



Evansville, Indiana
November 29, 2018

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OPERATIONALIZING COLLECTIVE IMPACT
How to Get Started and Not Get Stuck in
Abstractions

The image features a dark gray background with three large, overlapping circles. The top-left circle is orange, the bottom-left circle is yellow, and the right-side circle is blue. The blue circle contains the text "SELECT YOUR ISSUE FOR TODAY" in white, bold, uppercase letters.

**SELECT YOUR ISSUE FOR
TODAY**

FUNDAMENTALS TO SUPPORT EVANSVILLE'S COMPELLING CHALLENGES

Nov 28: COLLECTIVE IMPACT 101

- Define Collective Impact
- Pre Conditions
- Five Conditions of Collective Impact
- Paradigm Shifts Since 2011
- Debrief

Nov 29: OPERATIONALIZING COLLECTIVE IMPACT

- Examples: Local College Access Networks
 - Aligned Impact Muscatine
- Ten Steps to Creating a Local Network
- Next Steps?

** My approach draws heavily from FSG, the Tamarack Institute, the STRIVE Network, and the Michigan College Access Network*

FIVE CONDITIONS FOR COLLECTIVE IMPACT



OPENING QUESTIONS OR COMMENTS?

- Burning questions that will distract you if you don't get them answered now?
- Ideas you had you'd like to toss out?

A SAMPLE APPLICATION: LOCAL COLLEGE ACCESS NETWORKS

- “College Changes Everything” and the challenge to build a place-based model that would work in Iowa
- Michigan College Access Network and the LCAN Model
- Discovery conversations and finding a host
- “Maritime Academy” – Intensive Training on Collective Impact
 - [*Charting the Course*](#)
- Planning Grants and Technical Assistance
- Implementation and Having a LCAN

[Aligned Impact Muscatine](#) (pop. 25,000)

1. MAKE THE CASE WITH INFLUENTIAL CHAMPIONS

Identify and convene influential champions

Articulate urgency for change

Consensus on reasons the issue is important with ability to appeal to different audiences

Make the case for the Collective Impact approach

WHAT TOOLS DO YOU NEED FOR THIS?

2. ESTABLISH AN INITIAL BACKBONE SUPPORT INFRASTRUCTURE AND CONTINUOUS IMPROVEMENT PROCESS

Cross-sector Leadership Team

Functions like a Board; each has decision making power for their organization, includes informal leaders of influence

Effective Anchor Entity for Starters

Neutral Convener, Credibility, Fiscal Agent

Network Coordinator for Starters

Facilitation, Data Management & Analysis, Communication

Take a Long View of the Process

Know that success is not a straight line, know that you don't know how

HOW TO EMBED CONTINUOUS COMMUNICATION INTO THESE STEPS?

3. CONDUCT A LANDSCAPE SCAN AND CREATE AN ASSET MAP

Who are the key players?

What partnerships and/or forums are currently in place to coordinate and align this work? How do they function?

What programs and supports are currently in place? Who do they serve? Where do they operate?

What system reform efforts are underway?

What are the opportunities to improve the system?

TABLE DISCUSSION: What's the most practical way of doing this?

