COLLECTIVE APPROACH TO SOCIAL DETERMINANTS OF HEALTH

AN OPPORTUNITY FOR PUBLIC-PRIVATE PARTNERSHIPS

PRESENTERS

- Tracey Grayzer

  Impact Alamance President

- Stacie Saunders

  Alamance County Health Director

OBJECTIVES

- Collective Impact – Moving from collaboration to collective
- Case Study- Alamance County
- Public Health and Collective Impact – The Take-Aways

COLLECTIVE IMPACT- MOVING BEYOND COLLABORATION

- “The commitment of a group of important actors from different sectors to a **common agenda** for solving a specific social problem.”

- -- John Kania & Mark Kramer,
- FSG Social Impact Advisors, *Stanford Social Innovation Review*
- Winter 2010

From Individual Action to Collective Impact

Collective Impact

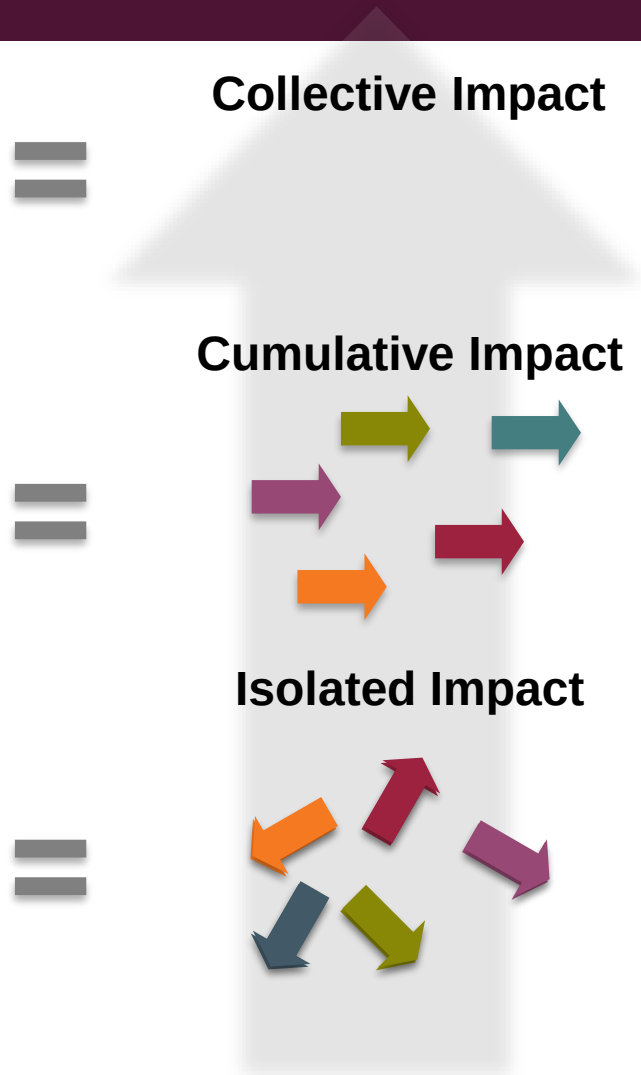
- A group working towards the same outcome,
- Looking at the same data, aligning strategies
- To continuously improve practices over time

Coordinated Impact

- A group working on the same issue,
- Sharing program information about what they do
- To better coordinate efforts

