

# *COLLECTIVE IMPACT IN THE REAL WORLD*



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Atlantic Center for Population  
Health Sciences*



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Community Coach*



*Ericka Burroughs-Girardi  
Community Coach*

## From Common Vision to Collaborative Evaluation

*May 23, 2017*

## County Health Rankings & Roadmaps

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

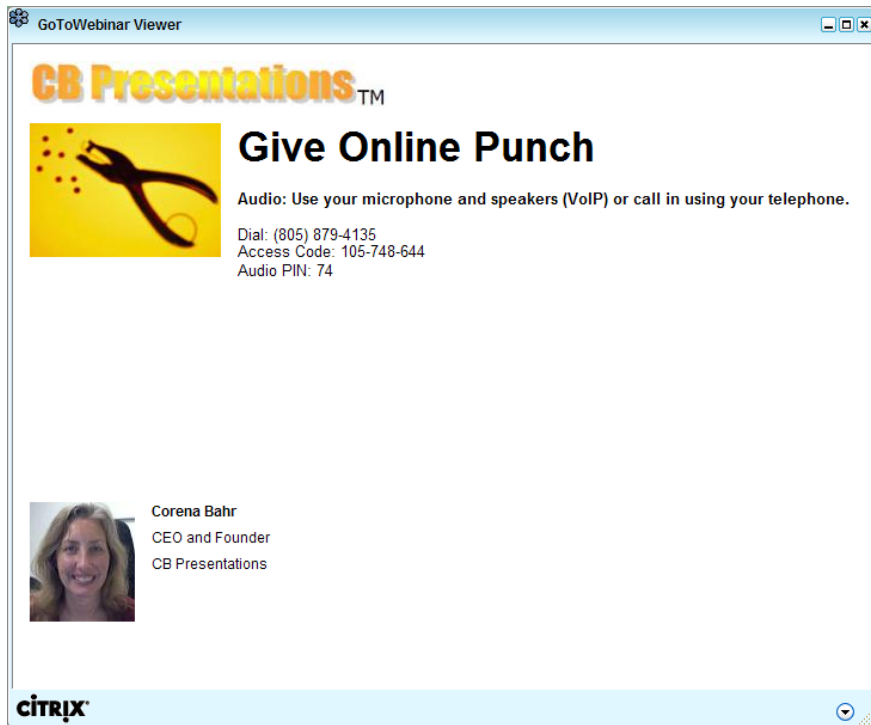


*County Health Rankings & Roadmaps* is a collaboration between the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute.

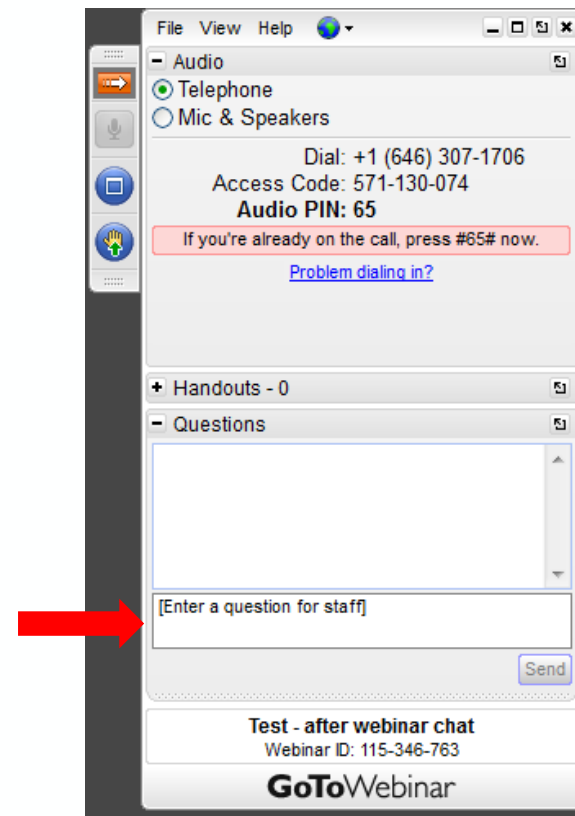
[countyhealthrankings.org](http://countyhealthrankings.org)

# GO TO WEBINAR ATTENDEE INTERFACE

## 1. Viewer Window



## 2. Control Panel





## REFLECTION QUESTIONS

Who else do you need to share this information with?