United Against Opioid Abuse Collective Project



Overview

Hiring Process

Goal of the Project
Landscape Scan
Asset Map

Majority of Time Spent



Mayor's
**Substance Abuse
Task Force**
Evansville, IN



AMR St. Vincent

Vanderburgh County
Coroner's Office

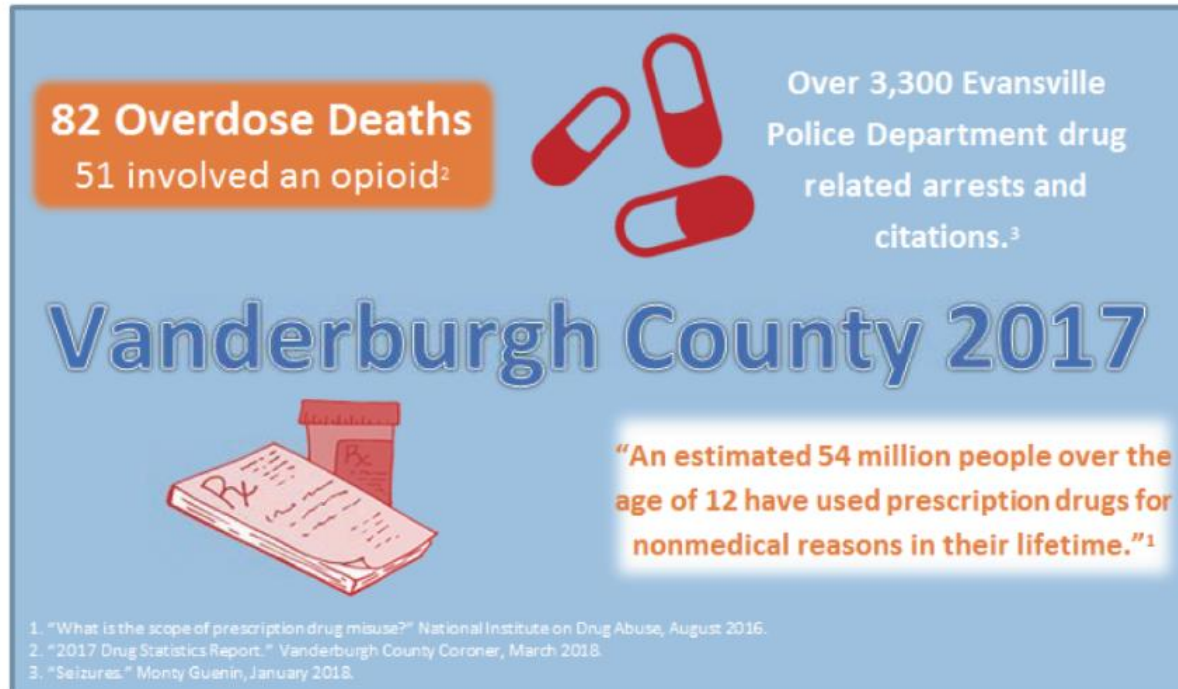


VANDERBURGH COUNTY
HEALTH DEPARTMENT



A Pill or People Problem?

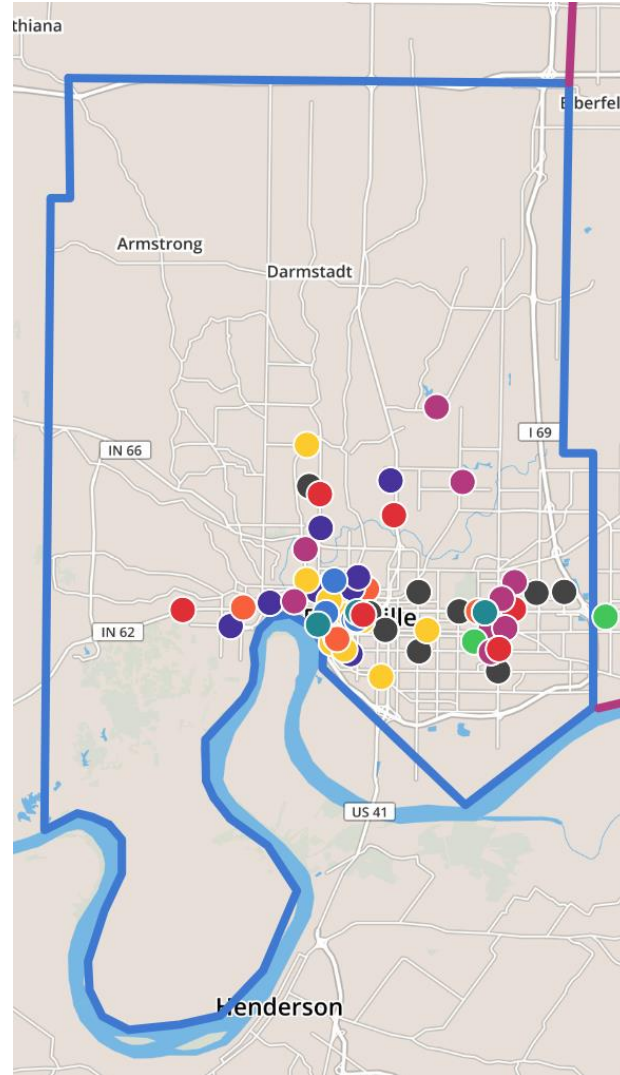
Communities across the country have acknowledged the opioid crisis as a public health emergency, and Indiana has recognized the opioid crisis as a significant concern. In 2017, Governor Holcomb appointed Drug Czar, Jim McClelland, to coordinate efforts and bring awareness to this crisis. Indiana was ranked 15th for drug overdose deaths amongst all 50 states according to 2016 reports (National Center for Health Statistics, 2018). Also in 2016, Vanderburgh County was ranked 17th out of Indiana's 92 counties for drug overdose fatalities (Epidemiology Resource Center, n.d.). In 2017, Vanderburgh County experienced 82 drug overdose deaths, with 51 of those involving an opioid, but our community is coming together to help combat this problem.



