Create Lasting Change: Core Elements of Sustainability

Sponsored by: The Center For Children’s Health, Cook Children’s

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Desired Outcomes

✓ Grow understanding of the core elements of sustainability
✓ Gain strategies, tools and tips for strengthening sustainability
✓ Benefit from the ideas of peer communities
✓ Identify promising ideas worth pursuing
# Learn Through Dialogue

<table>
<thead>
<tr>
<th>Debate/Discussion</th>
<th>Dialogue</th>
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</thead>
<tbody>
<tr>
<td>Assuming there is one right answer, and you have it</td>
<td>Assuming many people have pieces of the answer and together can craft new solutions.</td>
</tr>
<tr>
<td>Combative: participants attempt to prove the other side is wrong</td>
<td>Collaborative: participants work together toward common understanding and commitment</td>
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<tr>
<td>About winning</td>
<td>About exploring common ground</td>
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<tr>
<td>Listening to find flaws and making counter-arguments</td>
<td>Listening to understand, find meaning and agreement</td>
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<tr>
<td>Defending assumptions as truth</td>
<td>Revealing assumptions for re-evaluation</td>
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<tr>
<td>Reinforcing, restating same points</td>
<td>Balancing Advocacy &amp; Inquiry</td>
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Starting Point:

What Do We Mean by Sustainability? & What are we trying to Sustain?
In Pairs...

Share an experience you have had with a group or collaborative that has had *sustained impact*?

*What made/makes it work??*
Sustainability

“A community’s ongoing capacity and resolve to work together to establish, advance, and maintain effective strategies that continuously improve health and quality of life for all.”

Healthy Communities Program Sustainability Guide
3 Core Elements of Sustainability

1. Building an Effective Coalition + “Backbone” Support
2. Employing the Right Mix of Strategies
3. Securing Diverse Resources
Core Element #1:

Building An Effective Coalition + “Backbone” Support
Strong Relationships

Effective Processes

Clear Roles/Expectations

Shared Mission

DNA of An Effective Coalition
Weave Mutual Interests Together

• Common Vision based on mutual benefits
• Shared Understanding of problem
• Prioritized outcomes & strategies aimed at shared Goal(s)
At School

At Work

Around Town

Before and After School

At the Doctor

At Mealtime

For Fun

LiveWell!
greenville

CommunityInitiatives network
Adopt Entrepreneurial Approaches

• Recognize and act on opportunities
• Produce results to create more opportunities
• Experiment and scale
Use Data to Drive Results

• For alignment & performance improvement
• Leverage granular & data visualization
• Combine data & story
Registered users have free access to thousands of GIS data layers at varying levels of geography (state, county, zip code, tract, block group, point) to create your own customized maps, and contextualized tools providing the ability to map, visualize, analyze and communicate.

This map shows USDA designated food deserts and food access points in Louisville, along with poverty rates and schools with high percentage of children with free and reduced price lunch eligibility. This map could be used as a starting point for food security assessment and how it relates to children in need. Local data such as grocery store locations and community gardens can be added to the map.
“We remain devoted to data and enamored of empirical evidence. And while we will always need hard facts to make our cases, we often fail to realize that the battle for hearts and minds starts with the hearts.”

– Andy Goodman
Grow A Backbone!

- Convening, project management, research/evaluation & fiscal management
- Build trust via **Continuous Communication**
- Credibility b/c Act For the Common Good
Backbone to help Distribute Leadership

- Vision
- Health
- DPW
- Parks
- Planning
- Elected
- Rec.
- Trails
- Bike/Ped Advocate
- Enviro.
- Elected
- DPW
- Planning
- Health
- Transport
- Neighborhoods
- Agriculture
- YMCA
- Schools
- Vision
- Employers
- Hospitals
- Insurers
- ADA
- Found.
- ACS
- AHA
- NAHB
- NAR
- Service Orgs.
- PTOs
- Churches
- CommunityInitiatives network
1. To be a purveyor of data regarding our community’s health

2. Catalyst & Convener Around Community Health Issues

3. Serves as the fiscal home and incubator

4. Support partnership and public communication
Core Element #2: Employing Right Mix of Strategies
# Spectrum of Prevention

