




FIRING UP CHANGE

Partnerships for healthy and safe communities
Indian Health Service, ASU West, May 15, 2018



“ A GENERAL RULE OF THUMB
DON'T BUILD A COALITION OR PARTNERSHIP IF A
SIMPLER STRUCTURE WILL GET THE JOB DONE, OR IF
THE COMMUNITY DOES NOT EMBRACE THIS
APPROACH. ”

Francis Dunn Butterfoss, PhD

Ignite: getting your community “fired up” for change



LEARNING OBJECTIVES

1

1. Identify the purpose of community partnerships

2

2. Understand how they impact community health

3

3. Explore the factors critical to success

4

4. Examine how to sustain the work

Are You Lonely??

Don't like working on your own?
Hate making decisions?

Then call A **MEETING!!**

You can...

- ↪ SEE people
- ↪ DRAW flowcharts
- ↪ FEEL important
- ↪ IMPRESS your colleagues



....all on **COMPANY TIME!!!**

MEETINGS

The practical alternative to work.

WHY COLLABORATE?

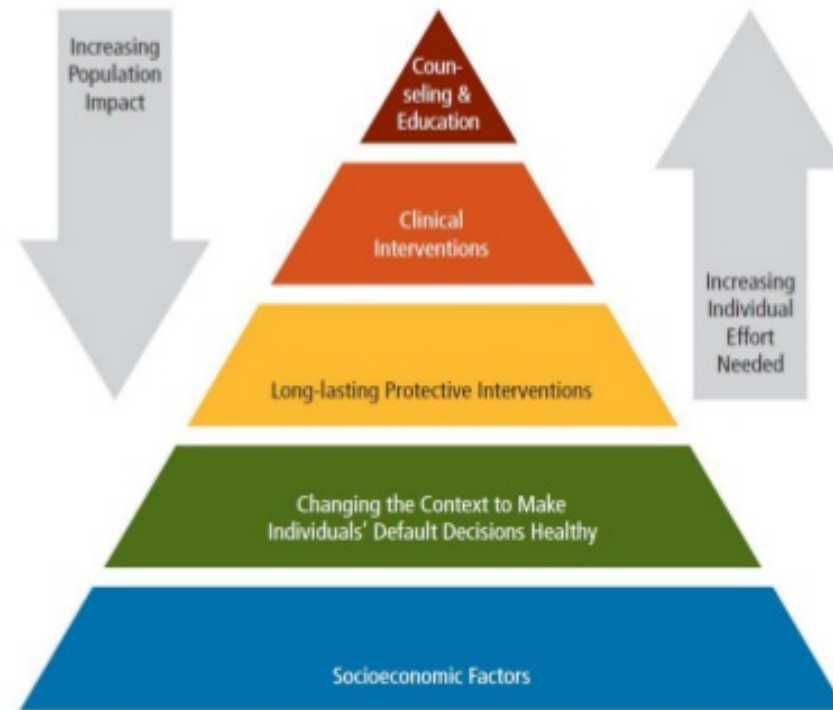
Solo

- Competition
- Self-interest
- Easy
- Neat
- Fast
- Specific
- Narrow

Partnership

- Consensus
- Greater scale and scope
- Hard
- Messy
- Long
- Integrated/cross sector
- Systemic/broad

“Making the Healthy Choice the Easy Choice”



Health Impact Pyramid

Source: Thomas R. Frieden, A Framework For Public Health Action:
The Health Impact Pyramid, 100 Am. J. Pub. Health 590, 591 (2010).