Individual Action

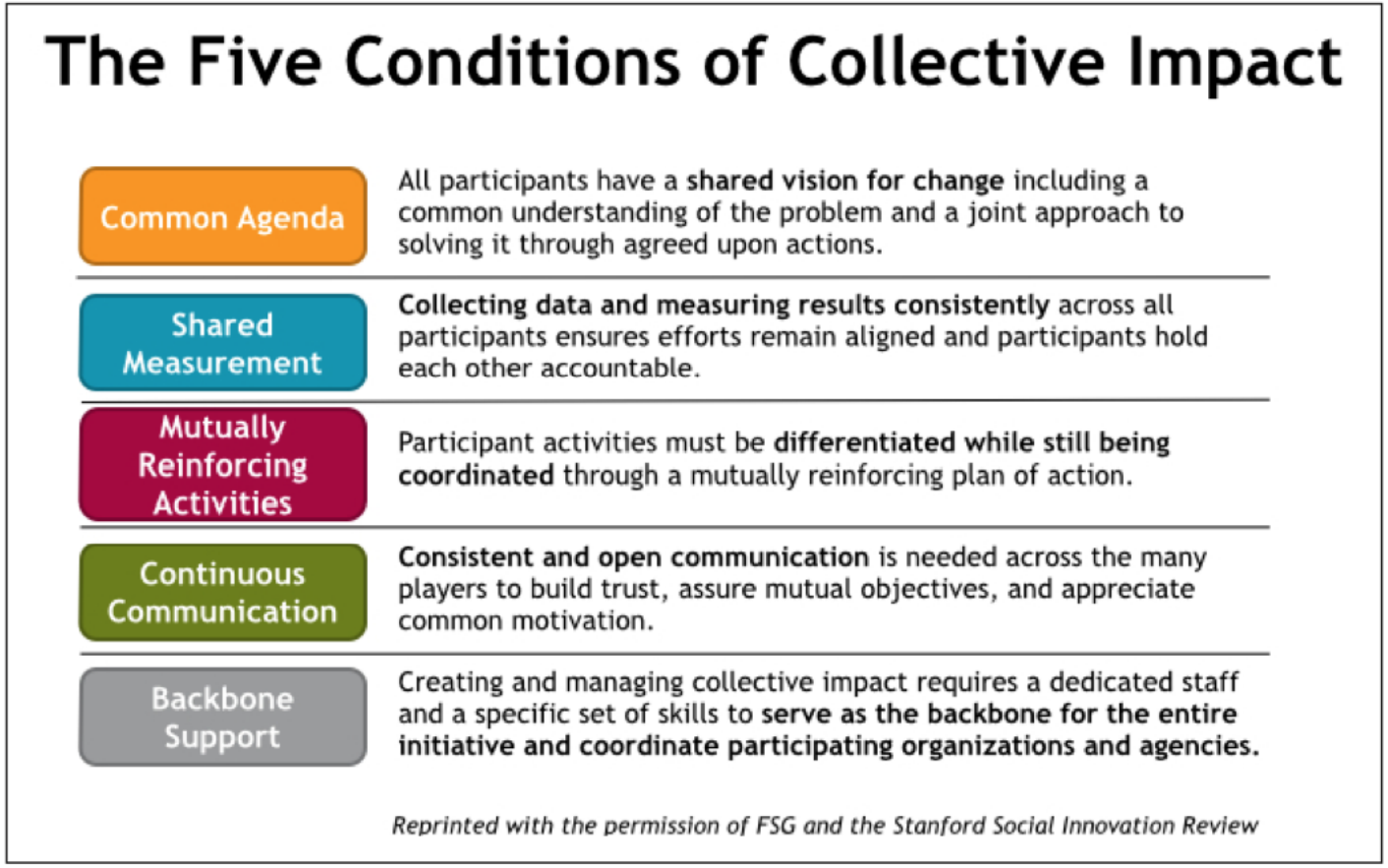
- Individual practitioners working on specific issues,
- Collecting qualitative and quantitative data for their individual programs,
- Demonstrate impact with individual participants



COLLECTIVE IMPACT EXPLAINED

Collective Impact | FSG

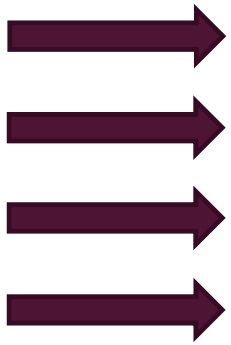
http://www.fsg.org/ideas-in-action/collective-impact



