Collaboration Multiplier

An interactive framework and tool for analyzing collaborative efforts across fields
Objectives

Participants will:

- Understand Collaboration Multiplier as a tool for improving your partnerships, coalitions, and collaboratives
- Review the two-step Collaboration Multiplier process, information gathering and analysis
- Identify ways to work with your coalition partners to strengthen engagement, processes, and joint strategies and outcomes
The determinants of health are beyond the capacity of any one practitioner or discipline to manage... We must collaborate to survive, as disciplines and as professionals attempting to help our communities and each other.

Mitchel and Crittenden, Washington Public Health Fall 2000
Why collaborate and work in coalitions?
Coalitions may be...

- Time intensive
- Frustrating

- Inefficient
- Poorly utilized

"Another meeting? I'd like to attend but I have real work to do."

"This coalition used to be worthwhile, but now it is a waste of time."

But they can also be...
...a tool for achieving effectiveness and sustainability

Effective coalitions allow you to:

• Bring together diverse experience and skills
• Gather a wide array of perspectives
• Combine advocacy power
• Provide access to more constituencies and networks
• Create greater focus on common goals
• Foster sustainability
Coalitions are affiliations of people or groups with a shared purpose.

They are a partnership working together collaboratively to influence outcomes on a specific issue.
Developing Effective Coalitions: The 8-Step Process

1. Analyze program objectives, determine whether to form a coalition
2. Recruit the right people
3. Devise preliminary objectives and activities
4. Convene the coalition
5. Anticipate necessary resources
6. Develop a successful structure
7. Maintain coalition vitality
8. Improve through evaluation
Why is collaboration hard?
We each have a role
What are the advantages of working with different fields, sectors, or partners?
Benefits to Multi-Sector 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 “How” of Collaboration
Working with other partners and sectors means we have different perspectives, more resources, greater trust, a bigger network, and a comprehensive approach.

Julie Young-Burns
Minneapolis Public Schools
What is Collaboration Multiplier?

- A tool for exploring and analyzing the differences in partners’ skills, resources, mandates and interests, as well as opportunities for synergy and collaboration.

- Supports development of action-oriented approaches for engaging multiple sectors, departments and agencies that are essential to advancing the vision, directives and strategies of the project.

- Helps users build effective partnerships to strengthen new and existing coalitions that can advance their goals.

- Encourages win-win coalition building that strengthens the structure and ecosystem for sustaining goals.
Collaboration Multiplier Helps Multi-Sector Partnerships...

- Identify common and divergent approaches
- Take stock of individual and collective resources
- Identify who (or what) is missing and tailor a pitch to engage more partners in harm reduction efforts
- Forge comprehensive approaches and joint solutions to address large scale challenges like substance misuse
- Clarify how people from each discipline view and approach an issue such as harm reduction differently
Collaboration Multiplier Has Two Phases

• **Information Gathering.** Compile and share information. Learn more about your partners and their perspectives.

• **Analysis.** A facilitated conversation to discuss implications of Phase 1, explore possible directions, agree on next steps.
Information Gathering

Analysis
Partnership is Key

City Officials

Law Enforcement

Health Care Providers

Community Groups

Business Owners

Transportation
What do we need to know about our partners?
Phase 1: Information-Gathering

- **Assets/Strengths:** What resources can be brought to the table?
- **Key Strategies:** What key strategies/activities are currently being implemented relevant to this issue?
- **Desired Outcomes:** What specific results/outcomes are desired as a result of this collaboration? What does success look like?
- **Data:** What data is collected and how?
- **Partnership:** Which partners/participants can be brought to the table to enhance outcomes?
- **Organizational Benefit:** What is the benefit of participating in this collaborative?
## Information Gathering Grid Example

<table>
<thead>
<tr>
<th>Sector/Partner</th>
<th>Public Health</th>
<th>Property Owners</th>
<th>Public Works</th>
<th>Youth Groups</th>
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<tbody>
<tr>
<td>Mandate</td>
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<tr>
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1. Information Gathering: Mandate

What is this group’s mandate? For what is it held accountable? Why might improving safety be important to this group?

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![Image of people with food and vegetables](image-url)
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cc Michelle Mackbee
# 1. Information Gathering: Mandate

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<td>Prevent disease and injury. Create the conditions that promote health and wellness.</td>
<td>Maintain safe, habitable housing. Ensure the property is secure.</td>
<td>Design, construct, renovate and maintain public facilities and infrastructure.</td>
<td>Promote positive development and prepare children and youth to succeed in life.</td>
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1. Information Gathering: Activities

Which of this group’s current strategies and activities relate to increasing safety and/or reducing blight?

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Seattle Municipal Archives
1. Information Gathering: Activities

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1. Information Gathering: Desired Outcomes

What specific results or outcomes would this group like to see to make participation in our coalition worthwhile? What does success look like for this group?