PSE

Policies

Systems

Environments

- Develop strategies changing the context
- Impacts the socioeconomic factors
- Greater impact
- Spreads effectively
- Higher probability for sustainability
- Decreased costs

GATHER THE FUEL

- Common vision
- Accountability
- Collective work
- Communication



BUILD THE FIRE

- Working tribe by tribe
- Formal and informal systems
- Formal and informal agreements
- Bringing together the right people
- Creating the right structure
- Developing the right leadership

"MAKE IT WORK"

TIM GUNN
PROJECT RUNWAY

- Many voices
- Diverse expertise
- Many skill sets
- Communication
- Plans & activities
- Potluck



6 ELEMENTS UNIQUE TO COLLABORATION



- Assess the environment
- Create clarity
- Build trust
- Share the power and influence
- Develop people
- Self-reflect

MEMBER ROLES

- Convener
- Facilitator
- Catalyst
- Funder
- Connector
- Technical assistance provider
- Capacity builder
- Partner
- Community Organizer
- Advocate

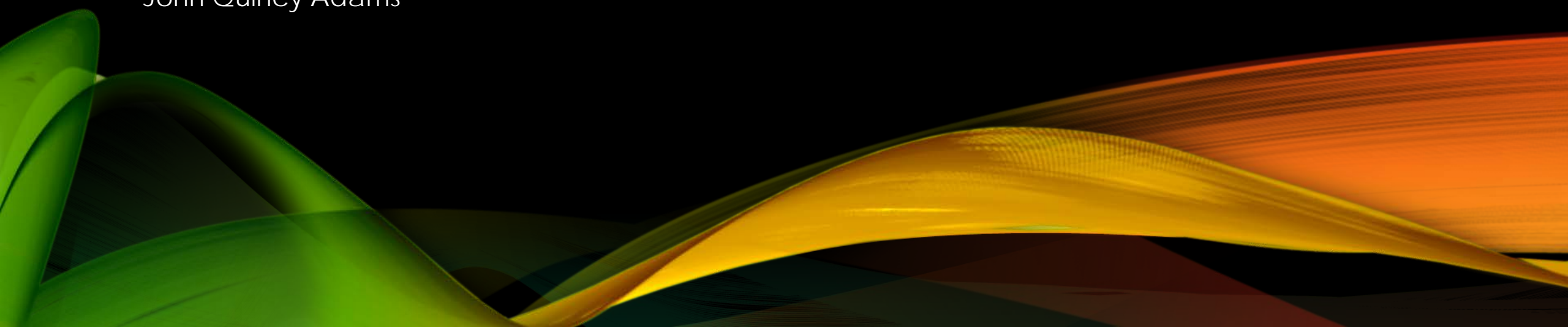
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IF YOUR ACTIONS INSPIRE OTHERS TO DREAM MORE, LEARN MORE, DO MORE OR BECOME MORE, YOU ARE A LEADER.

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Foster acts of leadership

John Quincy Adams



LEADERSHIP MODELS

Traditional

- Top down
- Few people make the decision
- Win or shift power
- Linear thinking
- Programs and products
- Charisma
- Persuasive
- Group falls apart when leader leaves

Collaborative

- Self-governing
- Broad decision making
- Builds relationships
- Systems approach
- Process
- Vision
- Empathetic
- Group continues when leader leaves

7 STRATEGIES TO IMPACT HEALTH

Individual

1. Educational and informational opportunities to increase knowledge
2. Support and encouragement to increase participation in risk reduction or protective activities