Landscape Scan

unitedwayswi.org/united-against-opioids/

Asset Map



Categories

- Alcoholics Anonymous
- Celebrate Recovery
- Counseling
- Emergency
- Food Pantries
- Narcotics Anonymous
- Shelter
- Substance Use Treatment
- Mental Health Treatment
- Unwanted Prescriptions
- Substance Use Recovery Centers

Data Collection

Deaconess

- Substance Related ER Visits
- Substance Related Admissions
- ER Overdoses
- Demographics

St. Vincent

County Coroner

- Overdose deaths by drug type
- Demographics

Law Enforcement

- Substance Related Arrests & Citations
- Demographics

AMR

- Narcan Utilizations
- Demographics

Meaningful Data

- Map for individuals with SUD, case workers, concerned family & friends
- Dashboard with up-to-date data for grants, community reference, impact measurement
- Awareness and Public Education

4. GATHER BASELINE DATA

Who are the key players?

What partnerships and/or forums are currently in place to coordinate and align this work? How do they function?

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4. GATHER BASELINE DATA

What data is necessary?

Is the necessary data available? What are the specific parameters to each measure?

Who provides the data? Who collects it?

How will the data be used once it is collected?

Does the data need to be further disaggregated to clarify the problem?

DOs and DON'Ts:

5. ESTABLISH A COMMON AGENDA AND DASHBOARD

Set Boundaries

How “big” or small are we starting?

Adopt a Vision and a Goal for Change

Clear and concise, a rallying cry for change

Agree on Metrics

Endorsements

Determine the Purpose and the Metric on the Dashboard

Dashboard as a Network Communication Tool

DOs & DON'Ts FOR COMMON AGENDA AND DATA DASHBOARD

COMMON AGENDA

- Do match issues & metrics
- Do prepare for tensions
- Do be constructive & positive
- Do develop talking points
- Don't make any partner more prominent than others
- Do think long term

DATA DASHBOARD

- Don't share a dashboard with data the leadership team didn't agree on
- Don't use all the data you collected
- Don't include data that don't align directly to the common agenda
- Do develop a process for ongoing updates
- Do share the dashboard with others and use as a communications tool



10 MINUTE BREAK

REMAINING STEPS FOR A COLLECTIVE IMPACT NETWORK

6. FORMALIZE A BACKBONE SUPPORT INFRASTRUCTURE

7. ALIGN EXISTING ORGANIZATIONS TO THE NETWORK

8. ANALYZE DATA TO SELECT PRIORITY AREAS

9. ACTIVATE THE NETWORK

10. UTILIZE CONTINUOUS IMPROVEMENT ACROSS THE NETWORK



Indiana United Ways

QUESTIONS?

- Is creating a Collective Impact initiative around your issue necessary and feasible?
- If so, what supports would you need?
- What do you want to happen next?
- Who is missing from the conversation who really needs to be involved?