Collective Impact Model – Getting Started
November 30, 2022
A few housekeeping items...

Use Chat for questions, comments and reactions, and to ask for help.

We will share recording and chat notes/resources.

Please take a moment to complete the survey, at end of the webinar.
Today’s Flow

- Welcome and Housekeeping
- Icebreaker and Poll Question
- Context: Where are we with BRIC?
- Collective Impact Framework/Model
- State Sharing: Illinois (BRIC) and Oregon (SPINE)
- Discussion/Q&A with Panel and Audience
- What’s Next and Close
Ice Breaker

Thinking about your work and partners.

In the chat, what’s one thing you would like to appreciate about a partner?
Poll Question

Are you familiar with Collective Impact Framework and its elements?
What are we hoping to sustain in the end of Year 3?

- Relationships
- Partnerships (formal/informal)
- Community/state capacity
- Health equity integration, e.g., community engagement
- Policy, systems, environmental impacts
Speakers

Jennifer Splansky Juster, Executive Director, Collective Impact Forum

Sarah Flores, Senior Program Manager, Illinois Public Health Institute

Meredith Knowles, Nutrition and Physical Policy Specialist, Oregon Health Authority
Collective Impact Framework

Jennifer Splansky Juster, Executive Director
Collective Impact Forum
Collective Impact Overview
November 30, 2022
HANDS ON SUPPORT

✓ Juvenile justice in NY State
✓ Childhood obesity in Dallas
✓ Substance abuse on Staten Island
✓ Cradle to career in King County
✓ Pre-term birth in Fresno
✓ Health in the Rio Grande Valley
✓ Diabetes in Minnesota

THOUGHT LEADERSHIP

LEARNING COMMUNITY

www.collectiveimpactforum.org

The Collective Impact Forum is a community of practice designed to help curate and disseminate knowledge, tools, and best practices that support effective collective impact.
Collective impact is a network of community members, organizations, and institutions that advance equity by learning together, aligning, and integrating their actions to achieve population and systems-level change.

Source: "Centering Equity in Collective Impact" by John Kania, Junious Williams, Paul Schmitz, Sheri Brady, Mark Kramer & Jennifer Splansky Juster
Collective Impact Involves Five Key Conditions

| Common Agenda          | • Common understanding of the problem  
<table>
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<th>• Shared vision for change</th>
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| Shared Measurement     | • Collecting data and measuring results 
|                       | • Performance management and learning 
|                       | • Shared accountability               |
| Mutually Reinforcing Activities | • Differentiated approaches 
|                         | • Willingness to adapt individual activities 
|                         | • Coordination through joint plan of action |
| Continuous Communication | • Consistent and open communication 
|                           | • Focus on building trust             |
| Backbone Support       | • Dedicated staff 
|                       | • Resources and skills to convene and coordinate participating organizations |

Source: Channeling Change: Making Collective Impact Work, 2012; FSG Interviews
“Equity is fairness and justice achieved through systematically assessing disparities in opportunities, outcomes, and representation and redressing [those] disparities through targeted actions,”

Adapted from Urban Strategies Council*

*We have slightly adapted Urban Strategies Council’s definition of equity by adding in the notion of representation
Five Strategies for Centering Equity in Collective Impact

- Ground the work in **data and context**, and **target solutions**
- Focus on **systems change**, in addition to programs and services
- **Shift power** within the collaborative
- Listen to and act **with community**
- **Build equity** leadership and accountability

*Implementation of these five strategies is woven throughout the original “five conditions” of collective impact*

Source: "Centering Equity in Collective Impact" by John Kania, Junious Williams, Paul Schmitz, Sheri Brady, Mark Kramer & Jennifer Splansky Juster
Leadership in Collective Impact Initiatives Is Distributed Across the Coalition

Common Agenda and Shared Metrics

- **strategic guidance and support**
- **partner-driven action**

**Steering Committee**

**Backbone Support**
(single or set of organizations that collectively play backbone function)

**Ecosystem of Community Partners**

Collective Impact Initiatives Are Unique in Several Ways (1 of 2)

- **Goal and purpose of the collaboration**
  - CI work is designed around an agreed upon population level outcome, not just a common topic or program
  - The partnership pursues a range of strategies to move the needle on the goal
  - Focus is on both program improvement and systems change (e.g., policy change, shifting resource flows, changing mental models)

- **Scale of the partnership**
  - Collective impact initiatives typically have dozens or more organizations and individuals engaged
  - Partners represent a variety of points of view, types of work, and sectors – not just the “usual suspects”
Collective Impact Initiatives Are Unique in Several Ways (2 of 2)

• Formality of structure
  - Collective impact initiatives have a backbone and formal structure that ensures work moves forward and that different bodies of work are aligned

• Engagement of community
  - The engagement and contributions of members of community (family, friends, and neighbors) and people with lived experience is central to collective impact work, and is not always the case in other forms of partnership

