

HPOE *Live!* Webinar Series 2013

**The presentation
will begin shortly.**



Social Impact Consultants

Discovering better ways
to solve social problems

Collective Impact

*Strategies to Achieve Systemic and
Sustainable Health Improvement*

June 4th, 2013

There Are Several Types of Problems

Simple

Baking a Cake



Complicated

Sending a Rocket to the Moon



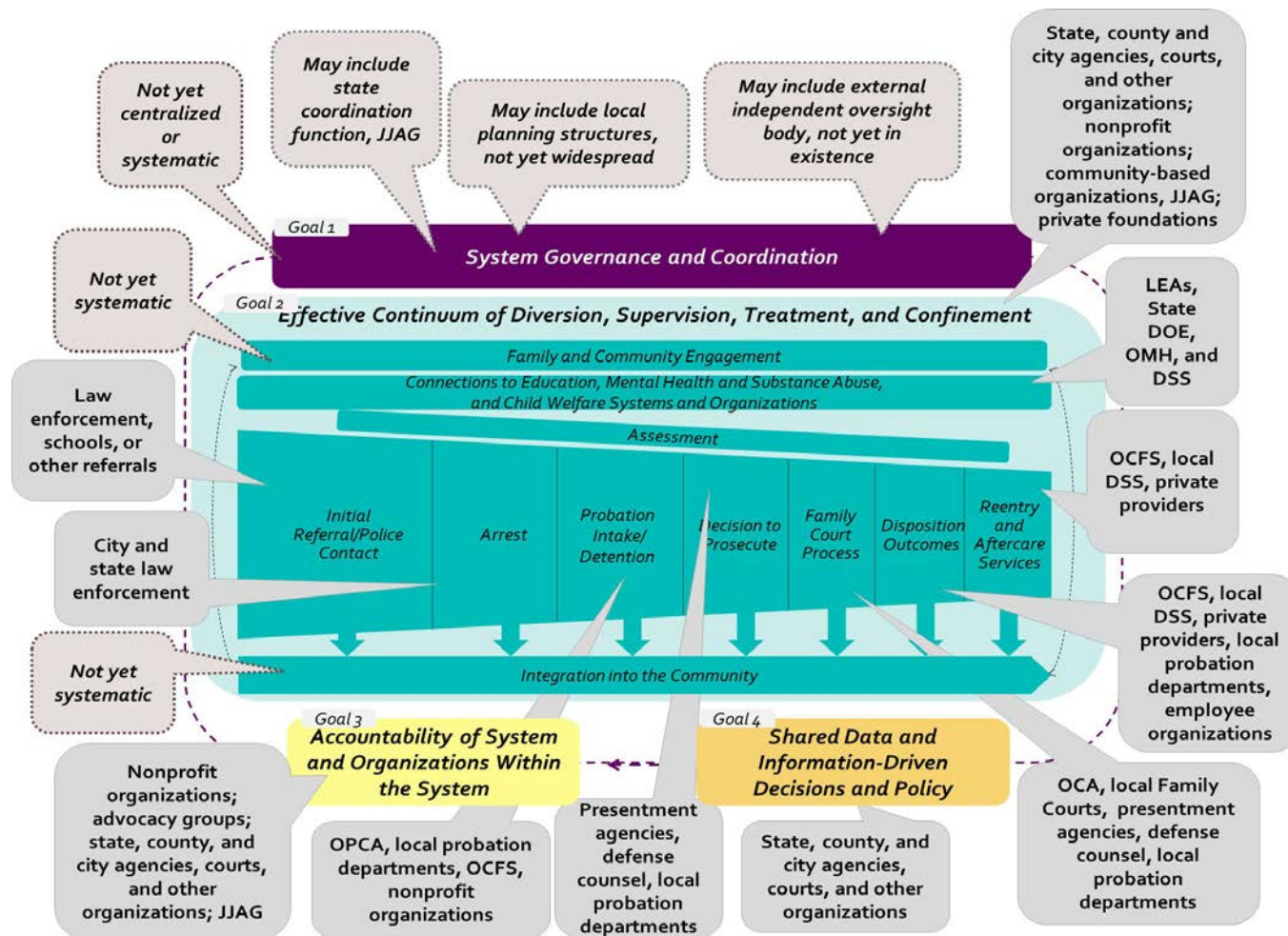
Complex

Raising a Child



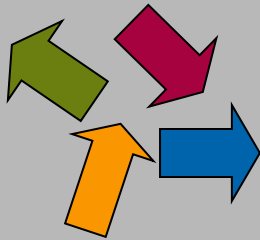
Social sector treats problems as simple or complicated