<table>
<thead>
<tr>
<th>Level of Spectrum</th>
<th>Definition of Level</th>
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<tbody>
<tr>
<td>6. Influencing Policy and Legislation</td>
<td>Developing strategies to change laws and policies to influence outcomes</td>
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<tr>
<td>5. Changing Organizational Practices</td>
<td>Adopting regulations and shaping norms to improve health and safety</td>
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<tr>
<td>4. Fostering Coalitions and Networks</td>
<td>Convening groups and individuals for broader goals and greater impact</td>
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<tr>
<td>3. Educating Providers</td>
<td>Informing providers who will transmit skills and knowledge to others</td>
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<tr>
<td>2. Promoting Community Education</td>
<td>Reaching groups of people with information and resources to promote health and safety</td>
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<tr>
<td>1. Strengthening Individual Knowledge and Skills</td>
<td>Enhancing an individual's capability of preventing injury or illness and promoting safety</td>
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www.preventioninstitute.org
Blend Program-Promotion-Policy

- Use programs as onramps and wrap-arounds
- Promotion & education to grow constituency
- Policies (environmental change) greater for impact
Want to help people move more!?  

Let’s Do a Great Event: Bike, Walk & Wheel Week!

✓ Bands & Festival
✓ Truman the MU mascot on a bike
✓ Walk to School Day with Breakfast Stations
✓ Car/Bike Challenge
✓ Cool T-Shirts
✓ Win a new bike or a PedNet Hat!
✓ Local VIPs make omelets before bike Ramble
Bike, Walk & Wheel Week (BWWW)

**Advantages**
- Downtown festival is a great way to get folks interested in biking/walking
- Potential media draw/good photo ops
- Good for community relations
- Inspiring

**Shortcomings**
- Reach
- Long term impact/ change in behavior
- Doesn’t address other barriers to regular BWWW, such as access, connectivity, equipment, skill & comfort, etc.
Let’s Add Targeted Programs!

Bike, Walk & Wheel Week to Kick Off….

- Recycle-Cycle program for underserved families
- Confident City Cycling education training for targeted groups
- New schools sponsoring Walking School Bus Programs
- “Neighbors on the Go”—social biking and walking groups
A Formula for Impact

Impact \equiv \text{Reach} \times \text{Exposure} \times \text{Potency}

Focus on changing things that affect

many people

with frequent exposure

in a comprehensive way
Adding Up Strategies...

50% healthy vending slots
- Ban on unhealthy foods in cafeteria
- Whole school reform
  - School reform + Corner Stories

Walk to school day
- Walk to school year
- Safe Routes to School
  - Safe Routes + Complete Streets
Core Element #3:

Securing Diverse Resources
Make It Compelling

• Get Clear On Real Needs—and create yes-able propositions for coalition partners
• Point to Results—and plan for demonstrating future results
• Promote Contributors—frequently sing praises of contributors
Keep A Look Out...

• Federal & State Agencies
• Foundations
• Service Organizations
• Hospital Community Benefits
• Community Development Funding
• Social Impact Investments
Leverage Financial & Non-Financial

• Braid & Pool separate sources of funding when possible

• Leverage Non-Financial Resources: communication, staff, volunteers, office space, food, research, fiscal management
Help Others Adopt & Spread Impact

- Health
- Education
- Environment
- Economy
- Energy & Transportation

Policy & Program Alignment

Leadership for Healthy Communities
Future Story...

**Imagine** that it is 2017 and that your coalition has been extraordinarily effective for the “past” 3 years

**Write** a letter to colleague/friend describing what’s now going on as a result of a fruitful “past” 3 years
Listen For:

- Results (behaviors or outcomes)—what are you trying to sustain?
- Implied strategies for getting results

Identify:

- 2 Ideas or Questions Worth Pursuing
- At least 1 immediate next step
"...one cannot but wonder how an environment can make people despair and sit idle and then, by changing the conditions, one can transform the same people into matchless performers."
97% repayment rate & Incalculable Benefits