IT'S NOT JUST SEMANTICS

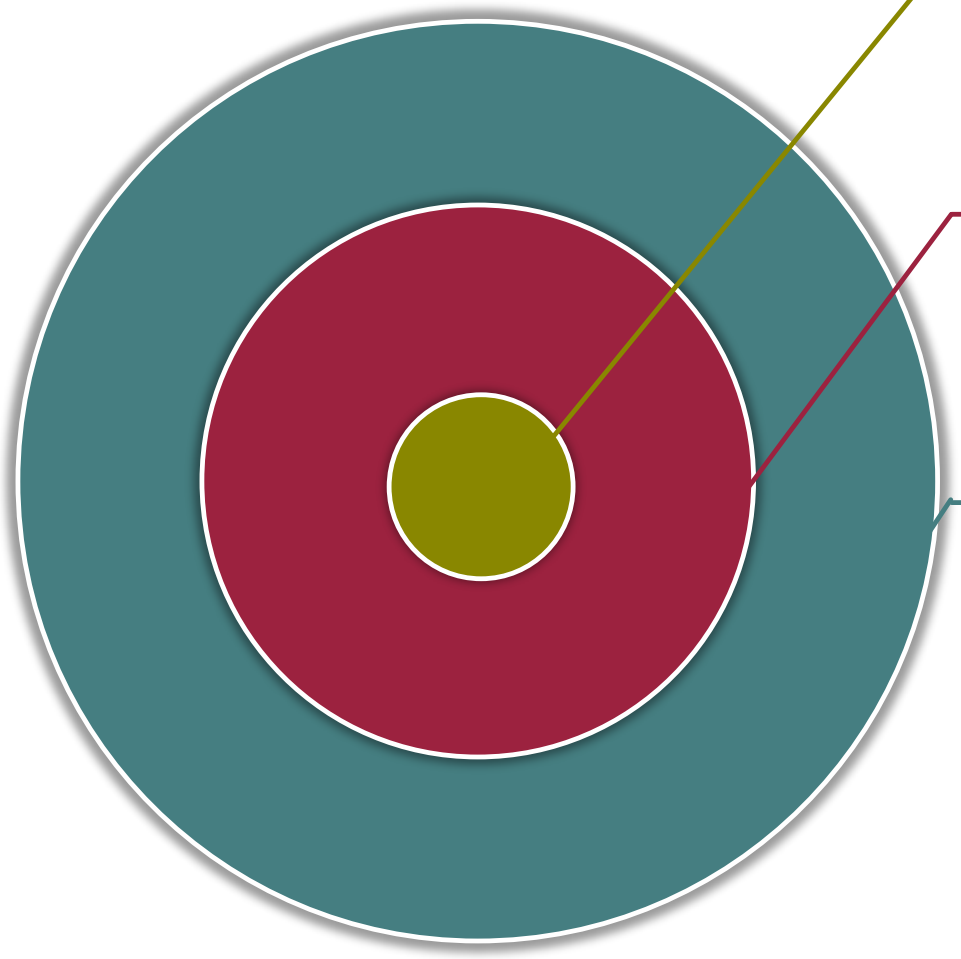
Collaboration

- Convene around programs/initiatives
- Prove
- Addition to what we do
- Advocate for Ideas



Collective Impact

- Work together to move outcomes
- Improve
- What we do
- Advocate for what works



Individually

Individual leadership team members build awareness of the work and align where possible throughout the community

Organizationally

Organizations represented on the leadership table align work to partnership outcomes, commit to using data and identify best practices

Collectively

Leadership table works together to drive systems change by mobilizing the community and championing advocacy to support evidence based change

ALAMANCE COUNTY CASE STUDY

ALAMANCE ACHIEVES

SOCIAL DETERMINANTS OF HEALTH

Health inequalities and the social determinants of health are not a footnote to the determinants of health. They are the main issue.

Michael Marmot

University of London

THE BASICS…OR ARE THEY?

- Social Determinants of Health
  - Structural conditions in which people are born, grow, live, work and grow.
  - Includes SES, Education, Physical/Built Environment, Employment, Social Supports, and Access to Care.
- Effect on Quality of Life and Outcomes
  - Premature death increases as income decreases
  - Lower education directly associated with lower income
  - Neighborhoods more likely to be unsafe with lower income
  - Less likely to have social support in unsafe neighborhoods
  - Toxic stress negative impact can last a lifetime
  - Health outcomes are generational - Epigenetics

