

MAINE COMMUNITY TRANSFORMATION GRANT ACTION INSTITUTE 2012



*Maine Center for Disease
Control and Prevention*

*An Office of the
Department of Health and Human Services*

Paul R. LePage, Governor

Mary C. Mayhew, Commissioner

WELCOME

Sharon Leahy-Lind: Director Division of Local
Public Health, Me CDC

Transforming Communities

Building Capacity :Dawn Littlefield



**Communities
Transforming**

To make healthy living easier

Collaboration Multiplier:

- Used to Develop Effective Multi-Disciplinary Partnerships
- Create shared vision
- Know each other better
- Leverage each other's strengths

Forming Broader Partnerships to Meet Mutual Goals



Activity One: Brainstorm



Identify what you perceive as our shared goals and desired outcomes for the Community Transformation Grant?

Our Vision

Multi-Field Collaboration is Hard Work

- Diverse partners:
 - View the world differently
 - May lack understanding of other field's issues, values, capabilities, and goals and priorities
 - Speak different languages
 - Follow different mandates
 - Must juggle issues between the “home” agency and the collaborative

Benefits to Multi-Field Collaboration

- Brings in the diverse expertise and resources
- Provides access to broader constituencies and networks
- Increases access to funding opportunities and other resources
- Fosters sustainability

The Collaborator Multiplier

Collaboration Multiplier

Collaborator 1

Expertise:

Desired Outcomes:

Key Strategies:

Collaborator 2

Expertise:

Desired Outcomes:

Key Strategies:

Shared Outcomes

Partner Strengths

Joint Strategies

Collaborator 3

Expertise:

Desired Outcomes:

Key Strategies:

Collaborator 4

Expertise:

Desired Outcomes:

Key Strategies:

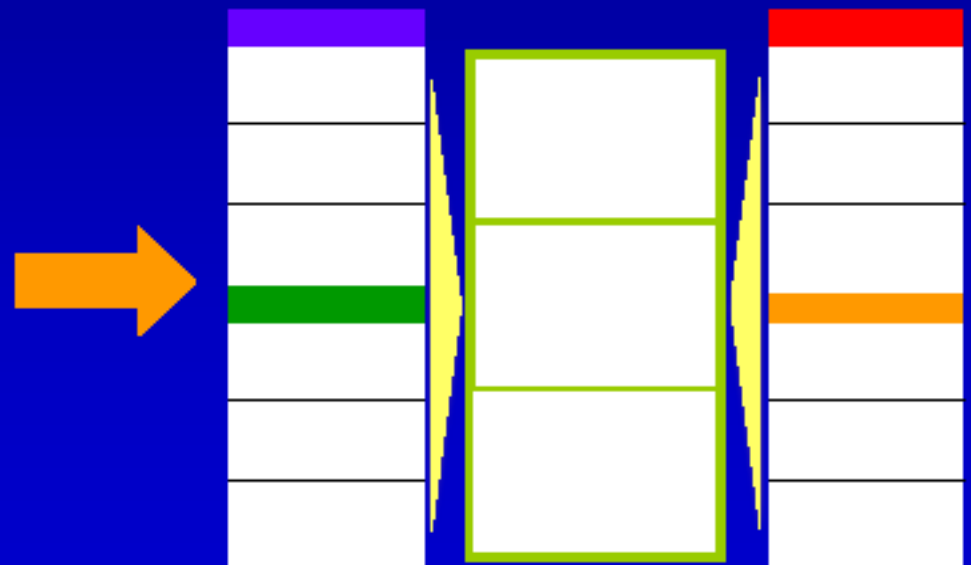
Collaboration Multiplier Approach

1

Information Gathering

2

Collaboration Multiplier Analysis



What do we need to know about our partners?