Example of a Complex Social Problem: The New York Juvenile Justice System

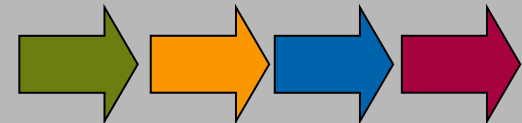


Complex Problems Require a Collective Approach

Isolated Impact



Collective Impact



Collective Impact Involves Five Key Elements

Common Agenda

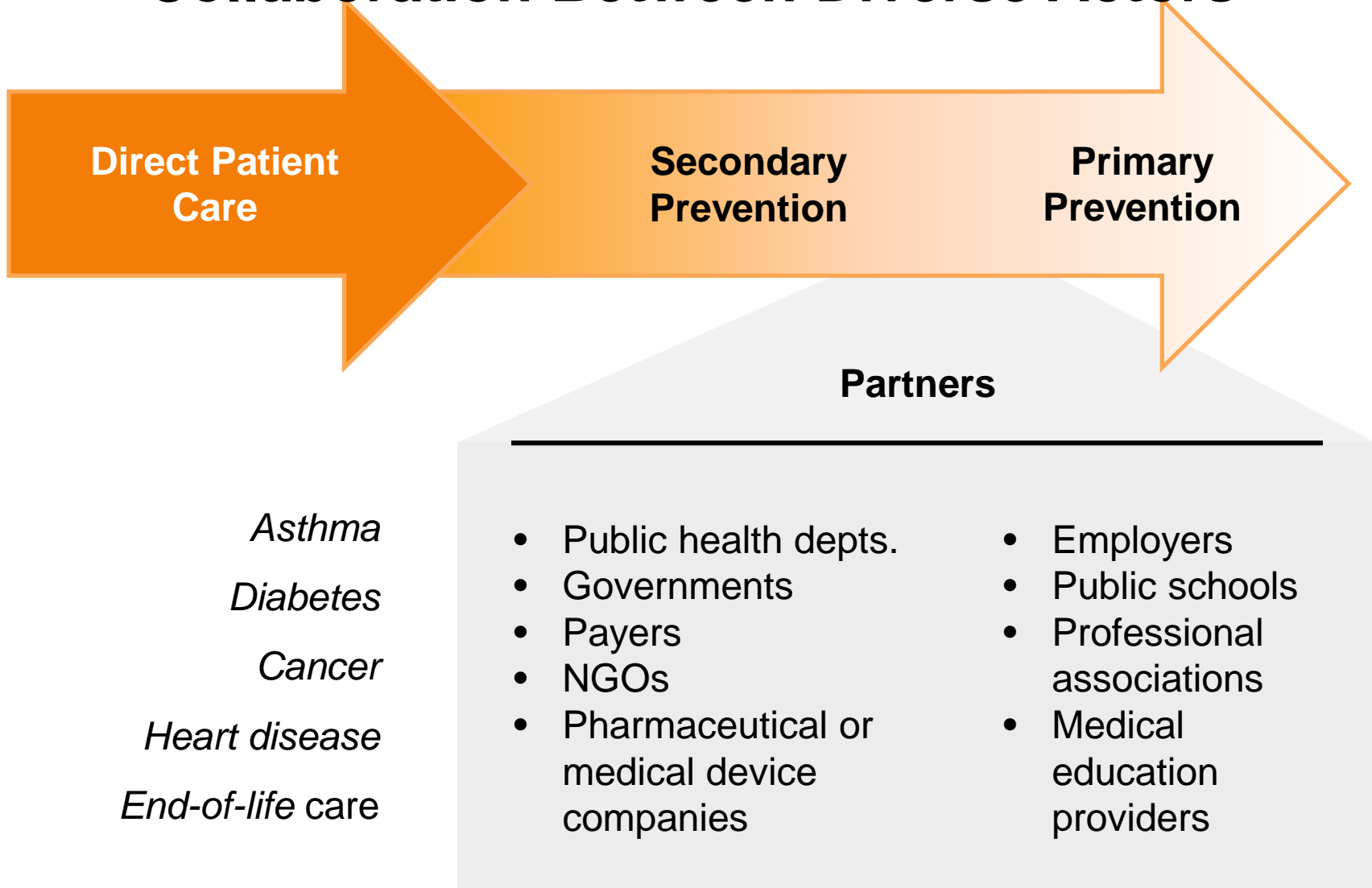
Shared Measurement

Mutually Reinforcing Activities

Continuous Communication

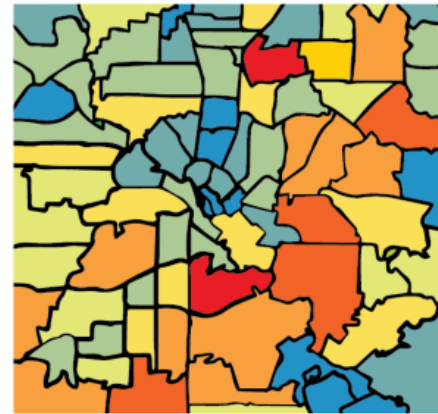
Backbone Support

Addressing Health Issues “Upstream” Requires Collaboration Between Diverse Actors



Example: Childhood Asthma in Dallas

OVER
60,000
CHILDREN IN
DALLAS COUNTY
HAVE



ASTHMA.¹

ASTHMA IS THE MOST
COMMON CHRONIC CONDITION
AMONG CHILDREN
UNDER THE AGE OF 18.²

THIS NUMBER IS AN ESTIMATED 9% OF CHILDREN IN DALLAS COUNTY
THAT CURRENTLY HAVE ASTHMA

Childhood Asthma Is a Complex Problem with Many Contributing Factors

Limited Medical Management

- Lack of insurance
- Lack of local primary care clinics
- Under-diagnosis
- Underuse of controller medicines
- Overuse of rescue medicines