IMPROVING HEALTH OUTCOMES

What we know about healthy communities

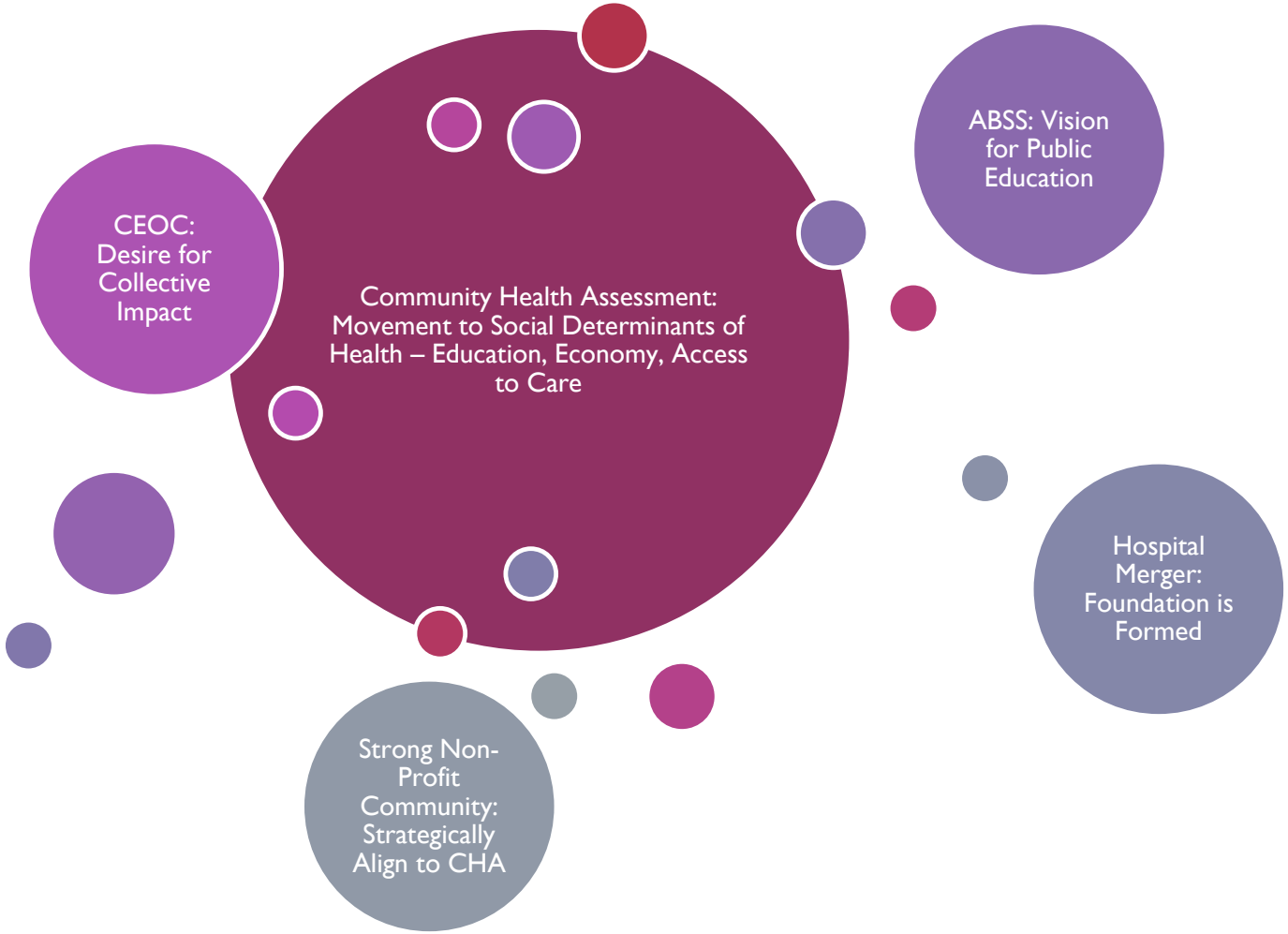
Healthiest communities have -

- Fewer hospital stays
- Higher college attendance
- Fewer sexually transmitted infection
- Better access to parks and gyms