Community and environmental

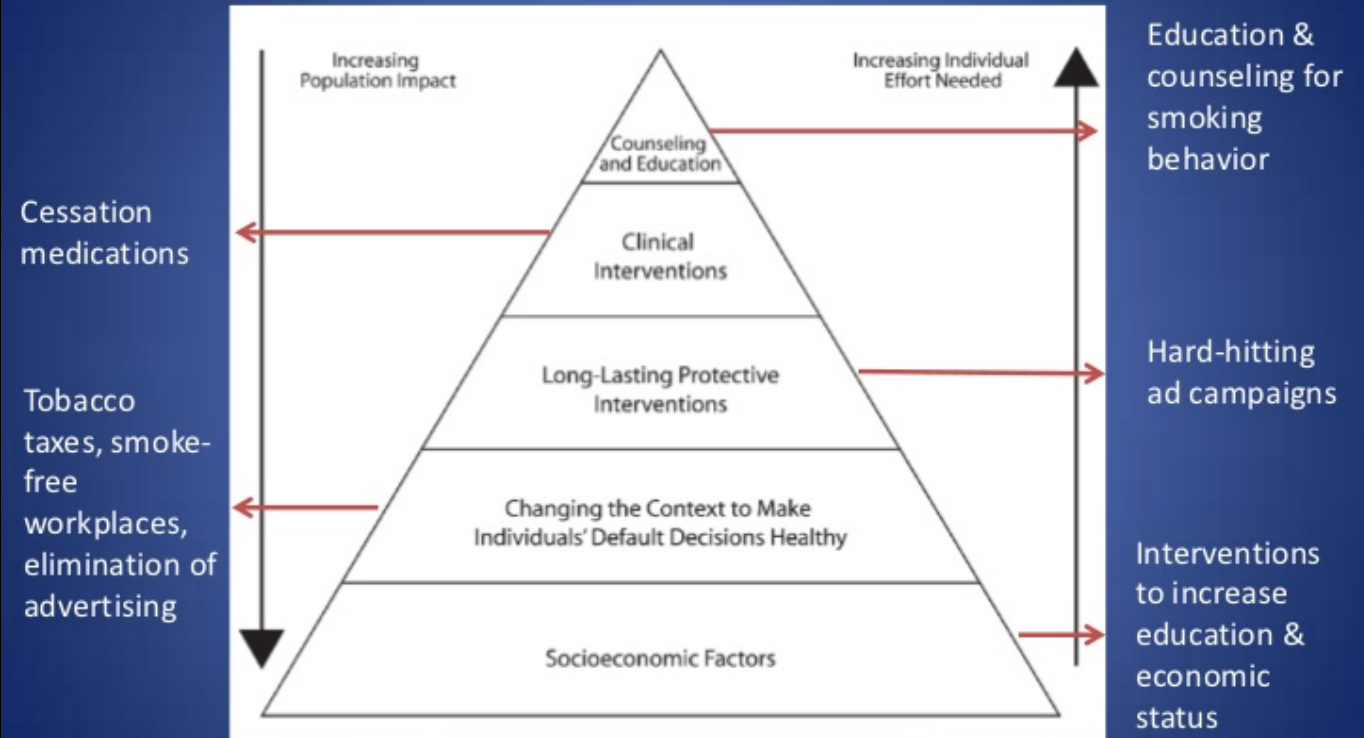
1. Increase access or reduce barriers
2. Change the consequences: Offer incentives/disincentives
3. Redesign or remodel the environment
4. Change/modify policies/laws

(CADCA, 2011)

POWER

- AZ American Indian Oral Health Coalition
- AZ OHC
- Oral Health 2020

Working at All Levels of the Pyramid



Frieden, T. A Framework for Public Health Action: The Health Impact Pyramid. *American Journal of Public Health*, 2010, 100(4): 590-595.

RED FOR ED

- Power in numbers
- Many brains > 1
- Raising voices
- Be ready
- Education of masses
- Moving forward
- Wait for the Bill



EXPAND OR END?

- Purpose and goals
- Outcomes and achievements
- Continued energy and interest
- Funding and/or in-kind
- Continued or new leadership
- Not a lifetime commitment
- Expand, refresh or end



RESOURCES

- Centers for Disease Control & Preventions – several great resources:
 - 1. Change Tool
 - 2. Community Measure for Obesity Prevention
 - 3. Framework for Program Evaluation in Public Health
- Community Anti-Drug Coalitions of America. www.communitycoalition.org
- Drug strategies, assessing community collaborations. RWJ and Knight Foundations. www.drugstrategies.org
- Join together: How do we know we are making a difference: A community Alcohol, Tobacco and Drugs Indicators Handbook. 2005. www.indicatorshandbook.org

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Thank you!