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<td>Decreased injury, death and trauma from violence. Increased safety.</td>
<td>Increased property value.</td>
<td>Decreased litter and graffiti. Public ownership of spaces.</td>
<td>Improved school attendance.</td>
</tr>
</tbody>
</table>
1. Information Gathering: Completed Grid

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</table>
Phase 1: Information Gathering Activity

<table>
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<tr>
<th>Importance of This Issue</th>
<th>Partner 2</th>
<th>Partner 3</th>
<th>Partner 4</th>
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</thead>
<tbody>
<tr>
<td>Strategies and Activities</td>
<td>Policy Work</td>
<td>Policy Advocacy</td>
<td>Risk Management</td>
</tr>
<tr>
<td>Resources</td>
<td>Skills &amp; Training</td>
<td>Skills Development</td>
<td>Social Media</td>
</tr>
<tr>
<td>Data</td>
<td>Census data, Police Info, School Board, Health Officer, Fire Dept.</td>
<td>Maintenance Expenses, Assets</td>
<td>Sales data, Revenue, Consumer Visit &amp; Sales or New Businesses</td>
</tr>
<tr>
<td>Desired Outcomes</td>
<td>Vibrant city, re-election, Strong tax base, Sustainable Budget, Happy Constituents</td>
<td>Improved health, Higher community engagement</td>
<td>Higher community engagement</td>
</tr>
</tbody>
</table>

- Policy Work: Hospital of Hope, Senior Community, Adult Education Services
- Policy Advocacy: Health Education, Community Health Prevention, Economic Development
- Risk Management: Social Media, Public Relations, Security, Conflict Management
Information Gathering

Analysis
Phase 2: Analysis

• What partner strengths can the collaborative utilize? How do you leverage each partner’s expertise?
• What results and outcomes can be achieved together?
• What strategies/outcomes can two or three partners work together on?
• How will partners measure success?
Analysis

Shared Outcomes

Partner Strengths

Joint Strategies

Public Health

Parks & Recreation

Housing

Faith
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**Expertise:**
- Promoting healthy lifestyles for individuals and families in their communities and workplaces.
- Producing and disseminating data to inform and evaluate public health strategies and programs.

**Desired Outcomes:**
- Improved physical and mental health, health equity and perception of safety.

**Key Strategies:**
- Coordinate efforts to prevent injuries and diseases.
- Monitor population health, and develop policies that keep people healthy and safe.

**Expertise:**
- Maintain safe, habitable housing, and ensure property is secure.
- Adhere to building codes, and meet safety requirements.

**Desired Outcomes:**
- Increased property value and responsible tenants care for property.
- Positive neighborhood reputation.

**Key Strategies:**
- Establish property as a safe for habitation to increase curb appeal.
- Negotiate leases, collect rents and return security deposits.

**Expertise:**
- Design, construct, renovate and maintain public facilities and infrastructure.
- Access to service requests by geographic location.

**Desired Outcomes:**
- Increased ownership of public spaces by civic groups and residents.
- Decreased amount of litter collected and number of graffiti incidents.

**Key Strategies:**
- Clear ditches and storm water inlets.
- Dispose of waste and recycling. Remove graffiti. Coordinate volunteers for cleanup projects.

**Shared Outcomes**
- A safe open space near the school that promotes attendance and reduces fear of violence among youth.

**Partner Strengths**
- Various data sets that tell more when combined than separately.
- Collective expertise to create an attractive, safe physical space.
- Access to the property and staffing supplemented by volunteers to complete the work.

**Joint strategies/Activities**
- Health and Human Services and youth-serving organizations identified the vacant space by the school as a problem area.
- Property owners and managers utilized a shared use agreement for Public Works and Engineering to remove trash, toxins, and improve water drainage.
- Public Works and Engineering engaged nearby tenants and local civic organizations as volunteers to maintain the land and discourage illegal dumping and drug-dealing.
- Health and Human Services Department made micro-grants for young people to lead neighborhood clean-up projects and other community-based campaigns, with support of partners.
Small Group Discussion Question:

How can we keep partners engaged in our coalition or collaborative work?

What have you tried that hasn’t worked?

*Be Creative!*
Engagement Best Practices

- Welcome and orient new coalition members
- Make sure people are on the same page re: goals and outcomes
- Establish continued touchpoints – in person, if possible
- Communicate and share progress toward your collective goal – visuals, dashboards, trackers, regular report outs, etc.
- Recognize and appreciate team members and partners
Discussion Question:
What’s an opportunity that this workgroup brings that supports your goals?
Coming together across many government sectors, we have different vocabularies, theoretical frameworks and worldviews. We have to find a common language to get work done together.

Noelle Wiggins, Multnomah County Health Department
Where we are...
Where we need to be
Collaboration Multiplier Debrief

1. How might you use Collaboration Multiplier with your coalition to sustain the work?

2. What implications does multi-sector involvement have for your structure and strategic planning?

3. What are you excited to leave here today and do next with your partners, coalition and/or workgroup?
If you want to go fast, go alone. If you want to go far, go together.

- African Proverb