The Collective Impact Approach to Community Collaborations

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Today’s Objectives

- Obtain a basic understanding of the collective impact model
- Understand why New Brunswick partners chose the collective impact model
- Learn how community organizations and academic partners work together towards a common agenda
- Hear examples of mutually reinforcing activities in New Brunswick
Healthier New Brunswick (HNB) Timeline

- **2001**: Established HNB
- **2002-2004**: Assessment Conducted
- **2002-present**: Workgroups, Task Forces, and Coalitions Collaborate
- **2012**: Collective Impact Model Adopted
- **2014**: LiveWell VivirBien Launched
- **2015**: Shared Measurement Report Released

**Access to Care**  
**Better Health Outcomes**
Healthier New Brunswick

Healthier New Brunswick (HNB) was established through a collaborative effort between New Brunswick Tomorrow (convener of the Health Task Force), Rutgers Robert Wood Johnson Medical School (convener of the Alliance for a Healthier New Brunswick), Johnson & Johnson, and the City of New Brunswick.

COMMUNITY PARTNERS: CITY RESIDENTS; COMMUNITY-BASED ORGANIZATIONS; LOCAL HOSPITAL SYSTEMS; LOCAL & REGIONAL GOVERNMENT; LOCAL BUSINESSES; CORPORATIONS; FAITH-BASED NETWORKS; ACADEMIC & EDUCATIONAL ORGANIZATIONS; & HEALTH ORGANIZATIONS

Initiate:
Collaborations amongst stakeholders in identifying, developing and implementing health initiatives

Engage:
The community to promote city-wide initiatives targeting resident needs

Mission:
Improve the health and healthcare of New Brunswick’s residents through community-based partnerships

Facilitate:
Workgroups and coalitions to address health needs, informed by recognized community health data and agendas i.e. Healthy People 2020

Assess:
Progress via an evaluation process that provides direction and measure and grows capacity
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Access to Care  Better Health Outcomes
Common Elements of Collective Impact

- Structured collaborative effort
- Process and results are emergent rather than predetermined
- Necessary resources and innovations often exist but have not been recognized
- Learning is continuous
- Adoption happens simultaneously among many different organizations
Five Conditions of Collective Success

- **Common Agenda**: Shared vision for change
- **Shared Measurement**: Collecting data and measuring results consistently
- **Mutually Reinforcing Activities**: Activities, while differentiated, are coordinated
- **Continuous Communication**: Consistent and open communication
- **Backbone Organization**: Coordinate participating organizations and agencies
Cascading Levels of Collaboration
Advantages of Collective Impact

- Builds on diverse partnerships that promote health and wellness;
- Creates awareness of community health improvement efforts, priorities and available resources;
- Minimizes the duplication of efforts around community health services; and
- Provides partners with a shared understanding of how their individual efforts contribute to a broad community goal.
Healthier New Brunswick

• Alliance for a Healthier New Brunswick
  – Asthma
  – Mental Health & Substance Abuse
  – Nutrition & Physical Activity (formerly Get Fit! Coalition)
  – Tobacco

• NBT’s Health Task Force
  – Access to Health Resources
  – Diabetes

Other Important Collaborations

• New Brunswick Domestic Violence Awareness Coalition
• New Jersey Partnership for Healthy Kids – New Brunswick
• New Brunswick Community Food Alliance
Successful Academic – Community Collaborations

• Asthma
  – Preschool Education Program
  – Asthma Resource Guide for Teachers and Parents (in development)

• Mental Health and Substance Abuse
  – Mental Health Awareness, Wellness, and Prevention Workshop
  – Mental Health Resource Guide (in development)
  – Praise God Not Drugs

• Nutrition & Physical Activity (formerly Get Fit! Coalition)
  – New Jersey Partnership for Healthy Kids – New Brunswick
  – Youth Services System – Healthy U
  – Families on the Move – Club You Belong
  – Rutgers University / Johnson & Johnson Fitness and Nutrition Camp
More Successes

- Tobacco Workgroup
  - RWJUH and SPUH Smoke-Free Campus Policies
  - Community Smoke-Free Policies

- New Brunswick Domestic Violence Awareness Coalition
  - Healthy Relationships Mural at the New Brunswick Hub Teen Center
  - Annual March & Rally Against Domestic Violence established

- New Brunswick Lead Coalition
  - Get the Lead Out Project
  - Safe Harvests Gardening Project

- Special Projects of the HNB Initiative
  - New Brunswick Community Interpreter Project
  - Caregivers Health Literacy Project
  - Community Health Screenings
Healthier New Brunswick
Academic – Community Research Partnerships

• New Brunswick Community Health Assessment (Healthier New Brunswick / Center for State Health Policy)
• New Brunswick Community Survey (New Brunswick Tomorrow / Eagleton Center for Public Interest Polling)
• Strategic Needs Assessment of New Brunswick Residents (New Brunswick Tomorrow / Bloustein Center for Survey Research)
COMMUNITY PARTNERSHIPS:
RESOURCES FOR A HEALTHIER CHURCH AND COMMUNITY

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Community Partnerships

- RWJUH Community Health Program
- Rutgers (Cancer Institute, Nutrition Sciences, CSEP Program and Food Stamp and Nutrition Program)
- Johnson & Johnson
- New Brunswick Tomorrow
- New Jersey Partnership for Healthy Kids
- New Brunswick Community Food Alliance
- St. Peters UH
- Rutgers RWJMS – Eric B. Chandler Health Center
- A.M.E. First District Health Commissioner
- American Diabetes Association
- American Heart/Stroke Association
- Central New Jersey Family Health Consortium
- Civic League of Greater New Brunswick
- Elijah’s Promise, Inc.
- GreenFaith
- Hyacinth
- NAACP
- NJ CEED (Cancer Education and Early Detection)
- Sisters Network of Central New Jersey
- Women Aware
Challenges

- Difference in jargon
- Resources need to be shared with community partners
- Large institutions do not always move quickly
- Building trust takes time
- Research requirements are sometimes difficult for community partners
- Sometimes the timeline and process need to slow down for appropriate community input
- Academic schedules do not always mesh with those of our community partners
- NB residents are often not at the table
Lessons Learned

• Long term collaboration makes it easier to build trust
• Meetings are important places for interaction
• Sometimes Institutions make decisions that impact the community in a negative manner
• Academics should provide benefits to community partners beyond research
• Personnel changes are a challenge for the community
• Important that there is continuous communication and dialogue
• It is sometimes difficult to navigate competing agendas
• Education is very important for behavior change
Successes

- We have built a good foundation and it allows us to respond quickly to issues in the community
- Rutgers has provided people to assist with work in community organizations
- Lots of collaborations
- Ability to put academic–community partnerships together quickly
- Rutgers provides a lot of resources in the community
- Mt. Zion AME Church developed wellness guidelines with the assistance of this partnership
- Everyone (people / organizations) can define health and wellness for themselves based on a common agenda