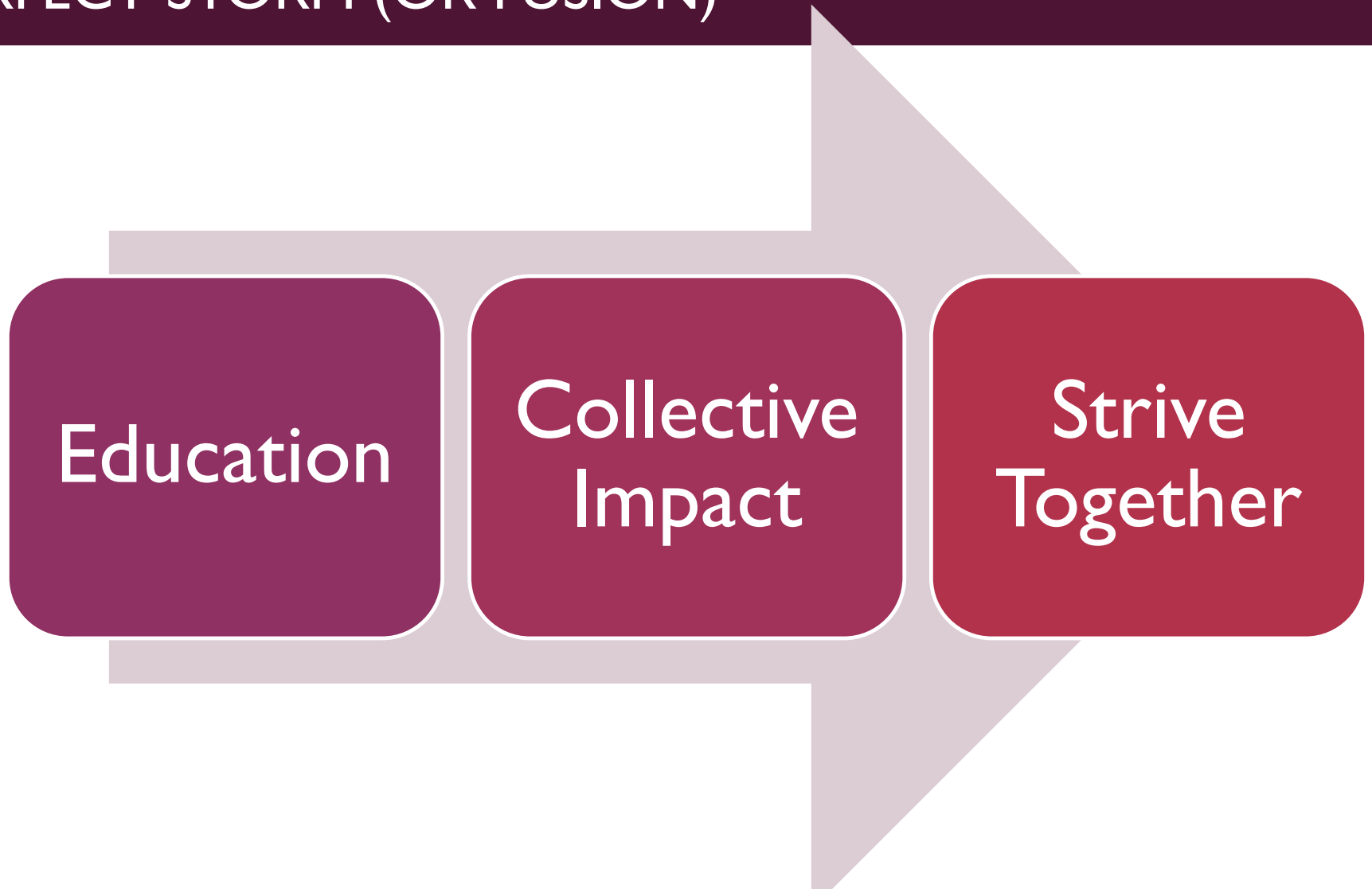
Least healthy communities have –

- Lower high school graduation rates
- More smokers
- More teen pregnancies
- More children living in single-parent households

THE PERFECT STORM (OR MOLECULES COLLIDE)



THE PERFECT STORM (OR FUSION)



StriveTogether
Every child. Cradle to career.

Theory of Action: Creating Cradle to Career Proof Points

Implementing the Theory of Action

The Theory of Action is based on StriveTogether's Framework for Building Cradle to Career Civic Infrastructure. The Theory of Action consists of five **Gateways**: Exploring, Emerging, Sustaining, Systems Change and Proof Point. Within each of the five Gateways, there are a series of **quality benchmarks** that are key steps in developing and sustaining a Partnership. Ultimately, the benchmarks in the Exploring, Emerging and Sustaining Gateways leads to the system changing and ultimately proof point.

Partnerships implementing the Theory of Action effectively demonstrate four **principles** as they move from building a Partnership to impacting outcomes:

1. Engage the Community
The work of the partnership must be grounded in the context of the community. Partnerships engage a broad array of community voices through building awareness and information sharing; involving and mobilizing the community towards improvement; and co-developing solutions and strategies with community members.

2. Focus on Eliminating Locally Defined Disparities
Inequalities in student achievement are defined by each Partnership using local data and context. Partnerships make intentional efforts to eliminate disparities in achievement.

3. Develop a Culture of Continuous Improvement
The work of the Partnership focuses on the use of local data, community expertise and national research to identify areas for improvement in a constant and disciplined manner that ensure Partners invest in practices that work.

4. Leverage Existing Assets
The Partnership builds on existing resources in the community and aligns resources to maximize impact.

