

WELCOME!

In a moment, we will put up a poll asking you which option best describes your partnership with United Way and other non-profits in your community...

- A. Isolated silos or parallel play.
- B. Networking and sharing information.
- C. Coordinating our activities and actions.
- D. Cooperating with each other to get more done.
- E. Collaboratively planning and implementing together.

RALLYING PARTNERS: LEVERAGING THE MOBILIZING POWER OF UNITED WAYS



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University of Wisconsin
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November 12, 2013



ACKNOWLEDGEMENTS

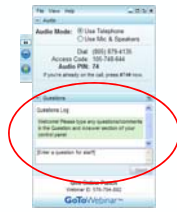
- ▶ Robert Wood Johnson Foundation
 - Including Abbey Cofsky, Paul Kuehnert, Michelle Larkin, Jim Marks, Joe Marx, Naima Wong
- ▶ Wisconsin *County Health Rankings & Roadmaps* Team
 - Including Bridget Catlin, Julie Willems Van Dijk, Patrick Remington, David Kindig, Angela Russell, Amanda Jovaag, Alison Bergum
- ▶ Our Partners
 - Including Burness Communications, Community Catalyst, United Way Worldwide, ASTHO, NACCHO, NNPHI, Dartmouth Institute, CDC, NCHS

GO TO WEBINAR ATTENDEE INTERFACE

1. Viewer Window



2. Control Panel



OUTLINE

- County Health Rankings & Roadmaps Overview
- Kate Sommerfeld: United Way's Unique Role
- Q & A
- Roadmaps to Health Action Center tool: Stakeholder Analysis
- Summary & Wrap Up

GOALS

- Understand United Way's model for community change
- Understand why it's critical to focus partners on policy and system change
- Understand how to build common ground with different sectors
- Understand how to work with United Way and other non-profits in your community to build broad and diverse partnerships

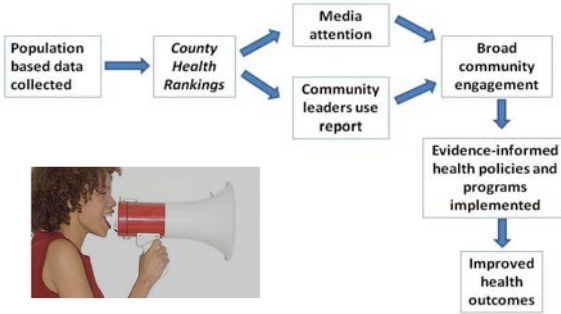
TAKE ACTION



ESSENTIAL QUESTION

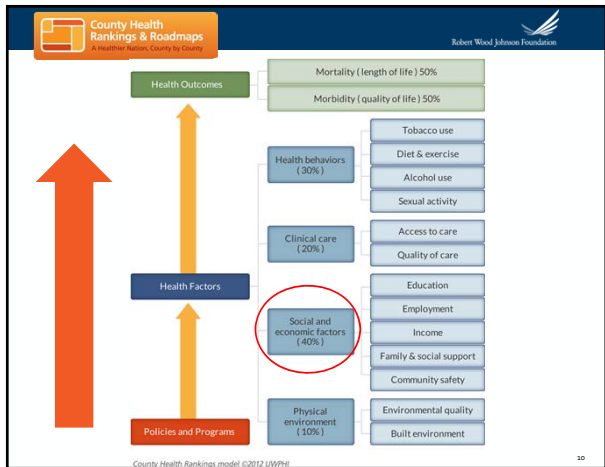
How can we build broad and diverse partnerships that work in new ways to move policy, system and environmental changes forward?