Phase I: Categories

- Importance
- Organizational Goals
- Expertise
- Assets/Strengths
- Key Strategies
- Desired Outcomes
- Data
- Partnership
- Organizational Benefit

Phase I: Information Gathering

Goal: Preventing Violence & Promoting Healthy Eating


	Expertise	Assets	Desired Outcomes	Strategies
Public Health	<ul style="list-style-type: none"> ■ Experience in population-based interventions and collection of data on chronic disease and injury rates 	<ul style="list-style-type: none"> ■ Established and trusted partner within the community that can provide data and staff resources 	<ul style="list-style-type: none"> ■ Unification of collaborative efforts to address violence and chronic disease 	<ul style="list-style-type: none"> ■ Facilitate system and policy changes that link healthy eating active living with violence prevention efforts
Violence Prev.	<ul style="list-style-type: none"> ■ Expertise in youth violence prevention and intervention 	<ul style="list-style-type: none"> ■ Experienced in street (community) organizing 	<ul style="list-style-type: none"> ■ Decreased gang violence and increased positive opportunities for at-risk youth 	<ul style="list-style-type: none"> ■ Build youth leadership and connect youth to training and employment opportunities
Urban Ag.	<ul style="list-style-type: none"> ■ Knowledge on urban food system infrastructure and implementation 	<ul style="list-style-type: none"> ■ Strong community infrastructure for communication, involvement, outreach and education 	<ul style="list-style-type: none"> ■ Long-term partnerships to achieve sustainable food systems 	<ul style="list-style-type: none"> ■ Create mechanisms for residents to access fresh, affordable healthy foods
City Council	<ul style="list-style-type: none"> ■ Knowledge and ability to influence local policy decisions 	<ul style="list-style-type: none"> ■ Ability to influence the allocation of City resources for programs and services 	<ul style="list-style-type: none"> ■ Policies that promote health and safety in the district 	<ul style="list-style-type: none"> ■ Help leverage funds for long-term sustainability

Activity Two: Information gathering

In relation to the identified goal(s) Identify:

- Your Sector and the Organization you represent
- Your strengths and expertise
- Assets
- Strategy or strategies
- The Desired Outcome

Activity Three: Using the tool (step 1)

City Council	
Expertise:	
Desired Outcomes:	
Key Strategies:	

Activity Three: Using the tool

City Council

A circular logo with the letters 'CC' inside, representing the City Council.

Expertise:

- Knowledge and ability to influence local policy decisions

Desired Outcomes:

- Sponsor policies that promote health and safety in the district

Key Strategies:

- Help leverage funds for long-term sustainability

Activity Three: Using the tool (step 2)

Collaboration Multiplier: Improving Safety and Increasing Access to Healthy Food

Public Health

PH

Expertise:

- Experience in population-based interventions and collection of data on chronic disease and injury rates

Desired Outcomes:

- Unification of collaborative efforts to address violence and chronic disease

Key Strategies:

- Facilitate system and policy changes that link healthy eating active living with violence prevention efforts

Urban Agriculture

UA

Expertise:

- Knowledge on urban food system infrastructure and implementation

Desired Outcomes:

- Long-term partnerships to achieve sustainable food systems

Key Strategies:

- Create mechanisms for residents to access fresh, affordable healthy foods



Violence Prevention

VP

Expertise:

- Expertise in youth violence prevention and intervention

Desired Outcomes:

- Decreased gang violence and increased positive opportunities for at-risk youth

Key Strategies:

- Build youth leadership and connect youth to training and employment opportunities

City Council

CC

Expertise:

- Knowledge and ability to influence local policy decisions

Desired Outcomes:

- Policies that promote health and safety in the district

Key Strategies:

- Help leverage funds for long-term sustainability

Activity Three: Using the tool (step 2)

Shared Outcomes



- **Strong partnerships among partner organizations and community members**
- **Safe community gathering space: Urban farm**
- **Employment for youth and adults**
- **Increased access to healthy foods**
- **Institutional systems and local policies to promote health and safety**

Activity Three: Using the tool (step 2)

Partner Strengths

- **Established trust and respect in community**
- **Local policy maker involvement and support**
- **Experience in community engagement and training**
- **Content expertise**
- **In-kind support**
- **Linked to broader city-wide initiatives**

Activity Three: Using the tool (step 2)

Joint Strategies/Activities

- **Establish urban farm and farmer's market**
- **Build youth capacity to understand goal and advocate for environmental and policy changes**
- **Build capacity of leaders**
- **Cultivate relationships and partnerships**
- **Connect youth and community residents to training and employment opportunities**

Activity Three: Using the tool (step 2)

Public Health

PH

Expertise:

- Experience in population-based interventions and collection of data on chronic disease and injury rates

Desired Outcomes:

- Unification of collaborative efforts to address violence and chronic disease

Key Strategies:

- Facilitate system and policy changes that link healthy eating active living with violence prevention efforts

Urban Agriculture

UA

Expertise/:

- Knowledge on urban food system infrastructure and implementation

Desired Outcomes:

- Long-term partnerships to achieve sustainable food systems

Key Strategies:

- Create mechanisms for residents to access fresh, affordable healthy foods

Shared Outcomes

- Strong partnerships among partner organizations and community members
- Safe community gathering space: Urban farm
- Employment for youth and adults
- Increased access to healthy foods
- Institutional systems and local policies to promote health and safety

Partner Strengths

- Established trust and respect in community
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Joint Strategies/Activities

- Establish urban farm and farmer's market
- Build youth capacity to understand goal and advocate for environmental and policy changes
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- Cultivate relationships and partnerships
- Connect youth and community residents to training and employment opportunities

Violence Prevention

VP

Expertise:

- Expertise in youth violence prevention and intervention

Desired Outcomes:

- Decreased gang violence and increased positive opportunities for at-risk youth

Key Strategies:

- Build youth leadership and connect youth to training and employment opportunities

City Council

CC

Expertise:

- Knowledge and ability to influence local policy decisions

Desired Outcomes:

- Policies that promote health and safety in the district

Key Strategies:

- Help leverage funds for long-term sustainability

Activity Three: Using the tool (step 3)

- Tailor your messages to engage different fields in achieving your goals
- Identify additional partners, outreach, and learn how they fit into the matrix
- Build and strengthen the coalition
- Develop a comprehensive strategic approach

Elements of Collaboration Multiplier can be modified depending on coalition needs...

- ✓ FUNDED MANDATES
- ✓ APPROACHES
- ✓ DESIRED OUTCOMES
- ✓ DATA
- ✓ MAJOR PRIORITY ISSUES
- ✓ POLICY CONCERNS
- ✓ PLAYERS
- ✓ PROBLEM DEFINITION
- ✓ NETWORK AND PARTNERS
- ✓ TRAINING EMPHASIS

The Spectrum of Prevention

Influencing Policy & Legislation

Changing Organizational Practices

Fostering Coalitions & Networks

Educating Providers

Promoting Community Education

Strengthening Individual Knowledge & Skills

Developing Effective Coalitions: The 8-Step Process



Questions????

PA Break

Communicating the Message:

Karen Barlow, CD&M



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Communicating your message

Presented by:
CD&M Communications

May 15, 2012

Introductions and goals

Plan your communication

- Provides a roadmap
- Increases success
- Deepens partnerships & establishes new ones
- Make the most of your resources



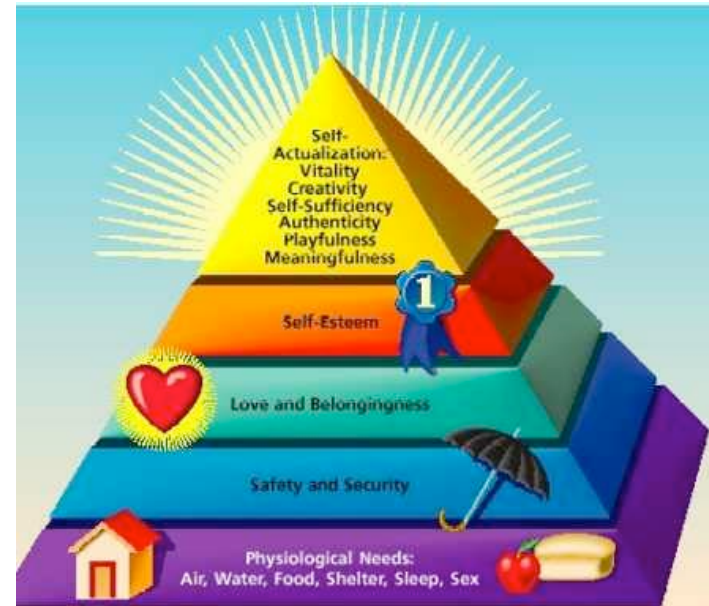
Start by clearly identifying the issue

- Support your objectives
- Assess current situation



Identify your audience

- Focus on needs
- What are their knowledge, beliefs & attitudes
- What does this issue have to do with them
- How will you motivate them to act