	Exploring	Emerging	Sustaining	Systems Change	Proof Point
Pillar 1: Shared Community Vision	A cross-sector **Partnership** with a defined **geographic scope** organizes around a cradle to career vision.	A cross-sector **leadership table** is convened with a documented **accountability structure**.	The Partnership formalizes a set of **messages** that are aligned and effectively communicated across partners and the **community**.	The Partnership publicly releases a **baseline report card** to the community with disaggregated data.	The Partnership operates with roles and responsibilities as defined in the accountability structure.	Partners continue to actively engage in the Partnership despite changes in leadership.	**PROOF POINT:** Communities are in Systems Change and see indicators improving.
					The Partnership consistently informs the community of progress, including the release of an annual **report card**.	Partners demonstrate shared accountability for improving community level outcomes.	
					The Partnership communicates a common, consistent message across internal partners.	Partners effectively communicate attribution of success and recognition of challenges.	
Pillar 2: Evidence Based Decision Making		The Partnership selects **community level outcomes** to be held accountable for improving.	The Partnership selects **core indicators** for the community level outcomes.	The Partnership collects and disaggregates **baseline data** by **key subpopulations** for core indicators.	The Partnership prioritizes a subset of core indicators for initial focus.	The Partnership continually refines indicators to improve accuracy and validity.	The Partnership enables student-level academic and non-academic data to be shared appropriately across partners in a **timely manner** to enable continuous improvement to improve outcomes.
						The Partnership enables the collection and connection of student-level academic and non-academic data across the cradle to career pipeline and among partners to enable continuous improvement.	
Pillar 3: Collaborative Action	The Partnership commits to using **continuous improvement** to guide the work.			Collaborative Action Networks are engaged and/or formed to improve community level outcomes.		**Collaborative Action Networks** collectively take action to improve the community level outcomes using continuous improvement.	Partners use continuous improvement to identify activities/practices that are improving community level outcomes and spread these to increase access and impact.
						Opportunities and barriers are identified by the Networks and lifted up for partners to take action to improve community level outcomes.	
Pillar 4: Investment & Sustainability		An **anchor entity** is established and capacity to support the daily management of the partnership is in place.		The Partnership has in place the necessary capacity to support the daily management of the partnership, data needs, facilitation, communication and engagement of the community.		The Partnership mobilizes the community to improve community level outcomes.	Financial and community resources are aligned to what works to improve community level outcomes.
		The Partnership engages funders to support the operations and collaborative work of partners to improve outcomes.		Partners support the operations work of the Partnership.		Partners allocate and align resources to improve community level outcomes.	The Partnership has sustainable funding for multiple years.
						The Partnership develops a **collective advocacy agenda** to change local, state, or national policy to improve community level outcomes.	Necessary policies change to enable and sustain improvement.

Leads to Systems Change

BUILDING ----------> IMPACT

© StriveTogether

ALAMANCE ACHIEVES IN ACTION

- Anchor organization, provides administrative and management support, as well as some financial support.
- Backbone Organization has dedicated staff and handles the day to day work.
- The Executive Committee oversees the initiative's activities.
- The Community Transformation Council helps connect Alamance Achieves to key leaders and organizations in the private sector, health care, education, government, the faith community and the nonprofit sector.
- Networks and support teams bring field experts and practitioners together to drive outcomes

Alamance
Achieves!
OUR CHILDREN, OUR FUTURE

Vision:

Every child, excelling every step of the way,

for a thriving Alamance County.

Mission:

Engaging and aligning our community to create pathways

for every child to thrive, from cradle to career.

Alamance Achieves

OUR CHILDREN, OUR FUTURE

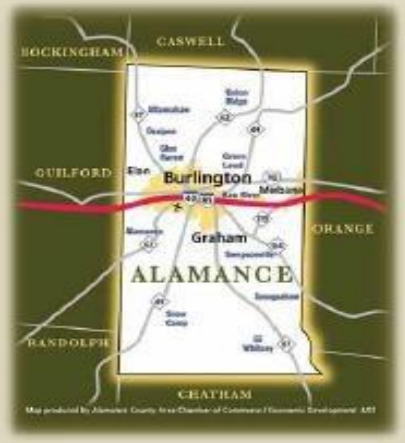
WE **BELIEVE**…EDUCATION IS THE FOUNDATION FOR INDIVIDUAL SUCCESS…

WE **ENVISION**…A PUBLIC SCHOOL SYSTEM THAT IS A NATIONAL MODEL…

WE **RECOGNIZE**…PUBLIC SCHOOLS NEED COMMUNITY SUPPORT TO BE SUCCESSFUL…

WE **EXPECT**…EFFECTIVE IMPLEMENTATION (OF THIS STRATEGIC PLAN) WILL REQUIRE STRONG COMMUNITY INVOLVEMENT…

A VISION FOR PUBLIC EDUCATION IN ALAMANCE COUNTY



We envision a public school system that is a national model for its curriculum and community engagement to empower all Alamance County students with equal opportunity for civic engagement, a meaningful quality of life and skills for economic success -- for themselves and our community.