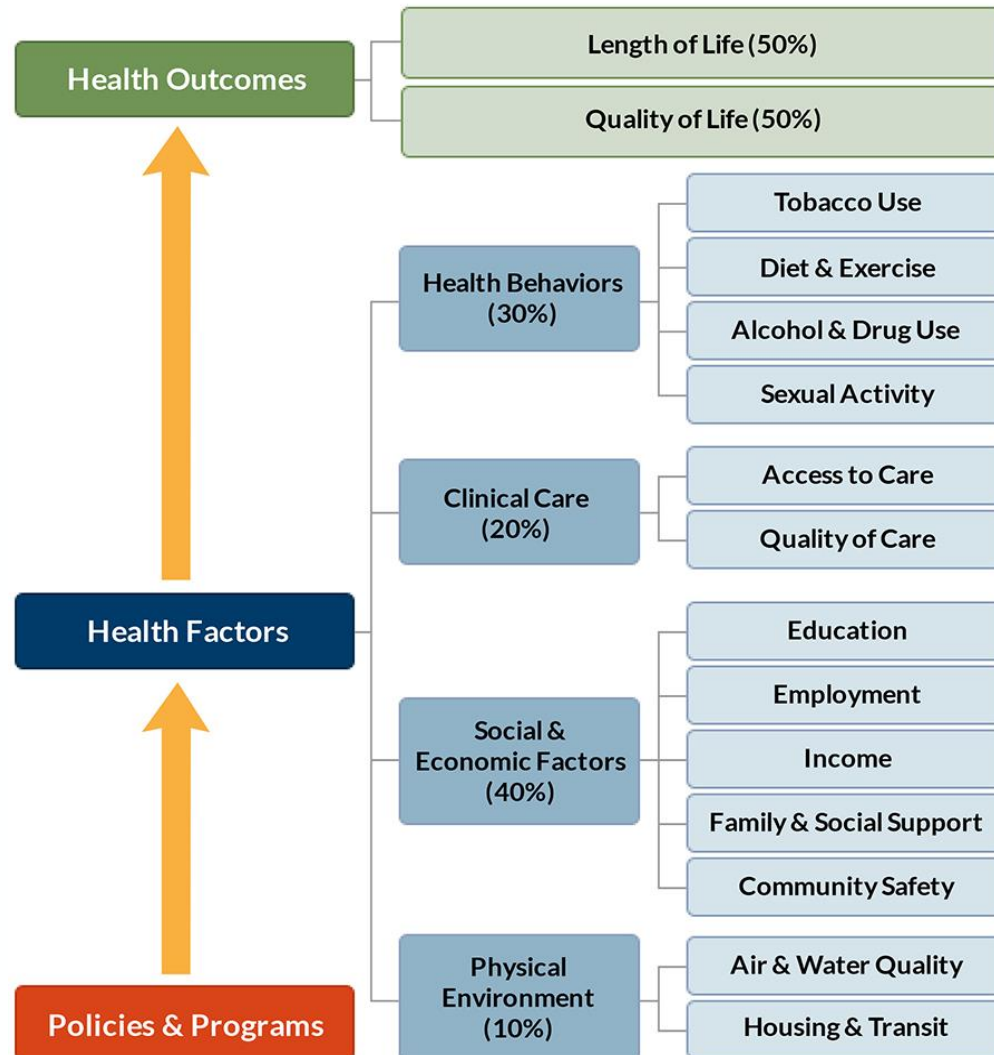
What is one idea for action that you're taking from this webinar?



# County Health Rankings & Roadmaps

Building a Culture of Health, County by County

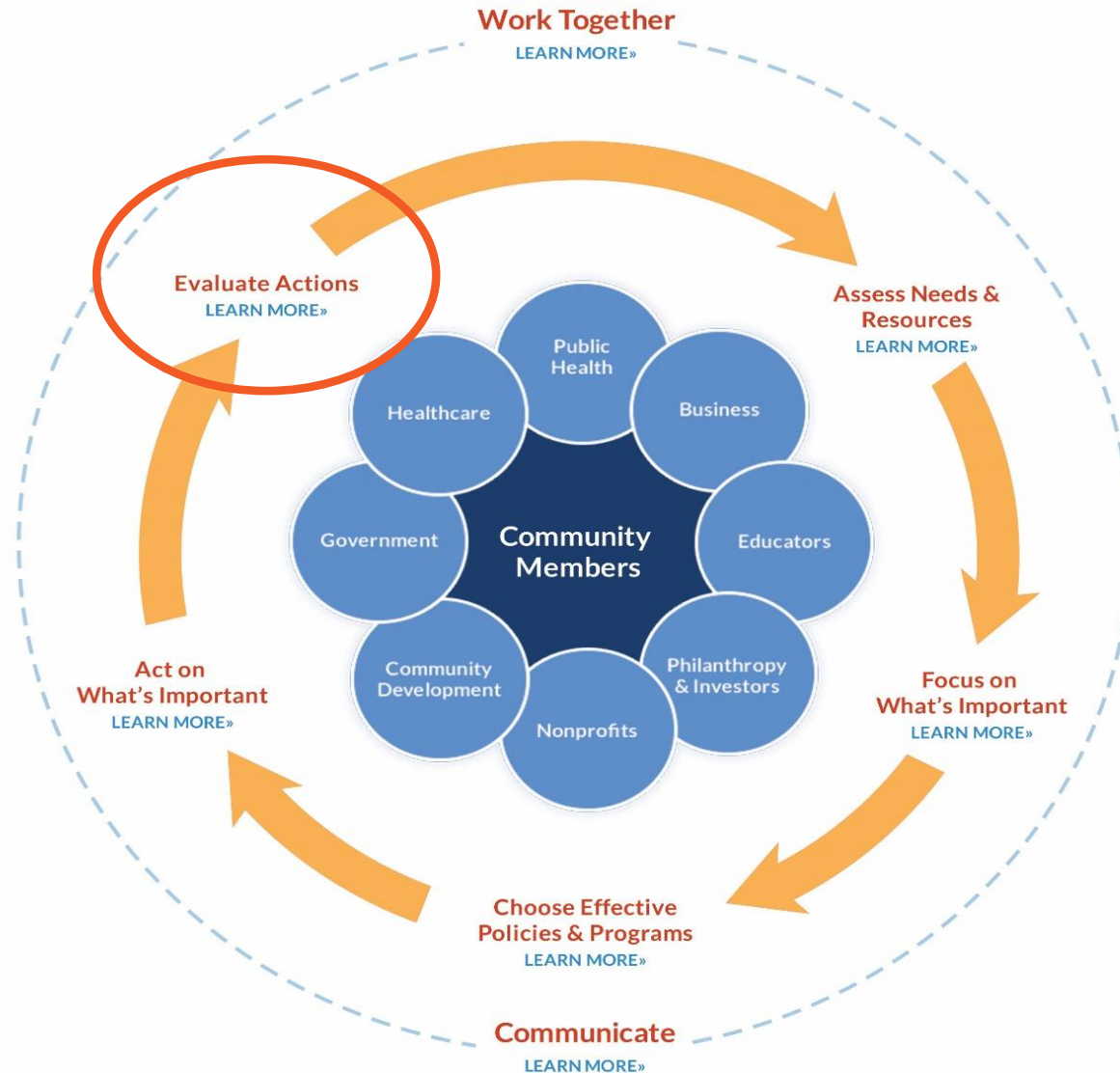
A Robert Wood Johnson Foundation program