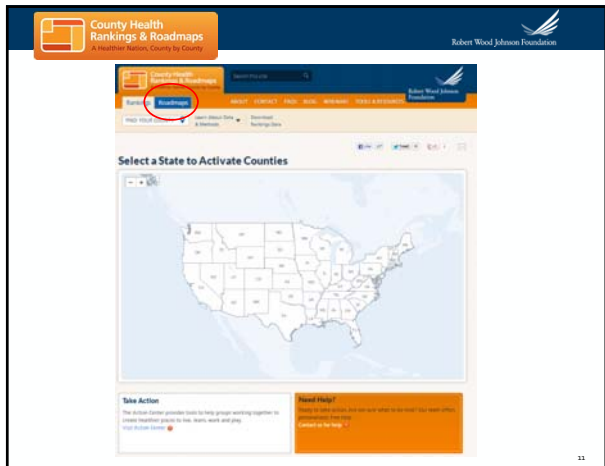
County Health Rankings Logic Model

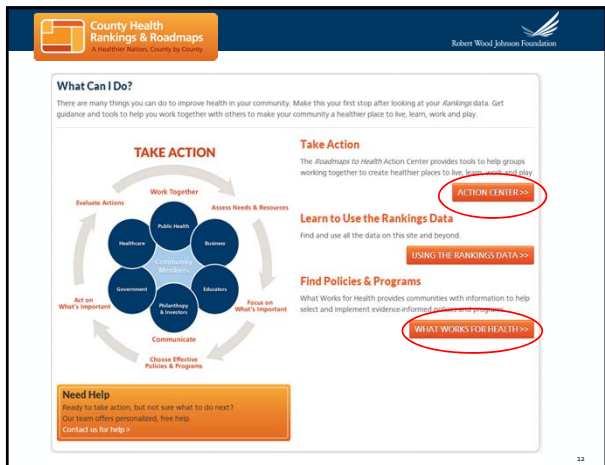


COUNTY HEALTH RANKINGS: 2 RANKINGS









County Health Rankings & Roadmaps
A Healthier Nation, County by County

Robert Wood Johnson Foundation

Action Center

Take Steps To...

- Act on What's Important
- Assess Needs & Resources
- Choose Effective Policies & Programs
- Communicate
- Evaluate Actions
- Focus On What's Important
- Work Together

I am a...

- Community Leader
- Educator
- Employer and Business
- Government Official
- Grantmaker
- Healthcare Professional and Advocate
- Public Health Professional and Advocate

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County Health Rankings & Roadmaps
A Healthier Nation, County by County

Robert Wood Johnson Foundation

What Works For Health

What Works for Health provides communities with information to help select and implement evidence-informed policies, programs, and system changes that will improve the variety of factors we know affect health.

WANT TO LEARN MORE? - View our 4 minute What Works for Health Tutorial.

To learn more about strategies that could work in your community, select a health factor of interest (the light blue boxes on the far right) in the model below.


www.countyhealthrankings.org/roadmaps/what-works-for-health

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County Health Rankings & Roadmaps
A Healthier Nation, County by County

Robert Wood Johnson Foundation


COMMUNITY COACHES




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GET HELP FROM THE RANKINGS & ROADMAPS TEAM

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Rallying Partners
Leveraging the Mobilizing Power of United Ways



Kate Sommerfeld
United Way of Greater Toledo



Shifting Landscape of Community

- Complex community issues
- Policy, system and environmental change
- Collective impact model

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About United Way

MISSION
To **improve lives** by **mobilizing** the caring power of communities around the world to advance the **common good**.

VALUE PROPOSITION
We **galvanize** and **connect** a diverse set of individuals and institutions, and mobilize resources to create **long-term change**.



Building Blocks for a Good Life



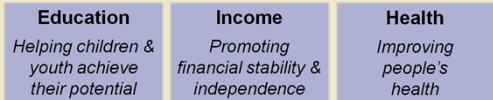
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We deliver on our mission by ...

Advancing the Common Good

*Creating the opportunities for a good life for all
by focusing on:*



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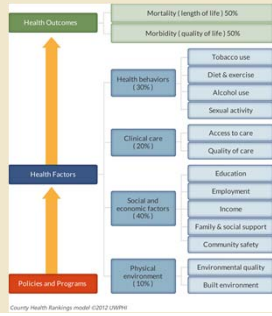
Community Impact



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County Health Rankings Model



7 November 11, 2013



OUR STRATEGIES FOR HELPING GRADUATE KIDS...



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"Could someone help me with these?
I'm late for math class."



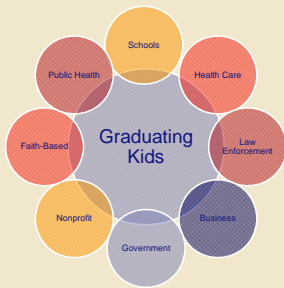
Working together
Collective Action and Impact



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Working Together
Collective Action & Impact



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Building Partnerships

Develop relationships

Framing the issue

- Schools: Academic Benefits
- Business: Workforce & Quality of Life
- Hospitals: Health Outcomes

Develop shared values and outcomes

Maximize partners' strengths

Align and generate resources



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Key Resources

- Power Prism's Effective Coalition Member Recruitment
- Power Prism's Coalition Mapping Worksheet
- Prevention Institute's Collaboration Multiplier
- United Way's Charting the Course for Change
- *County Health Rankings Model*

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Lessons Learned

- Recruit those impacted by the work
- Use social media/traditional media to promote the work
- Frame messages to donors
- Be ok with chaos
- Get out of the office and build relationships at all levels in the community

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For More Information

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QUESTIONS



ESSENTIAL QUESTION

How can we build broad and diverse partnerships that work in new ways to move policy, system and environmental changes forward?

STAYING CONNECTED



e-Newsletter: chr@match.wisc.edu



*"Do not go where
the path may lead,
go instead where
there is no path and
leave a trail."*

— Ralph Waldo Emerson