Alamance Achieves

OUR CHILDREN, OUR FUTURE

FRAMEWORKS – GETTING THE MESSAGE RIGHT WITH DIFFERENT AUDIENCES

The Strive Together Cradle to Career Network

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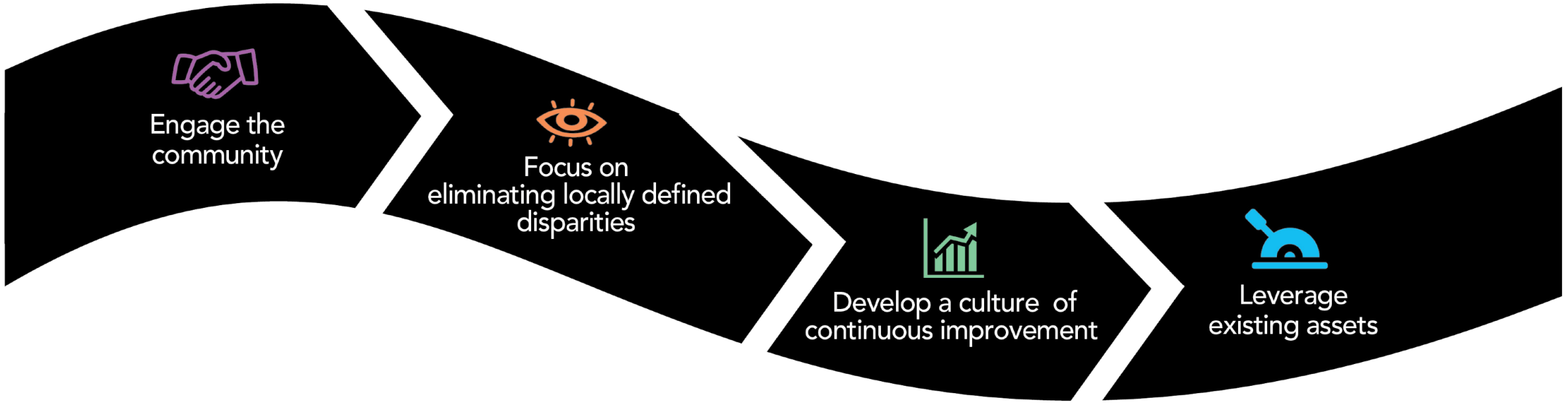
Alamance Achieves!