# County Health Rankings & Roadmaps

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program





# Building a Culture of Health in NJ - Communities Moving to Action

## New Jersey Health Initiatives and *County Health Rankings and Roadmaps.*



# North Jersey Health Collaborative

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**Ashley Anglin, PhD**  
Coordinator  
Atlantic Center for  
Population Health Sciences

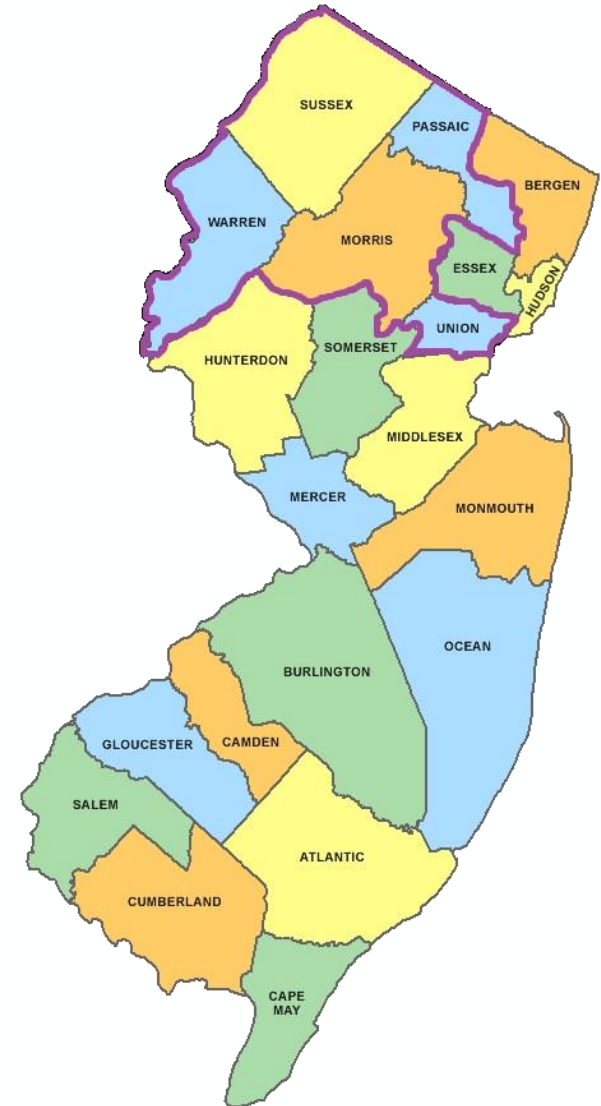


Atlantic  
Health System



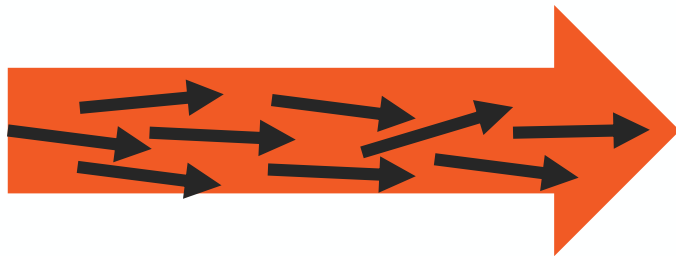


# Collective Impact and Evaluation at the Regional Level





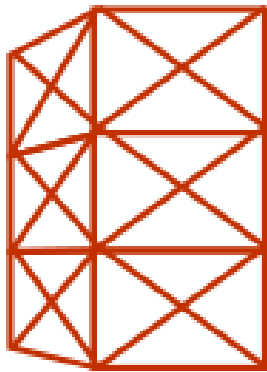
# What is Collective Impact?



