Using Collective Impact to Leverage Philanthropy and Community Organizations to address Social Determinants of Health

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Collective impact brings people together, in a structured way, to achieve social change.

It starts with a common agenda.
That means coming together to collectively define the problem and create a shared vision to solve it.

It establishes shared measurement.
That means agreeing to track progress in the same way, which allows for continuous improvement.

Credit: https://collectiveimpactforum.org/what-collective-impact
It fosters mutually reinforcing activities.
That means coordinating collective efforts to maximize the end result.

It encourages continuous communication.
That means building trust and relationships among all participants.

And it has a strong backbone.
That means having a team dedicated to orchestrating the work of the group.

Credit: https://collectiveimpactforum.org/what-collective-impact
Principles of Practice

- Design and implement the initiative with a priority placed on equity.
- Include community members in the collaborative.
- Recruit and co-create with cross-sector partners.
- Use data to continuously learn, adapt, and improve.
- Cultivate leaders with unique system leadership skills.
- Focus on program and system strategies.
- Build a culture that fosters relationships, trust, and respect across participants.
- Customize for local context.

Credit: https://collectiveimpactforum.org/what-collective-impact
What creates health?

- Economic
- Environment
- Social Health & Well Being
WELLNESS

EMOTIONAL
Coping effectively with life and creating satisfying relationships

ENVIRONMENTAL
Good health by occupying pleasant, stimulating environments that support well-being

INTELLECTUAL
Recognizing creative abilities and finding ways to expand knowledge and skills

PHYSICAL
Recognizing the need for physical activity, diet, sleep and nutrition

OCCUPATIONAL
Personal satisfaction and enrichment derived from one's work

FINANCIAL
Satisfaction with current and future financial situations

SOCIAL
Developing a sense of connection, belonging, and a well-developed support system

SPIRITUAL
Expanding our sense of purpose and meaning in life

Reducing Homelessness through Collaborative Investment

Engaging funders
Chittenden County Funders Collaborative

We are a group of funders and community leaders working together to develop opportunities and a framework to maximize impact through collaborative investment toward common priorities.
We are:

United Way of Northwest Vermont
Vermont Community Foundation
University of Vermont and UVM Medical Center
Fanny Allen Foundation
Vermont Agency of Human Services
Chittenden County Regional Planning Commission
City of Burlington, Community & Economic Development Office
5 Conditions of Collective Impact

• Common Agenda
• Shared Measurement
• Mutually Reinforcing Activities
• Continuous Communication
• Backbone Organization
Transformation

Old idea | New idea
---|---
Funders Collaborative Entity Create | Collaborative Funding Process Prototype
Human Centered Design

Design process

Innovation & Creativity

Empathy & On-going Input

Prototype, Test, Revise
Our Process *(in process)*

**Listen**
Research/Ethnography leads to **insight**

**Define**

**Connect**
Connections lead to **ideas**

**Ideate**

**Create**
Make something that you can test with **people**

**Empathy**

**Define**

**Ideate**

**Prototype**

**Test**
WHAT IF...
Apple-icious Oat Bars

Apple-icious Oat Bars | ChopChop

Description
You’ve tried applesauce and apple pie, but we bet you’ve never tasted this yummy treat!

Hands-on time: 10 minutes
Total time: 30 minutes
Makes: 9 Servings

Kitchen Gear:
Cutting board
Sharp knife
Measuring cups
Measuring spoons
2 mixing bowls
Square 8 x 8 inch baking pan: glass, ceramic or metal
Wooden or metal spoon or rubber spatula
Metal spatula
Potholder

Ingredients
3/4 cup old-fashioned rolled oats
1 tablespoon all-purpose flour
1/4 cup whole-wheat flour
1/2 cup lightly toasted almonds or pecans
1/2 cup light-brown sugar
1/2 cup all-purpose flour (for crust)
1/2 teaspoon ground cinnamon
1 pinch baking powder
3 tablespoons canola oil
4. Granny smith apples (peeled, cored and chopped)
1/4 cup dried cranberries, or raisins
2 tablespoons honey, maple syrup, or light-brown sugar
3 tablespoons unsalted butter, melted

Instructions
Wash your hands with soap and water, then gather all your equipment and ingredients and put them on a counter.