OUR CHILDREN, OUR FUTURE

The Road to Success



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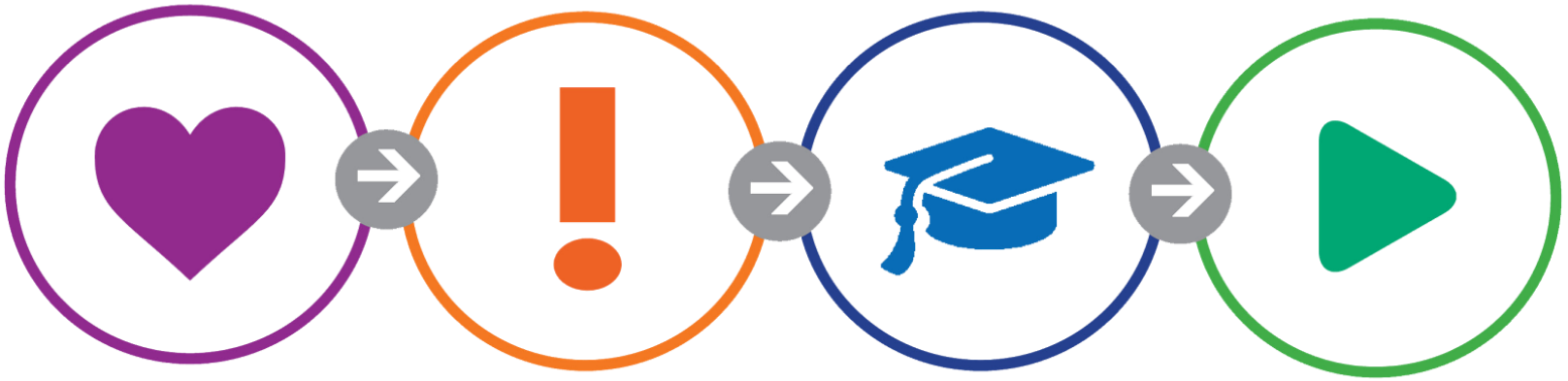
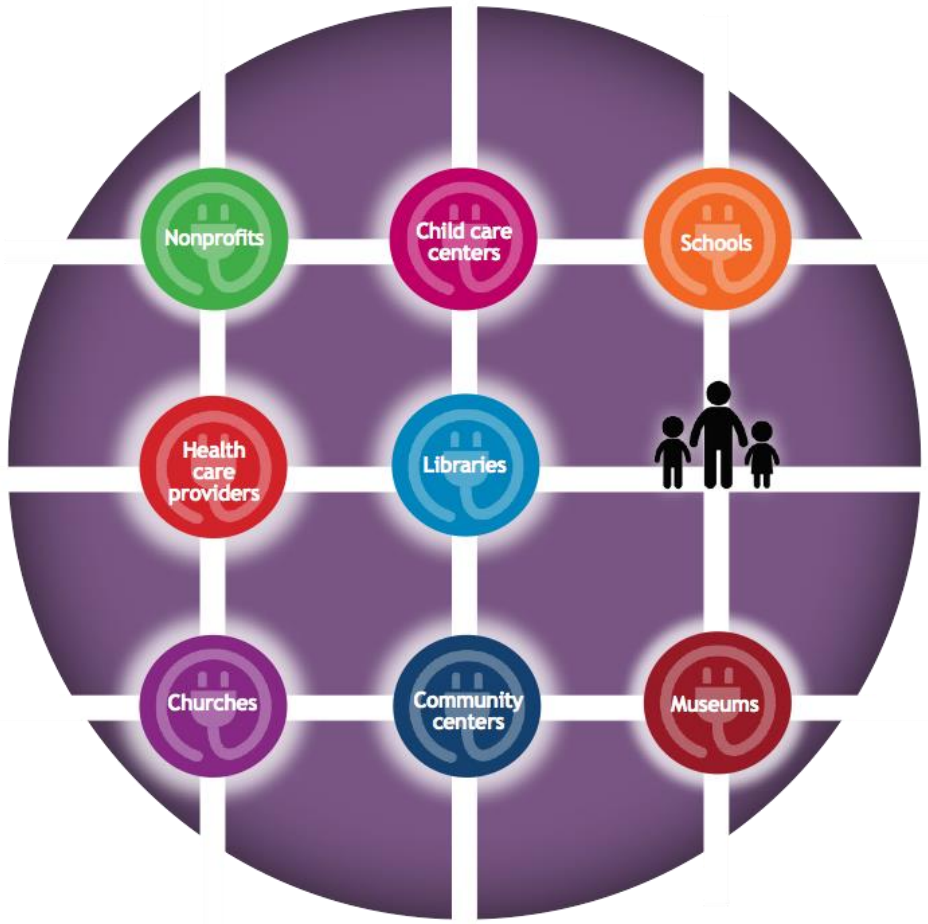


SUPPORTIVE AND ENGAGED COMMUNITY

Alamance Achieves

OUR CHILDREN, OUR FUTURE



Alamance Achieves

OUR CHILDREN, OUR FUTURE

Visit the Website

AlamanceAchieves.org

https://youtu.be/JuGwI6Sco9c

Alamance Achieves

OUR CHILDREN, OUR FUTURE

PUBLIC HEALTH AND COLLECTIVE IMPACT

- Moving from symptoms of poor health to social determinants
- Can't use programmatic interventions to tackle root causes
- Public health funding decreasing therefore need for other partners to share priorities
- Collective not dependent on the just public health resources (or lack thereof)
- Opportunity to show how big public health family really is
- Connect the dots to show impact of health on other sectors
- Impact on population health takes more than just the health department

TAKE-AWAYS

- Grow the Community Health Assessment Team
- Employ Health in All Policies Approach to the work
- Right people on the bus…and in the right seats
- Find the champions, give them the tools, and let them go
- Public Health doesn't have to "own" it, BUT public health has to invest and commit in it
- Be patient…this work takes time

CONTACT INFORMATION

- Tracey Grayzer

  Impact Alamance

  tracey.grayzer@conehealth.com

  336-221-0011

- Stacie Saunders

  Alamance County Health Department

  Stacie.Saunders@Alamance-nc.com

  336-513-5514