Achieving HEAL Success through Inter-Sectoral Collaboration

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http://www.facebook.com/PreventionInstitute.org

@preventioninst
HEAL Zones Initiative

A HEAL Zone is a small, clearly defined area of 10,000 to 20,000 residents, with high rates of obesity and health disparities, and where there are community resources that can be targeted for change.

Intervention

A mix of evidence-informed strategies that reach targeted populations in community settings where people live, work, play, eat, and learn.

Expected Outcomes

- Improved policies related to healthy eating, active living
  - Sustained by: Policies
- Increased awareness, knowledge, skills, motivation, and utilization
  - Enhanced by: Education/Promotion

Goals

- Increase healthy food & beverage consumption
  - Decrease calorie consumption
  - Increase physical activity

Vision

People eat better and move more as part of daily life
Strategies that aim for

- Population level behavior change

Focus on

- Changing and improving environments and organizational practices
- Using education, policy, and promotion to enhance environmental changes
- Applying evidence-informed practices
- Addressing community barriers (and leverage existing assets)

Implemented in

- Multiple environment settings

Conducted through

- Multi-sectoral collaboration and community engagement
The Spectrum of Prevention

- Influencing Policy & Legislation
- Changing Organizational Practices
- Fostering Coalitions & Networks
- Educating Providers
- Promoting Community Education
- Strengthening Individual Knowledge & Skills
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Coalitions and Networks

Partnerships Among Systems

Health, Justice, Education
Describe a time you’ve collaborated with an organization outside your field. What were the benefits? Challenges?
Challenges to Intersectoral Collaboration

- Turf issues
- Power imbalances (e.g. government and non-profit partners)
- Institution time and resource
- Accountability
- Difficult to evaluate results
Benefits to Intersectoral Collaboration

- Brings in the diverse expertise and resources
- Provides access to broader constituencies and networks
- Increases access to funding opportunities and other resources
- Fosters sustainability
Comprehensive Approach

The Spectrum of Prevention

- Influencing Policy and Legislation
- Changing Organizational Practices
- Fostering Coalitions and Networks
- Educating Providers
- Promoting Community Education
- Strengthening Individual Knowledge and Skills

Collaboration Multiplier

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<tr>
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<th>Collaborator 2</th>
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<td>Joint Strategies/Activities</td>
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Prevention Institute
Identify common and divergent approaches

Take stock of individual and collective resources

Identify who (or what) is missing and tailor a pitch to engage more diverse partners

Forge comprehensive approaches and joint solutions

Clarify how people from each discipline view and approach an issue differently
Collaboration Multiplier Approach

1

Information Gathering

2

Collaboration Multiplier Analysis
Phase I: Information Gathering
What do we need to know about our partners?
Categories

- **IMPORTANCE:** Why is this issue important to your field?

- **ORGANIZATIONAL GOALS:** What are your organization’s goals related to this issue?

- **DATA:** What data do you collect, and how?

- **PARTNERSHIP:** Which partners/participants can you bring to the table to enhance outcomes?

- **ORGANIZATIONAL BENEFIT:** How does your organization benefit from participating in this collaborative?
Categories

- **DESIRED OUTCOMES:** What specific results/outcomes are you seeking as a result of this collaboration? What does success look like to you?

- **EXPERTISE:** What unique expertise does your field bring to the collaborative?

- **ASSETS/STRENGTHS:** What resources (skills, training, funding) can you bring to the table?

- **KEY STRATEGIES:** What key strategies/activities are you implementing that are relevant to this issue?
Issue: Lack of access to safe physical activity spaces in the community
How could each sector define the problem?
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Phase II: Analysis
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### Education

**Expertise:**
- Experience working with afterschool providers
- Understanding of capacity of school facilities

**Desired Outcomes:**
- Equitable access to PA opportunities
- Improved behavior and academic achievement
- Community ownership of public facilities

**Key Strategies:**
- Open facilities during non-school hours
- Address liability issues for community usage
- Engage partners to increase programming and recreation opportunities
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**Expertise:**
- Impact of inactivity environments on health

**Desired Outcomes:**
- Equitable access to PA opportunities to prevent chronic diseases
- Improved health behavior surveys, score cards

**Key Strategies:**
- Broker deals with a health perspective
- Foster partnerships across sectors
- Document the process
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**Expertise:**
- Strong ability to train and cultivate leaders and congregation

**Desired Outcomes:**
- Community connection & cohesion
- Services with community relevance
- Improved community health outcomes

**Key Strategies:**
- Open facilities
- Outreach to congregation to build momentum and support
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“The bottom line is this: a healthy community is one in which companies want to locate, businesses want to grow and expand, and the best workforce in the world wants to live.”

Jack Hess, President, Columbus Area, Chamber of Commerce

http://www.youtube.com/watch?v=USdAI0FPNeQ
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**Expertise:**
- Experience working with children & youth and conducting fitness assessments

**Desired Outcomes:**
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**Shared Outcomes**

- Equitable access to PA opportunities
- Improved health behavior surveys, score cards

**Partner Strengths**

- Broker deals with a health perspective
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**Joint Strategies**

- Open facilities
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**Joint Strategies**

- Open facilities
- Outreach to congregation, building momentum and support
Shared Outcomes

- Safe places for play and recreation
- Safe community gathering spaces
- Improved health outcomes for children and families
- Community ownership of public resources
Partner Strengths

PH  E  Subject matter expertise and credibility

Community trust and established history in community  F

F  LB  Connections to a variety of institutions, organizations, and sectors
Joint Strategies

• Open facilities during non-school hours
  E + F

• Support outreach efforts to community members and residents
  F + LB

• Engage new partners to support broader stewardship
  PH + E + F + LB
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- Promote to community members
- Provide public support around issue to elected officials
Next Steps After Completion of Collaboration Multiplier

- Tailor your messages to engage different fields in achieving your goals
- Identify additional partners, outreach, and learn how they fit into the matrix
- Build and strengthen the coalition
- Develop a comprehensive strategic approach
“The determinants of health are beyond the capacity of any one practitioner or discipline to manage... We must collaborate to survive, as disciplines and as professionals attempting to help our communities and each other.”

–Mitchel and Crittenden, Washington Public Health Fall 2000
Building a Movement
Activity
Policy Goal 1: Engaging Local Hospital or Community Clinic in Supporting Healthy Food Access.

Partners:

- School Wellness Administrator
- Community Resident
- School Based Health Clinic Staff
- Hospital Community Relations Administrator
Collaboration Multiplier

**Policy Goal 2:** Engaging Local Businesses in Supporting Active Transportation and Activity Environments.

**Partners:**

- Community Resident
- City Parks and Recreation Staff
- County Department of Public Health - Chronic Disease Prevention
- Small Business Council President
Debrief