



Collective Impact Session:

The Essentials for the Joint Commission and Your Organization

Friday, February 9, 2018

2:45pm - 4:15pm

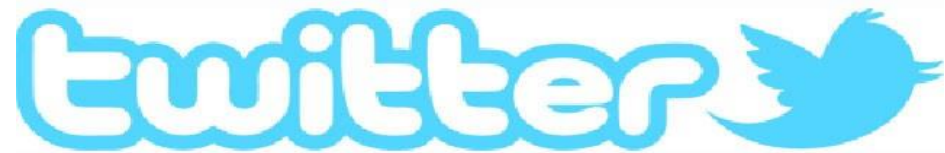
Tweet About These Sessions!

@JCSMSTWEETS

@ImpactThrive

#CollectiveImpact

#!/@YourOrganization



Collective Impact has been referred to as ... Collaboration for Impact ...

A graphic featuring the words "SERIOUS" and "IMPACT!" in a stylized, hand-drawn font. "SERIOUS" is in a light blue, outlined, 3D-style font with diagonal hatching on the sides. "IMPACT!" is in a darker teal, solid, bold font. The exclamation point is also in the same teal color and has a 3D effect with hatching. The text is set against a white background with a slight drop shadow, giving it a sticker-like appearance.

**SERIOUS
IMPACT!**

Collective Impact Defined

Collective Impact is the commitment of a group of actors from different sectors to a common agenda for solving a specific social problem, using a structured form of collaboration.

Collective Impact, Stanford Social Innovation Review, John Kania and Mark Kramer, FSG



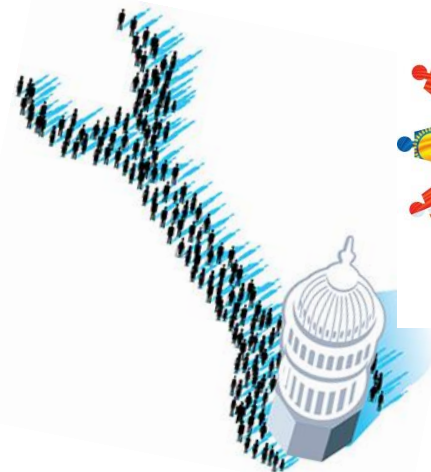
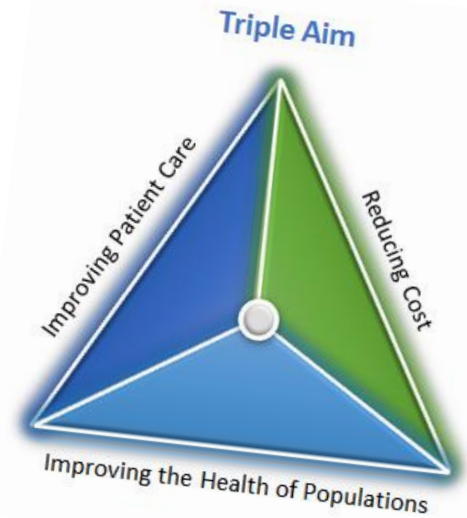
Collective Impact Goals

Goals related to patterns of behavior and circumstances

- Changes in individual behavior among target populations
- Changes in living situations or well-being
- Changes in professional practice or how we approach our work