*Common Agenda/Vision*



*Shared Measurement*



*Mutually-Reinforcing  
Activities*



*Strong  
Backbone*



*Continuous  
Communication*

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## Collaboration

Convene around  
Programs/Initiatives



Prove



Addition to  
What You Do



Advocate for Ideas



## Collective Impact

Work Together to  
Move Outcomes

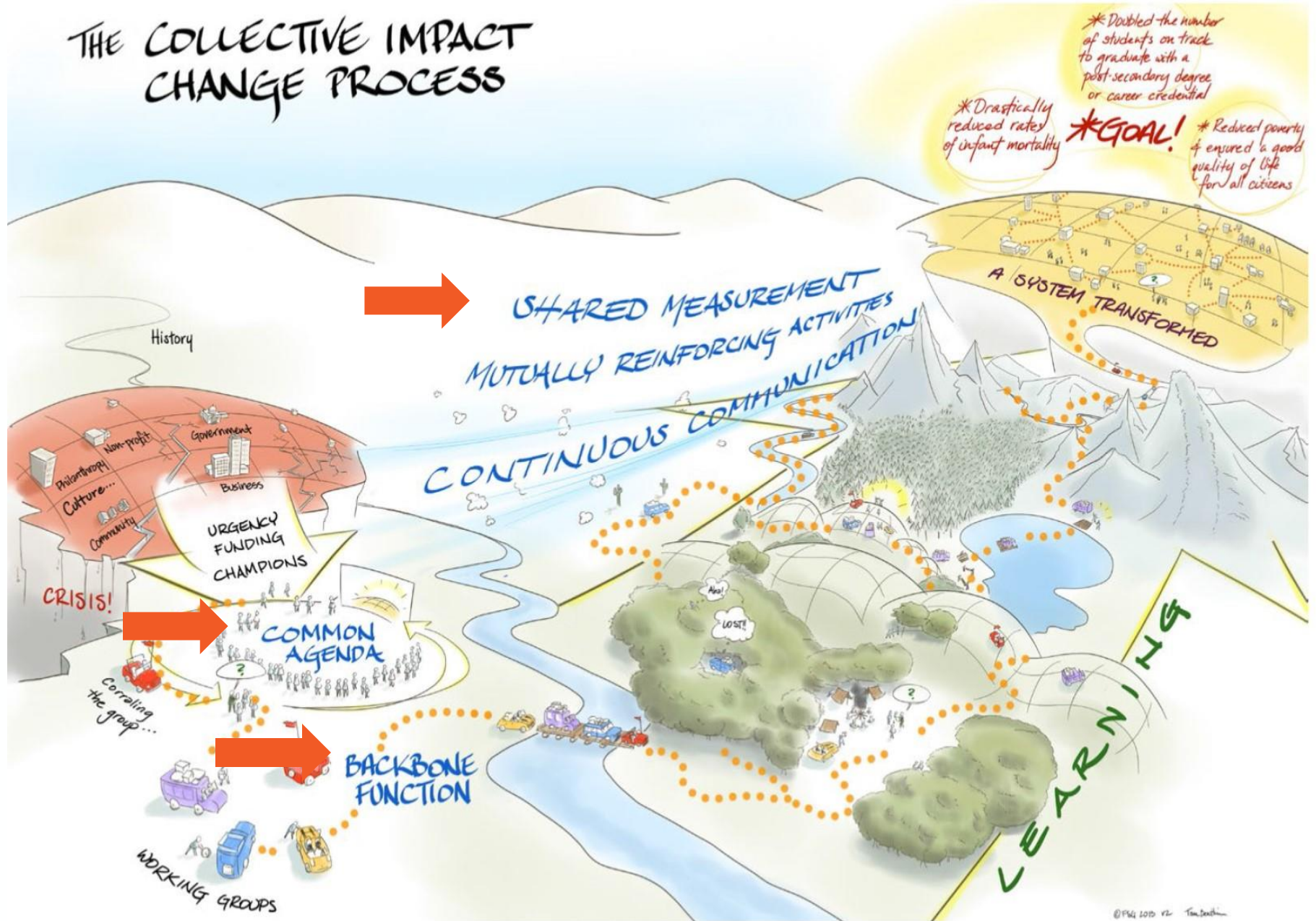
Improve

Is What You Do

Advocate for What Works

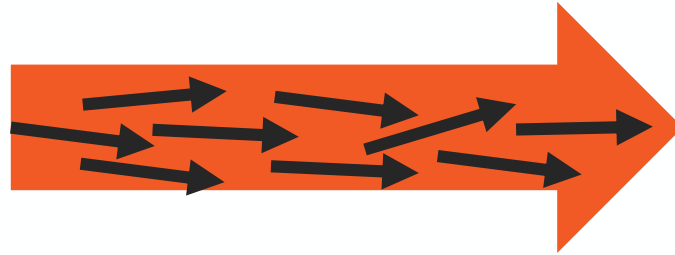


# THE COLLECTIVE IMPACT CHANGE PROCESS





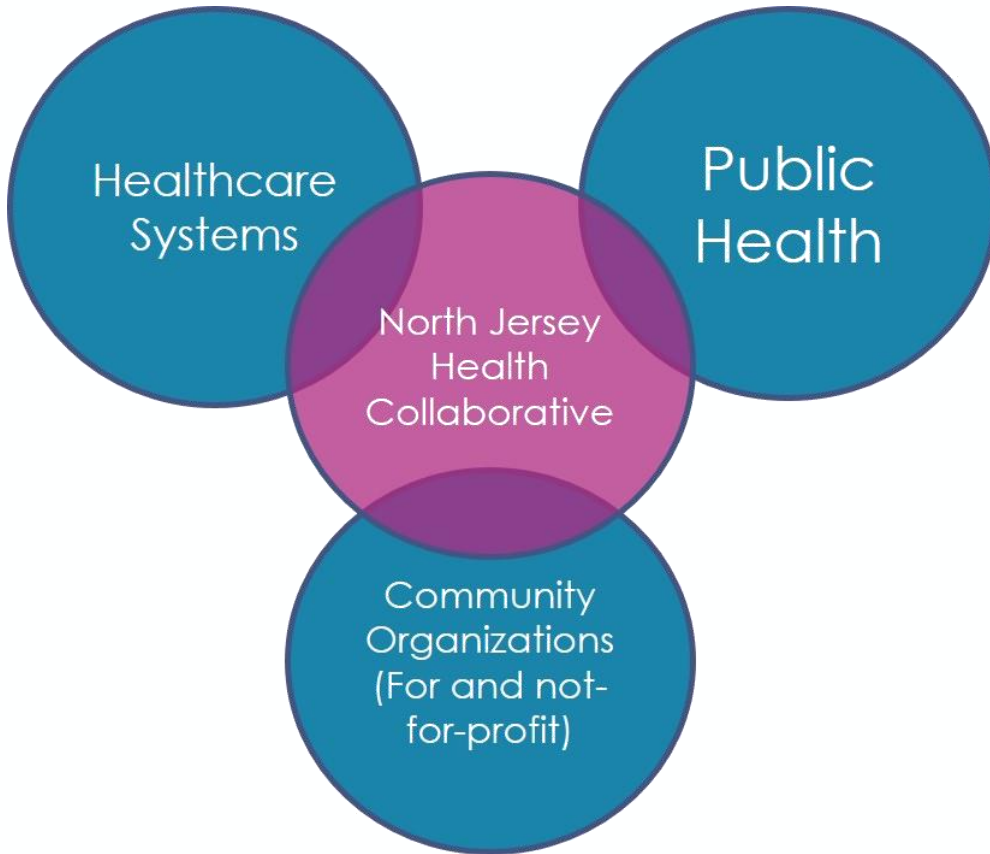
## Creating a Common Agenda/Vision



*Coming together to collectively  
define the problem and create a  
shared vision to solve it*

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**Healthy People, Healthy Communities**





**Phase 1:**  
Analysis of 150+ health indicators on NJHC database; stakeholder input on needs

**Phase 2:**  
Initial prioritization; from ~150 issues per county to ~12 issues per county

**Phase 3:**  
“Digging deeper” to uncover root causes and affected populations/geographies

**Phase 4:**  
Final prioritization (5 issues per county) and action planning via issue workgroups

**Phase 5:**  
Implementation of collective county-wide plans via NJHC partner organizations

**Phase 6:**  
Continuous evaluation that informs implementation and data collection





# Morris County Priority Areas



Obesity



Access to Behavioral Health Services



