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Medical School



The Collective Impact Approach to Community Collaborations

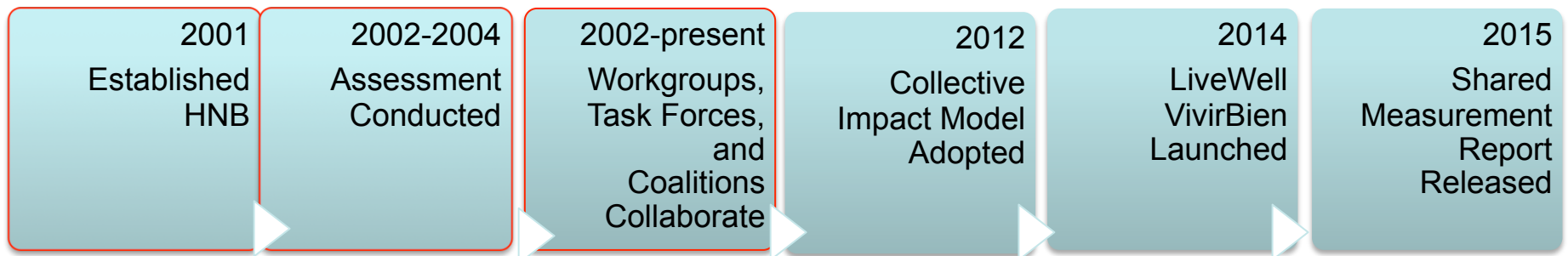
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Today's Objectives