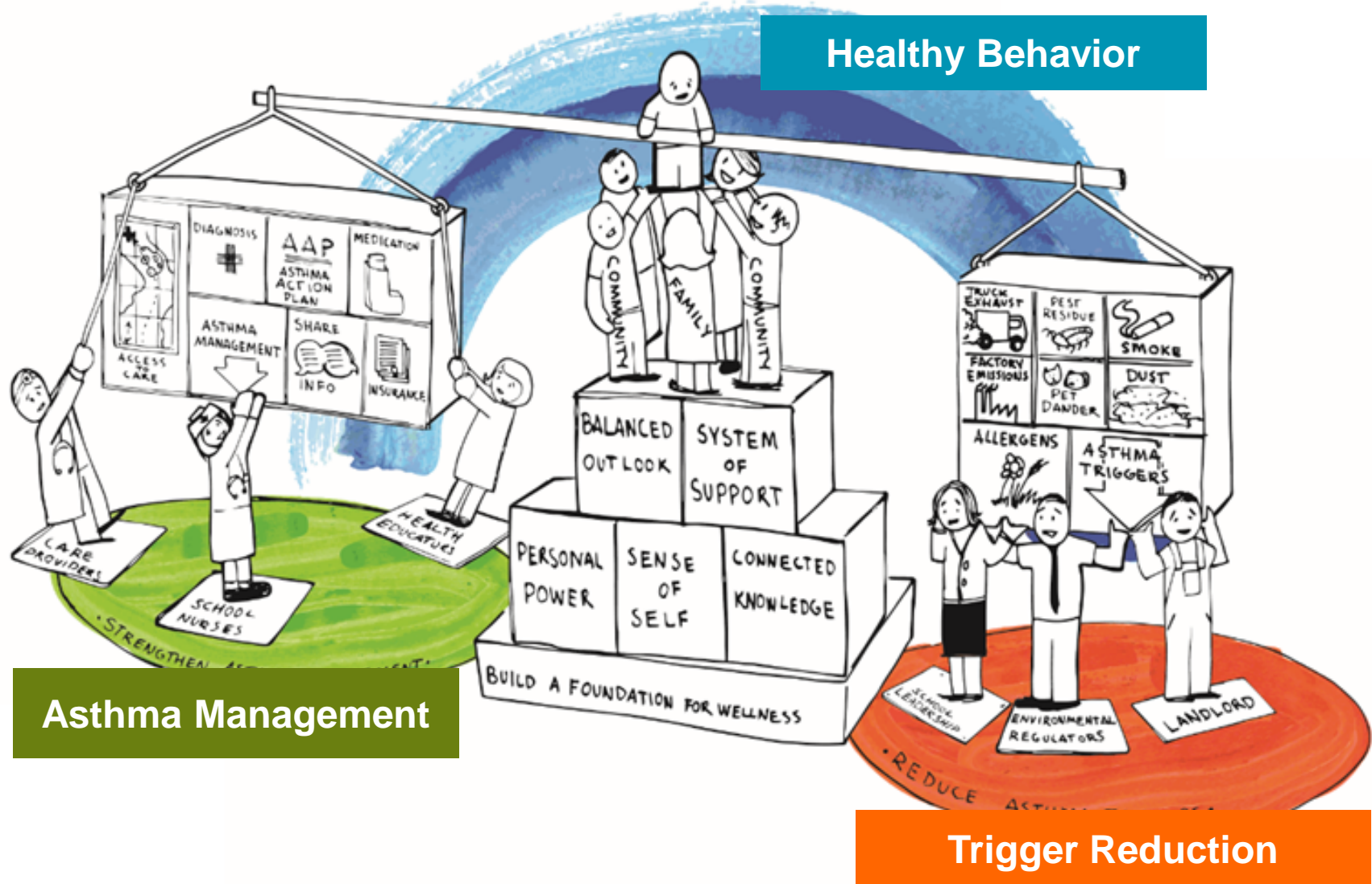
Negative Health Behaviors and Attitudes

- Limited understanding of asthma
- Mistrust of doctors
- Complacency about one's own ability to control asthma
- Reliance on ER
- Fragmented support systems

Asthma Triggers

- Dust, pest residue and dander in home
- Second-hand smoke
- Ozone and smog in air
- Allergens in schools

Addressing Childhood Asthma Requires a System of Actors to Work in Concert



Using Collective Impact to Address Childhood Asthma in Texas

Steering Committee

Health Clinics and Hospitals



Neighborhood & Community Organizations



School Districts & Day Care



Government Agencies



Faith-Based Organizations



**Convener
& Funder**



Backbone



Prerequisites for Launching Collective Impact



Influential Champion



Urgency for Change



Financial Resources

Collective Impact Efforts Tend to Develop over Three Key Phases

Components for Success	Phase I Initiate Action	Phase II Organize for Impact	Phase III Sustain Action & Impact
Governance & Infrastructure	Develop group, structure communication and decision making	Create infrastructure (backbone and processes)	Facilitate and refine
Strategic Planning	Map the landscape and use data to make case	Create common agenda (goals, strategy)	Support implementation (alignment to goal and strategies)
Community Involvement	Facilitate community outreach	Engage community and build public will	Continue engagement, conduct advocacy
Evaluation & Improvement	Analyze baseline data to ID key issues and gaps	Establish shared metrics (indicators, measurement, and approach)	Collect, track, report progress (process to learn and improve)

Backbone Organizations Are Critical to All Collective Impact Efforts

Guide Vision and Strategy

Support Aligned Activities

Establish Shared Measurement Practices

Build Public Will

Advance Policy

Mobilize Funding

Thank You!

***Collective Impact resources available on FSG's website
www.fsg.org***



To talk more with FSG about Collective Impact:

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