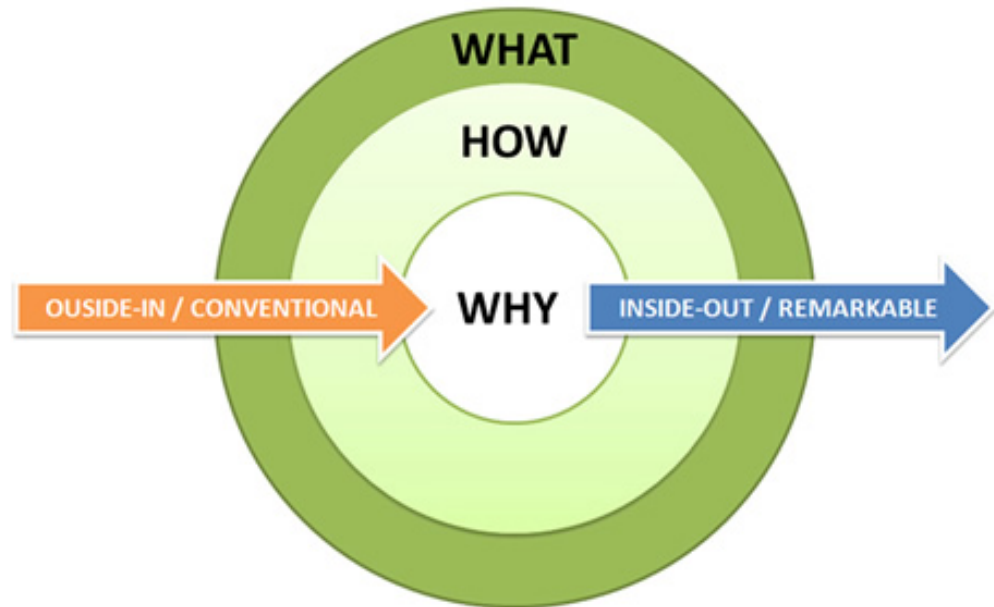
Use a story

- Touch emotions
- Make your topic interesting
- Uses real language
- You are “showing” not “telling”



Stories help you

- Build commitment
- Influence Change
- Inspire action



- Who will be your messenger?
- How will you reach your audience?
- If you can, test your message!

- Have a clear call to action
- Follow the CTG brand



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Jane - PPS Kindergartener

June 5, 2009

8:30 - Driven to School

8:45 - School Breakfast: Sugar cereal, juice drink, milk

10:00 FFVP Snack Carrots

10:15 Math - Subtraction using chocolate candies

10:30 - Misses recess for math enrichment

11:30 - School Lunch: served frozen mac & cheese, broccoli, chocolate milk, canned fruit cocktail

12:30 - Birthday Party Cupcakes

1:00 Literacy - given lollipop for working well

2:00 - Attends ice cream sundae party for perfect attendance

3:30 - After School Rec - talks with friends, does homework, has a sugary snack

6:00 - Dinner at Home - Burgers and fries



Jane - PPS 4th Grader

June 5, 2012

8:30 - Walks to school on [Portland Walkway](#)

8:45 - School Breakfast: WG bagel, 100% juice, milk, & local apple ([Local Foods & Wellness Policies](#))

10:00 - Snack of Local Carrots ([FFVP & Local Foods](#))

10:15 Math, with Enrichment - Calculates carrot seed planting distances ([Local Foods & School Gardens](#))

10:30 - Plays tag with her friends at recess ([Wellness Policy](#))

11:30 - School Lunch: fresh mac & cheese, milk, selects from salad bar, builds My Plate ([Local foods, taste testing, Salad Bars, POS Signage](#))

12:30 - Birthday Party, read new book donation to library

1:00 - Literacy - gets to sit next to friend for working well ([Wellness Policies](#))

2:00 - Goes on [Storywalk](#) with principal for perfect attendance ([Wellness Policies](#))

3:30 - After School Rec - 30 minutes PA ([Rec Policy](#))

6:00 - Dinner at Home - burgers, local salad and potatoes ([EBT/SNAP Farmers Markets](#))

Obesity

- Nationally – 1/3 of children are overweight or obese
- Maine - 1/4 children are overweight or obese



Thank you!

CD&M Communications
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www.cdmc.com

PA Break

Defining Expectations of the District Work

Group work:



Putting it all together



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Lunch



Thank you!



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