- 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



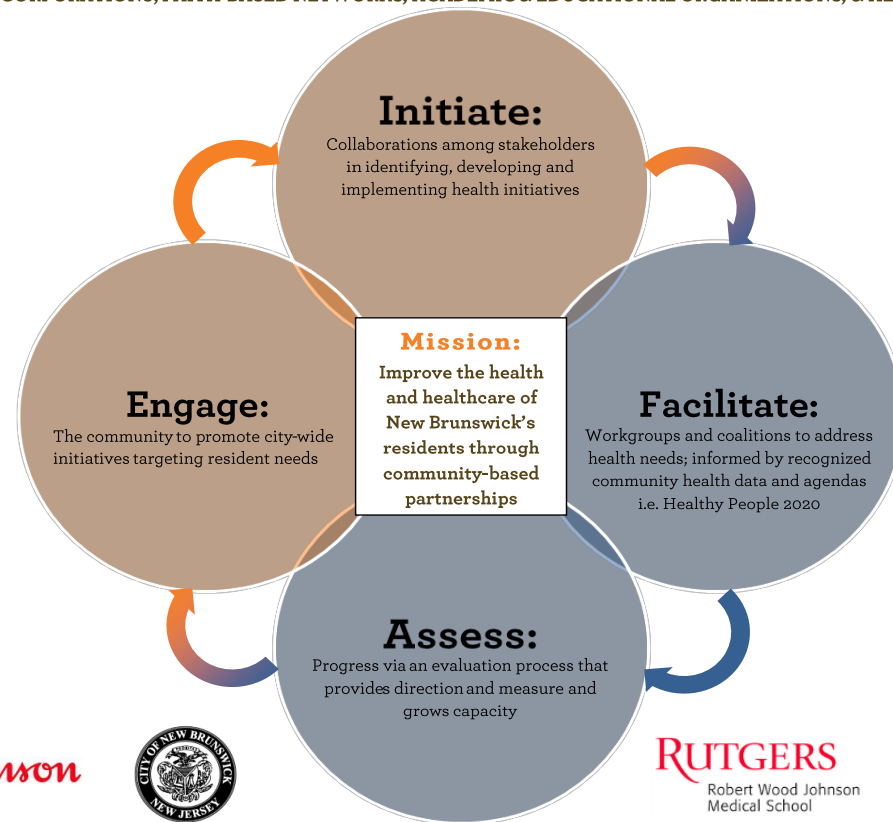
Access to
Care

Better Health
Outcomes

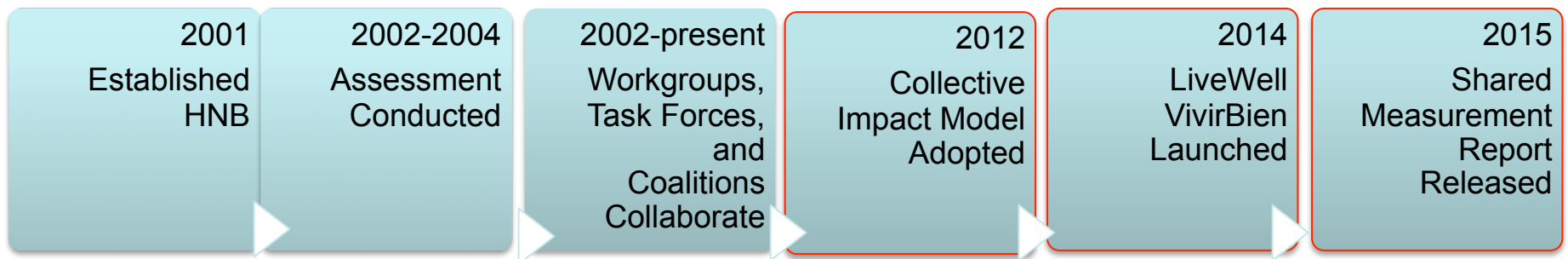
Healthier New Brunswick

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



Healthier New Brunswick Timeline



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

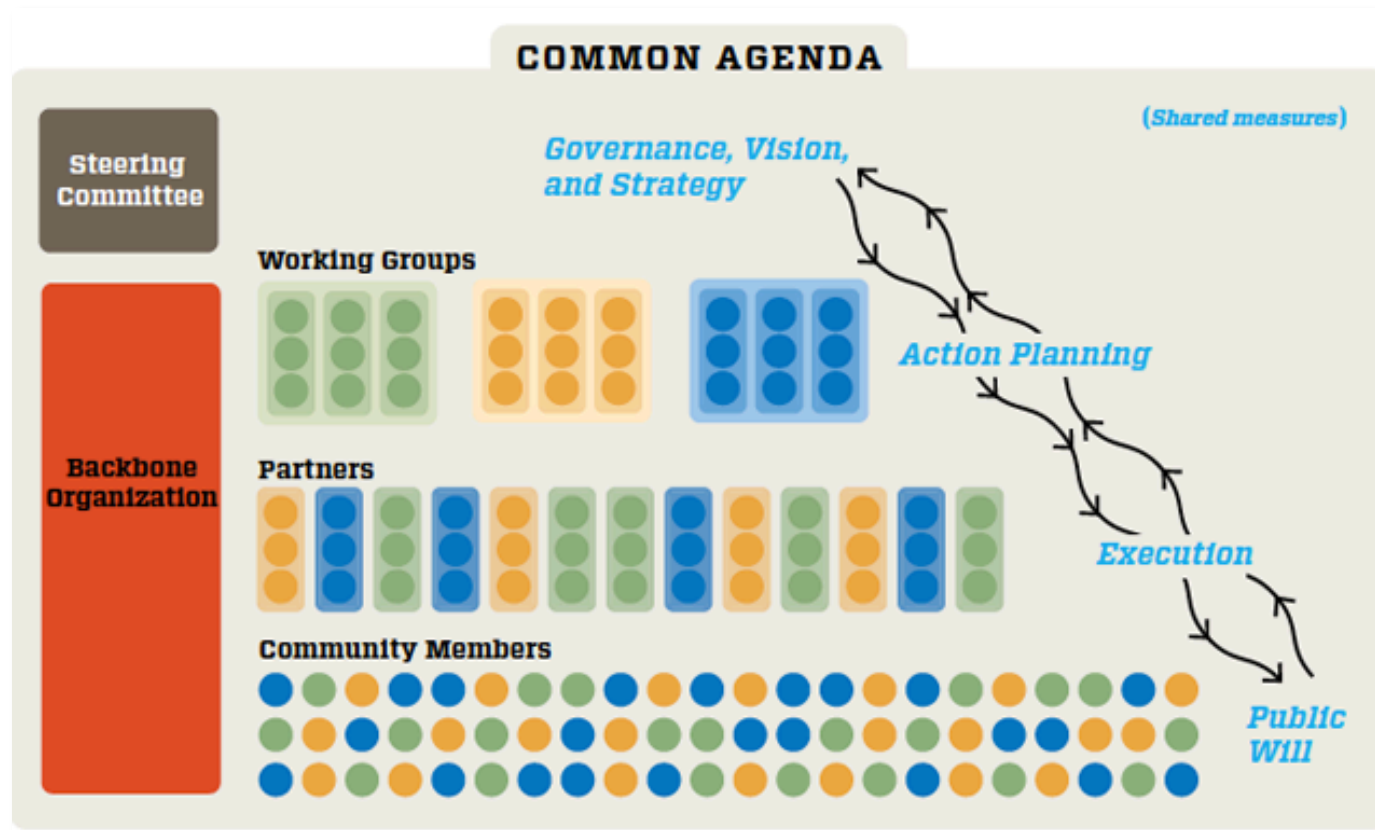
Consistent and open communication



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)

Linda Bright, B.S.

Praising Healthy Ministry, Mt. Zion AME Church – New Brunswick

COMMUNITY PARTNERSHIPS:

RESOURCES FOR A HEALTHIER CHURCH AND COMMUNITY

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