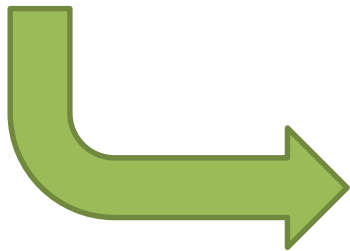
Heroin & Opiate Use



Cardiovascular Disease & Diabetes



Morristown Census Tract 435



**Result:** Attain health equity in obesity  
**Impact Statement:** We will reduce obesity and chronic disease via improvement to environment, systems and policies to increase physical activity and healthy eating for low-income residents of Morris County

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## Forming a Strong Backbone

*Guide vision and strategy*

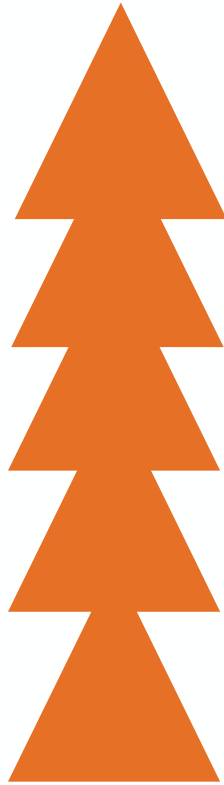
*Support aligned activities*

*Establish shared  
measurement practices*

*Build public will*

*Advance policy*

*Mobilize funding*



*This means having a  
dedicated team and  
structure to  
coordinate and  
support the work of  
the group as a  
whole.*

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Board of Trustees  
(all funding partner organizations)

Executive Committee  
(elected officers and committee chairs)

Regional Committees

County Committees

Data

Marketing

Finance

Programs

Morris

Passaic

Sussex

Union

Warren

Issue and Geography-Based Workgroups



## Establishing Shared Measurement



*Agreeing to track progress in the same way and to use this information to continually improve collective efforts*



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**150 partner organizations**

**16 workgroups**

**60 strategies**



## Results Based Accountability

How much did  
we do?