• Use of data
  - Using data to learn, improve, and hold each other accountable for progress, is a core element of collective impact and is not often present in other forms of partnership
Collective Impact Only Makes Sense Under Certain Circumstances

**APPROPRIATENESS**

- Addressing the issue will require leaders and organizations from multiple sectors or systems
- Addressing the issue will require **different kinds of interventions or strategies** at the systems level – and not just replication of programs and services
- The issue impacts a **significant part of the population***

**READINESS**

- Influential Champions
- Urgency for Change
- Availability of Resources
- Basis for Collaboration

* Defining “significant” is more art than science
Collective Impact, 10 Years Later: 15 Unique pieces

**Centering Equity in Collective Impact**, By John Kania, Junious Williams, Paul Schmitz, Sheri Brady, Mark Kramer & Jennifer Splansky Juster

**Interview: Bringing an Anti-Racist Approach to Collective Impact**, By Zea Malawa & Miya Cain

**Roundtable: Reflecting on Collective Impact for Place-Based Social Change**, By Melody Barnes, Jennifer Blatz, Geoffrey Canada, Rosanne Haggerty & Erik Stegman

**10 Dangers to Collective Impact**, By Paul Schmitz


**Using Data to Disrupt Systemic Inequity**, By Jennifer Blatz

**Data in Collective Impact: Focusing on What Matters**, By Justin Piff

**Power and Collective Impact in Australia**, By Kerry Graham, Liz Skelton & Mark Yettica Paulson

**How Field Catalysts Accelerate Collective Impact**, By Sylvia Cheuy, Mark Cabaj & Liz Weaver


**Roundtable: Embracing Collective Impact at United Way**, By Ayeola Fortune, Jill Pereira, Bill Crim & Regina Greer

**The Relational Work of Systems Change**, By Katherine Milligan, Juanita Zerda & John Kania

**Working in Partnership With Opportunity Youth**, By Monique Miles & Lili Allen

**The Leading Edge of Collective Impact: Designing a Just and Fair Nation for All**, By Michael McAfee
Foundational Resources on Collective Impact

- *Collective Impact* (2011) – From FSG, defines the five core conditions of collective impact and provides examples of successful initiatives in several sectors
- *Channeling Change: Making Collective Impact Work* (2012) – FSG’s follow on, offering advice on implementing the principles of collective impact, using examples from the field
- *Centering Equity in Collective Impact* (2021) – From the Collective Impact Forum, redefines collective impact to put equity at the center, and describes 5 strategies for how to center equity

Other resources on the practice of Collective Impact

- *Guide to Evaluating Collective Impact* (2014) -- Offers advice on performance measurement and evaluation in the context of collective impact. Includes four mini-case studies as well as sample evaluation questions, outcomes, and indicators
- A range of toolkits and other resources for the backbone, steering committee and working groups can also be found on www.collectiveimpactforum.org
Contacts:

Jennifer Splansky Juster
Executive Director, Collective Impact Forum
Jennifer.juster@collectiveimpactforum.org
ILLINOIS

Sarah Flores
Senior Program Manager
Illinois Public Health Institute
Illinois Collective Impact Model Work

Presenter: Sarah Flores, Senior Program Manager, Illinois Public Health Institute
Illinois Public Health Institute

Illinois Alliance to Prevent Obesity
Illinois Alliance to Prevent Obesity

IAPO Work Highlights
Partners and Infrastructure

Regional forums and scan of evidence-based strategies formed IAPO Obesity Action Roadmap

Leadership Committee and topical workgroups drove policy, system and environmental change strategy development

IPHI serves as backbone, convening partners, communicating policy action, and providing funding via state, federal and foundation grants related to the IAPO
Rethink Your Drink Campaign
Enhancing P.E. in Schools
ISPAN & Chicago CARES
IAPO Strategic Planning
2022-Beyond
Local Work: Healthier Together
Local Work: Breastfeeding Support in Central IL
Thank You!

Presenter/Contact Name
Sarah Flores
Senior Program Manager
Illinois Public Health Institute
Sarah.Chusid@iphionline.org
312.786.5362
OREGON

Meredith Knowles

Nutrition and Physical Activity Policy Specialist

Oregon Health Authority
The 5 Conditions of Collective Impact

1. Common Agenda
   - Common understanding of the problem
   - Shared vision for change

2. Shared Measurement
   - Collecting data and measuring results
   - Focus on performance management
   - Shared accountability

3. Mutually Reinforcing Activities
   - Differentiated approaches
   - Coordination through joint plan of action

4. Continuous Communication
   - Consistent and open communication
   - Focus on building trust

5. Backbone Support
   - Separate organization(s) with staff
   - Resources and skills to convene and coordinate participating organizations
Q & A / Panel Discussion
Visit

https://chronicdisease.org/bric/bric-webinars/

• 2022 BRIC Monthly Webinar Series – Past Recordings
• Next webinar: January 2023

Email: BRICInfo@chronicdisease.org