1. With the help of your adult, turn the oven on and set it to 350 degrees.
2. TO MAKE THE CRUST: Put the oats, flour, nuts, sugar, cinnamon, salt, and baking powder in a small bowl. Using your clean hands or a spoon, mix well. Add the butter and oil and mix again, until the topping is crumbly and looks like little pebbles. Pat down half of the crust mixture into the bottom of the baking pan. Leave the rest of the crust mixture in the bowl while you make the filling.
3. TO MAKE THE FILLING: put the apples, cranberries, honey, and flour in a small bowl and mix well. Pour the apple mixture on top of the crust in the baking pan. Using the back of a spatula, press the mixture down until the top is flat and even.
4. Top the apple mixture with the topping left from the bowl and pat it down.
5. With the help of your adult, put the baking pan in the oven and bake until the top of the apple mixture is lightly browned and the apples are soft, 40–45 minutes.
6. When the pan comes out of the oven, pat down the mixture again with the spatula. 7. Set aside to cool and cut into 9 pieces.
Test Issue

Reducing Homelessness
What we’ve done so far

• Shared understanding
• Stakeholder interviews
• Identifying ideas
• Prioritize ideas
• Test ideas
  • Chittenden Homeless Alliance Quarterly Meeting
  • Conference participants
  • Other funders
BIG SIX IDEAS- Our Ingredients?

1. Information Hub
2. Subsidies
3. On-Going Supports
4. Streamline The System
5. Collaborate & Learn
6. Include People Who Have experienced Homelessness
**ON-GOING SUPPORT**

**CHALLENGE**
Assumptions that when you help someone get housed they will no longer need assistance. For many it is the just the beginning of service & support needed.

Providing ongoing support (when in some cases) continue to be a barrier, and some case managers are seeing the same families over and over again.

People need other people in their lives who can provide social support and peer learning.

Clients don’t always get in touch when things go wrong.

Our system is no complex, navigating successfully includes extensive handholding.

Case management and support means different things to different people including agencies and consumers.

**OPPORTUNITY**
Training approach to help individuals sort out what their needs are, what the map of their life looks like, and where the intense work comes in.

Solutions need to be customized and managed by a point person/team who is helping to customize the support and approach.

Using Recovery Coaching model, opportunity for employment for people who have been homeless to coach others who are homeless trying.

Get data and input from the Shelter Teams (through ERUA) and others, like Safe Harbor, Homeless Clinic about what they are doing and throw it working.

**“Going homeless is a full time job. You need to carry everything everywhere. If you are in a shelter downtown you need to live at 7:00 and walk across town to the food shelf breakfast but that is far, especially in cold weather. You cannot go to the Day Station until 8:00 in the summer and the meals there on the weekend are often leftover PB&J sandwiches. The Salvation Army closes often without announcement because of the drug issue they have there and they don’t allow us to use their bathrooms anymore, that is harsh after you have had supper. That is why camping is appealing – it allows you to have more freedom and you form a community with the other campers. If you don’t like something, you can pick up your tent and move it.”

Homeless Person**

**“The most common challenge is helping people to generate natural support that can help them get and stay on track. Most of the people I work with don’t have many people in their lives who are good for them. Helping people figure this out and turn it around is very hard.”

Community Housing Worker**

**“I looked for housing on my own for a long time. Once I connect with Pathways and a case manager who acted as a liaison, I was housed in two weeks.”

Formerly homeless**
Validation & Feedback
BIGGEST LESSONS SO FAR

• Funders must work with and through community in all stages

• Engage with people who have lived experience – the ones intended to benefit from the work
Where we are now

Homelessness

• Testing Six Ideas

Collaborative Funding Model

• Opportunities to test the model
• Process Guide
Our Next Steps

Finalize The Plan
What will it take?
Ingredients & prices

Resource The Plan
Who will do what?

Evaluate Investment in The Plan
So what does this mean?

- Power of cross sector partnerships, including funders/philanthropists and people with lived experiences
- Broad definition of health
- Shared ownership of the solutions
- Data to track how we are doing
- Making the case for upstream prevention and early intervention services to prevent more acute, costly care later on
Questions?