How well did  
we do it?

Is anyone  
better off?

Results

Indicators

Whole  
Population



Population  
Accountability

The well-being of **Whole  
Populations**  
Communities, Cities,  
Counties, States, Nations

Client  
Population



Performance  
Accountability

The well-being of **Client  
Populations**  
Programs, Agencies, Service  
Systems

Strategies &  
Programs

Performance  
measures

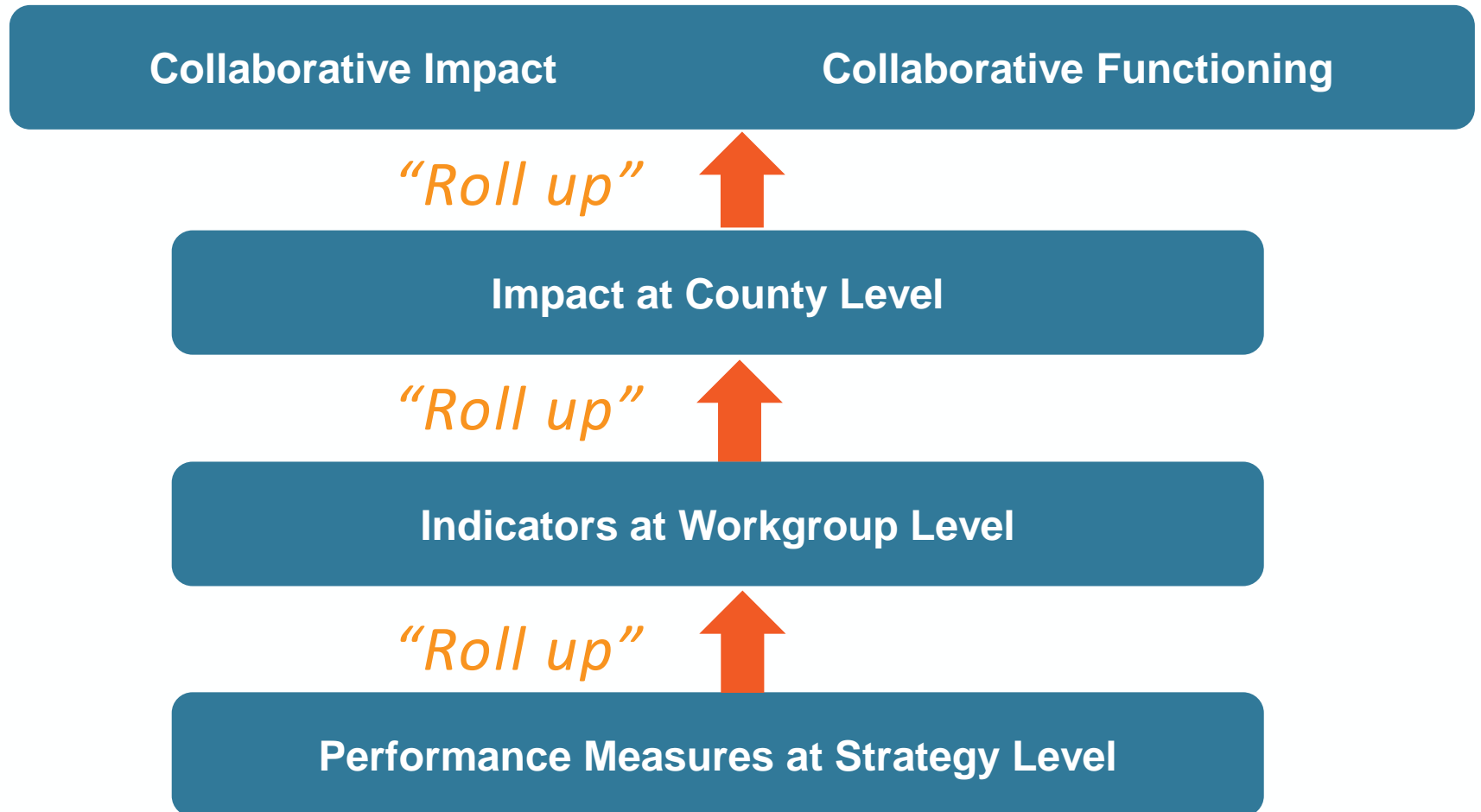
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## Evaluation at Multiple Levels





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**★ Morristown United for Healthy Living ★**  
*A Coalition of the North Jersey Health Collaborative!*

Once upon a time...

① there was a county everyone thought was...  
 Morris County  
 Healthy, Wealthy & Wise  
 BUT...  
 Health disparities  
 different needs

② **NOT EVERYBODY**

③ What are we missing?  
 What do we do now?

