

COLLECTIVE IMPACT

Nebraska's approach to the prevention and mitigation of toxic stress and trauma in children.

Collective Impact Defined

A structured process for cross-sector leaders to set a common agenda to address a specific social problem, deploying a disciplined approach.

3 Prerequisites

Influential Champions are a leader or leaders who can make changes in and outside of their sphere of influence. Changes can be in the form of policy, programming, funding, recruiting, or infusing resources.

Resources are human and financial resources to be assessed and bolstered to ignite change.

Necessity of Action is moving the social issue on the community's agenda. Data may further illustrate the relevance of the issue. Identifying the connection between the issue and the negative impact on the community if there is no action creates urgency for activity.

5 Key Elements

Common Agenda

All participants have a shared vision for the desired change including a common understanding of the problem and a joint approach to solving it through agreed upon actions.

Shared Measurement

Collecting data and measuring results consistently across all participants ensures efforts remain aligned and people hold each other accountable. Leadership examines trends, impact of work, and makes data driven decisions.

Mutually Reinforcing Activities

Activities may be different and must be coordinated through a mutually reinforcing plan of action. Initially, partners may test a number of activities to determine the maximum impact of a specific activity or intervention.

Continuous Communication

Consistent and open communication is needed across the leadership to define a common vocabulary, build trust, assure mutual objectives, and appreciate a shared common motivation to address the social problem.

Backbone Organization Support

Creating and managing collective impact requires a separate organization with dedicated staff and set of skills to serve as the backbone for the initiative and coordinate participating organizations and agencies.

Collective Impact requires a dedicated cross section approach to impact a social issue. Measurable change may be seen in 3-5 years through a sustained, long-term commitment.

Isolated Versus Collective Impact

| Isolated Impact | Collective Impact |
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| Individual organizations which offer the most promising solutions are sought out by funders. | Solutions to social issues are developed through the interaction of many organizations within a larger system. |
| Organizations work separately and compete to produce the greatest impact. | Progress depends on working toward the same goal, with shared measurements. |
| Evaluation of the intervention attempts to isolate a particular organization's impact. | Large scale impact depends on increasing cross-sector alignment and learning among many organizations. |
| Large scale change depends on scaling a single organization. | Organizations actively coordinate their action and share lessons learned. |
| Corporate and government sectors are disconnected. | Corporate and government sectors are essential partners. |

Phases of Collective Impact

| Components for Success | Phase 1 Initiate Action | Phase 2 Organize for Impact | Phase 3 Sustain Action & Impact |
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| Governance & Structure | Identify champions and form cross-sector group | Create infrastructure for the backbone and processes | Facilitate and refine |
| Strategic Planning | Map the landscape and use data to make the case | Create common agenda with goals and strategy | Support implementation via alignment to goals and strategies |
| Community Involvement | Facilitate community outreach | Engage community and build public will | Continue engagement and conduct advocacy |
| Evaluation & Improvement | Analyze baseline data to identify key issues and gaps | Establish shared indicators, measurement, and approach | Collect, track, and report progress. Use continuous quality improvement |

Content Adapted from the Following Resources

Foundation Strategy Group, www.fsg.org/

Tamarack—An Institute for Community Engagement, www.tamarackcci.ca

Sanford Social Innovation Review, www.ssireview.org/

For more information, contact Together for Kids and Families

<http://dhhs.ne.gov/publichealth/MCAH/Pages/TogetherForKids.aspx>