTS

# IMPACT MODELS

## ISOLATED IMPACT

Best for resolving technical problems.

Organizations compete emphasizing how their individual impact has greatest effect.

Assumption that successful organization will grow and replicate for greater impact

Answer often known in advance

Granters desire to find and fund a solution in a single organization.

## COLLECTIVE IMPACT

Social issues arise from interplay of government, commercial, and social sector

Problems are adaptive & more complex needing a systemic approach to resolution.

Answer is not known - & needs cross organizational effort.

Solutions are emergent

May require new funding model

# COLLECTIVE IMPACT PROCESS



Multiple Organizations Looking for Resources and Innovation  
Through the Same Lens

# COURSE OF ACTION FOR COLLECTIVE IMPACT

1. Identify backbone support organization
2. Adopt a common agenda
3. Select shared measurement systems
4. Facilitate continuous communication
5. Engage in mutually reinforcing activities

From *Stanford Social Innovation Review*, Winter 2011, John Kania & Mark Kramer

[http://c.ymcdn.com/sites/www.lano.org/resource/dynamic/blogs/20131007\\_093137\\_25993.pdf](http://c.ymcdn.com/sites/www.lano.org/resource/dynamic/blogs/20131007_093137_25993.pdf)





# BACKBONE SUPPORT ORGANIZATION

Creating and managing a collective effort requires a separate organization and staff with the following skills:

- Project Management
- Data Management
- Facilitation

Structured process for effective decision making





# AGENDA/MEASUREMENT

COMMON AGENDA

**Common  
understanding of the  
problem**

**Shared vision for  
change**

SHARED MEASUREMENT  
SYSTEM

**Success measured and  
reported consistently**

**Same Overarching but  
Different Activity Goals**



# ACTIVITY & COMMUNICATION

## MUTUALLY REINFORCING ACTIVITIES

Each participant organization participates with *activities at which it excels* in a way that supports the work of others


Power of collaborative comes from coordination of differentiated activity in a single plan

## CONTINUOUS COMMUNICATION

Trust built through deepening relationships & objective evidence in defining the best possible solution.


*Frequent meetings* among organization decision makers facilitated by external facilitators

# ALIGNMENT & COORDINATION ACTION PLAN

1. Identify and investigate the mission vision & goals of current HE & AL organizational efforts statewide
  2. Create a forum to develop consensus for overarching impact goals
  3. Identify and implement common success measurements for organizations doing similar work
  4. Create tools and schedule for continuous cohesive communication
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# BIG QUESTIONS

- Regarding Alignment & Collaboration where is the separation in responsibilities between DPHI & DE HEAL?
  - Can we create the urgency to meet bi-weekly or monthly ? If not what is breakpoint for effectiveness? Will quarterly work?
  - Can we create a model for funding collective vs isolated impact?
  - Can we identify the resources and clout to manage/collect data/facilitate?
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# HEALTHY PEOPLE 2020 OBJECTIVES THAT ARE LEADING HEALTH INDICATORS

HEALTHY EATING:  
NUTRITION & WEIGHT  
STATUS

**NWS 9 and 10.4**

**Reduce the proportion  
of adults, children &  
teens who are  
considered obese.**

ACTIVE LIVING

**PA-2.4**

**Increase the proportion  
of adults, children &  
teens who meet the  
objectives for  
aerobic PA & muscle  
strengthening  
activating**