④ TEAM  
 BSLT  
 2015

⑤ Postcard Survey  
 Children living in POVERTY 46%  
 Morris County 4%  
 Census Tract 435

⑥ Community interviews  
 THE TALK OF THE TOWN  
 COMMUNITY Engagement  
 Narrow to 5 needs...  
 Obesity  
 Financial Inequity  
 Access to Care  
 Substance abuse  
 Collaborative Voting on Priorities

⑦

⑧ open minds, open hearts  
 Building a culture of health  
 Coordinating + leveraging RESOURCES  
 Home is where the heart is.  
 Housing built env.  
 Focus on TARGET  
 Celebrating Diversity  
 Eliminate Health Disparities  
 create your own HAPPILY EVER AFTER

WE WON'T TELL YOU WHAT SUCCESS LOOKS LIKE

Lighting the way

Sustaining our culture of Health

Timeless Tomatoes

health in all Policies

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### 7. PROVIDE TAILORED INFORMATION TO TARGETED GROUPS (NON-PROFESSIONALS)

*Strategies included in this category are those that aim to provide tailored information to targeted groups (e.g., providing health resources in multiple languages to residents of specific geographies).*

#### HOW MUCH DID WE DO?

- # individuals reached/touched

#### HOW WELL DID WE DO IT?

- % participant satisfaction
- % in target geographies/populations

#### IS ANYONE BETTER OFF?

- #/% of individuals reporting improvements in health status/literacy/behaviors
- %/# of individuals reporting relevant knowledge gain\*

*\*measured by pre/post-test on content area, if one is available*

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## Attain health equity in obesity

### Indicators



Low-Income Preschool Obesity



Child Food Insecurity Rate



Adults who are Sedentary

### Impact Statement

We will reduce obesity and chronic disease via improvement to environment, systems and policies to increase physical activity and healthy eating for low-income residents of Morris County.

### Strategies & Performance Measures

### Workgroup Participants

### Meeting Notes & Progress Reports



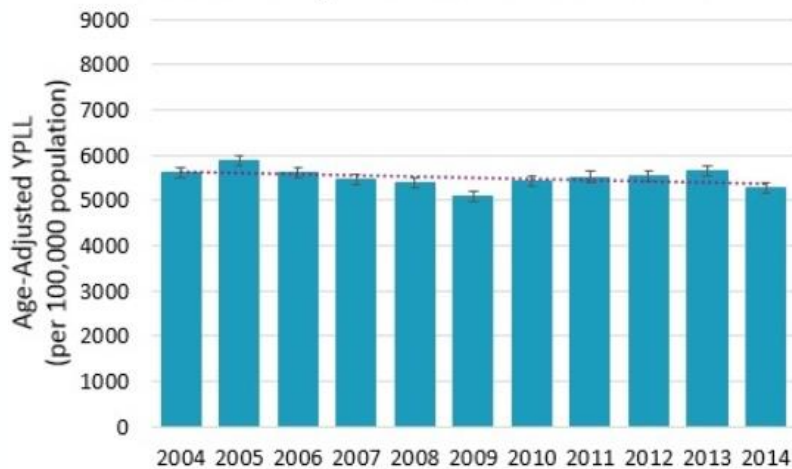
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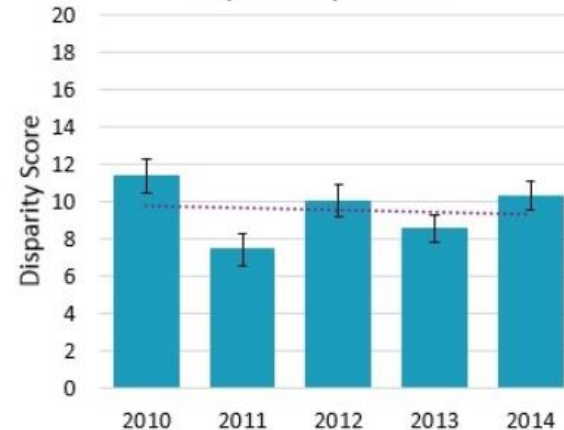


## Morris County Committee

Morris County: Years of Potential Life Lost



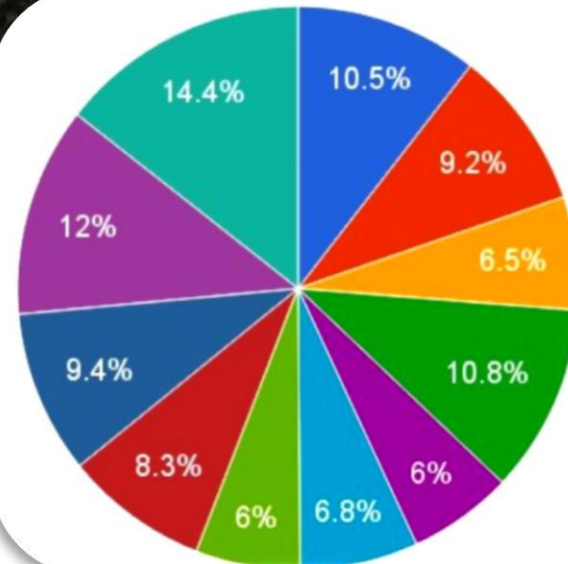
Morris County: Disparities in Life Expectancy at Birth





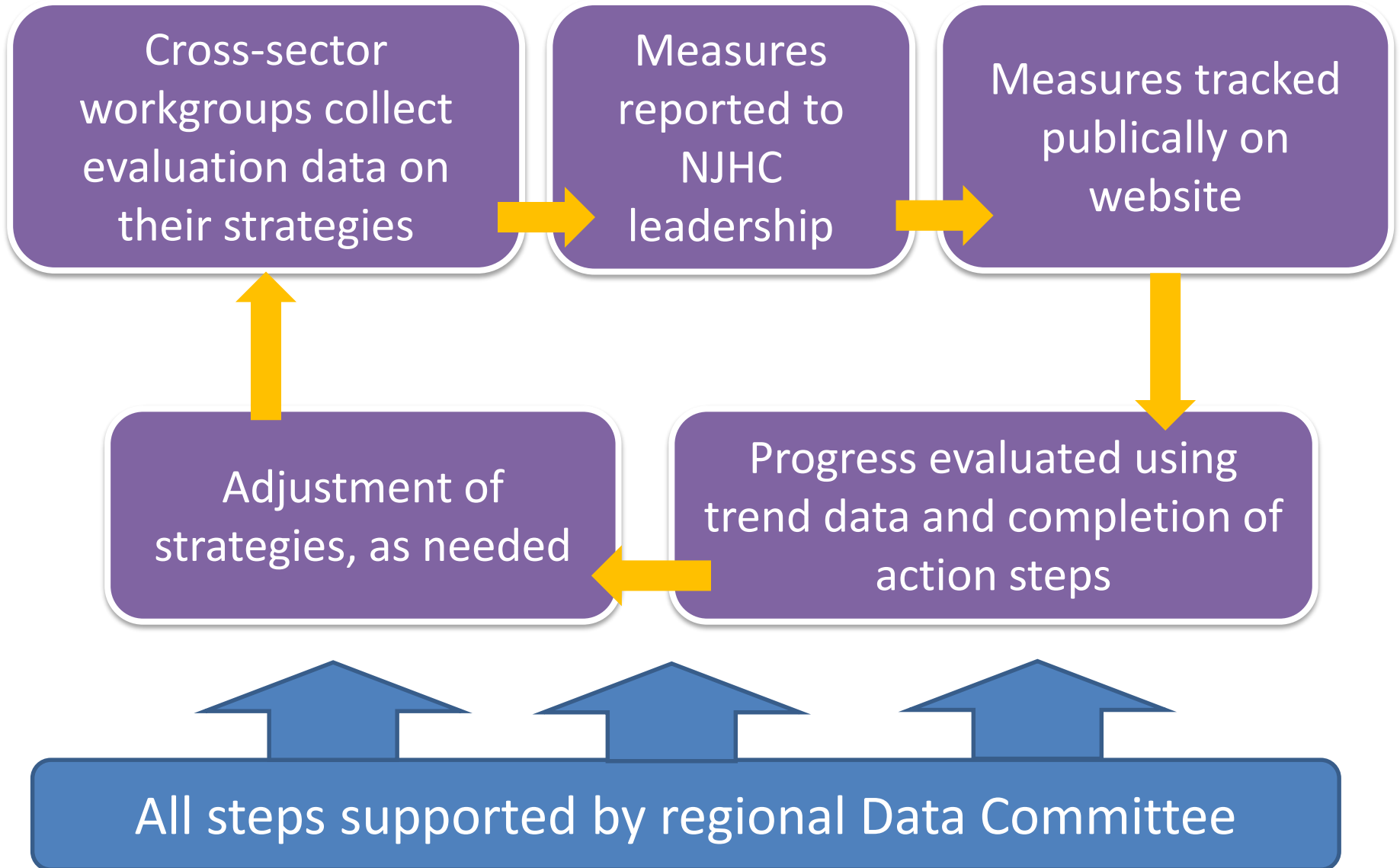
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- Advocacy Organization
- Community Coalition
- Educator
- Fitness
- Grassroots Organization
- Health Care
- Physical Spaces
- Public Health
- Social Services
- Faith Community
- Environment

# Iterative, Continuous Process







## STAY CONNECTED

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@NJHI\_ @CHRankings



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## Questions?





## ACKNOWLEDGEMENTS

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- ▶ Robert Wood Johnson Foundation
  - Including Abbey Cofsky, Michelle Larkin, Jim Marks, Joe Marx, Don Schwarz, Katie Wehr
- ▶ Wisconsin *County Health Rankings & Roadmaps* Team
  - Including Julie Willems Van Dijk, Marjory Givens, Kate Kingery, Carrie Carroll, Kim Linsenmayer
- ▶ Our Partners
  - Including National Network of Public Health Institutes, New Jersey Health Initiatives, Active Living by Design, Burness, CDC, Dartmouth Institute, Local Initiatives Support Corporation, National Association of Counties, NeighborWorks, United Way Worldwide

## TONI LEWIS, COMMUNITY COACH

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Toni Lewis, MPH, is a Community Coach at *County Health Rankings & Roadmaps*, a collaboration of the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute. Toni's role in building healthier communities across New Jersey is made possible through the collaboration of New Jersey Health Initiatives and the National Network of Public Health Institutes.



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609-531-0900

## DISCUSSION GROUP: JUNE 1, 3:00 EST

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Share ideas and learn with others chatting informally by video or phone!

How can you incorporate ideas shared in today's webinar?

Evaluation

Results Based Accountability

Collective Impact

Collaboration

And, more....





## STAYING CONNECTED

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- ▶ Follow @CHRankings @NJHI\_
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