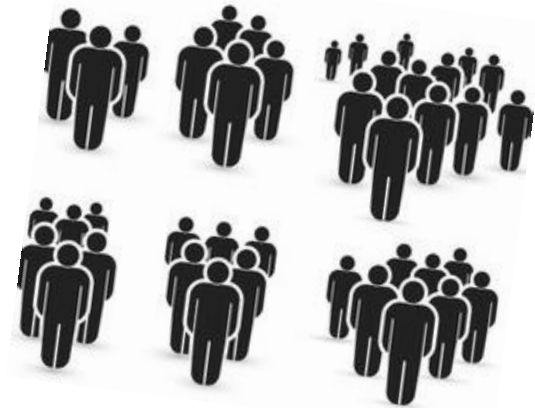
Goals related to changes in systems

- Changes in funding
- Changes in cultural norms
- Changes in public policy

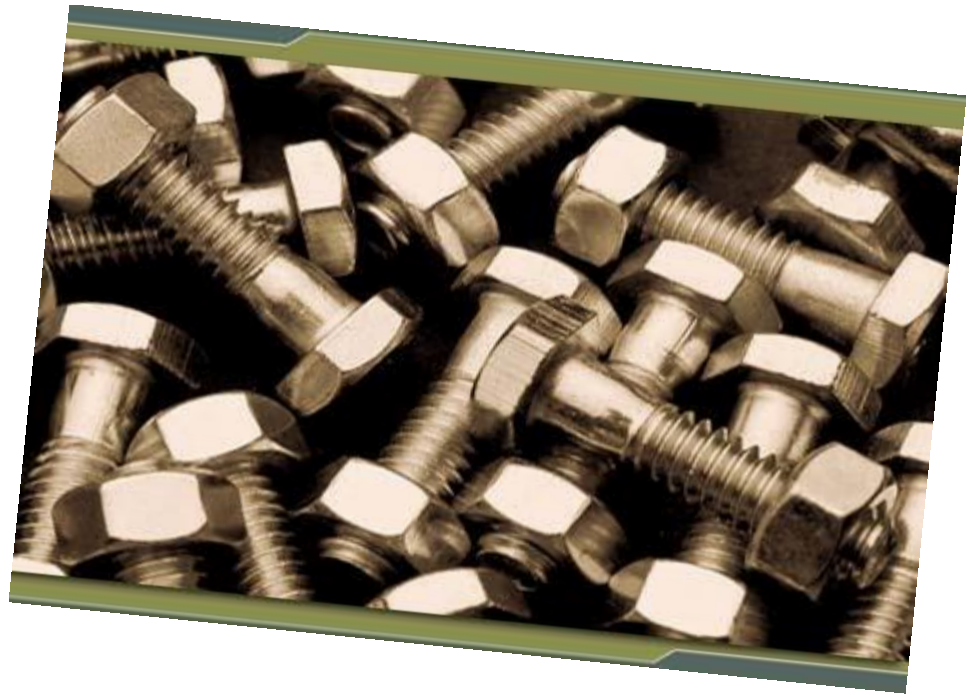


Collective Impact Targets

- Early Childhood Education
- Addiction and Recovery
- Homelessness
- Population and Public Health
- Poverty Elimination
- Youth Development
- Affordable and Mid-Range Housing
- Community Economic Development
- Animal Welfare
- Reentry to the community
- Environment
- Holistic Wellness



**NUTS
&
BOLTS**



COLLECTIVE IMPACT APPROACH

5 KEY CONDITIONS FOR SHARED SUCCESS

Common Agenda

All participants have a **shared vision for 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 participants hold each other accountable

Mutually Reinforcing Activities

Participant activities must be **differentiated while still being coordinated** through a mutually reinforcing plan of action

Continuous Communication

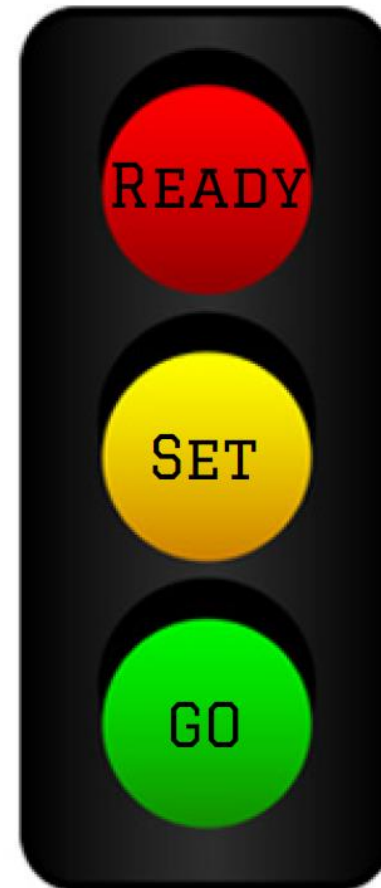
Consistent and open communication is needed across the many players to build trust, assure mutual objectives, and appreciate common motivation

Backbone Support

Creating and managing collective impact requires a separate organization(s) with staff and a specific set of skills to **serve as the backbone for the entire initiative and coordinate participating organizations and agencies**

Collective Impact Preconditions

Launching a Collective
Impact Initiative Has
Four (4) Prerequisites or
Readiness Factors





Urgency for Change

- Critical problem in the community
- Frustration with existing approaches
- Multiple actors calling for change
- Engaged funders and policy makers



Influential Champion/s

- Commands respect and engages cross-sector leaders
- Focused on solving problem but allows participants to figure out answers for themselves



Financial Resources

- Committed funding partners
- Sustained funding for at least 2-3 years
- Pays for needed infrastructure and planning



Basis for Collaboration

- Successful history of working together
- Conditions are right for working together

Collective Impact Learnings

- Complex social problems typically cannot be solved by a single entity or organization.
- While ideal, not all of the five conditions or readiness factors are necessary to move efforts forward.
- While not all issues or situations call for a Collective Impact approach, there is value in using the framework as a lens in assessing how to move forward in making impact on specific issues and achieving desired outcomes.
- Interaction in a collective impact process launches participants on a journey of collective learning and action where new solutions to complex problems emerge.

Challenges of Collective Impact

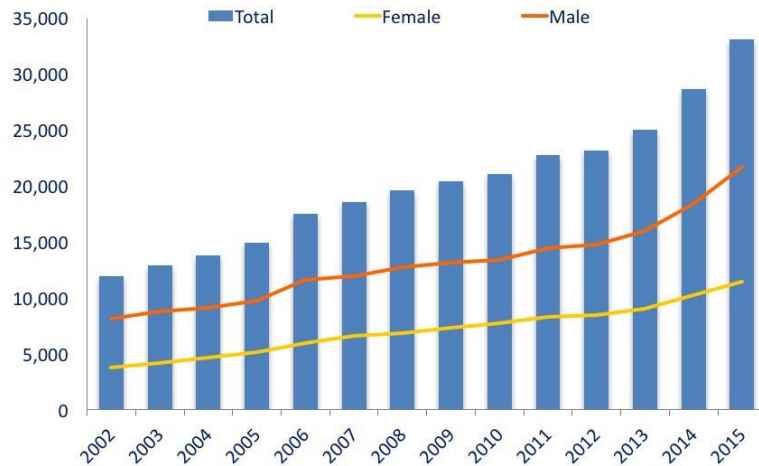
- Doesn't happen quickly
- Can be hard to secure initial and/or sustained funding
- Can be difficult to engage the "right" partners
- Requires trust, cooperation, and breaking down/connecting silos
- Disrupts existing power structures and hierarchies
- Involves managing the "collaboration pitfalls" of control, competition, and commitment
- Must involve "communities" ("do with", not "do to")
- Requires action beyond assessment and planning

Setting a Common Agenda

The Opioid Epidemic ... a national public health crisis



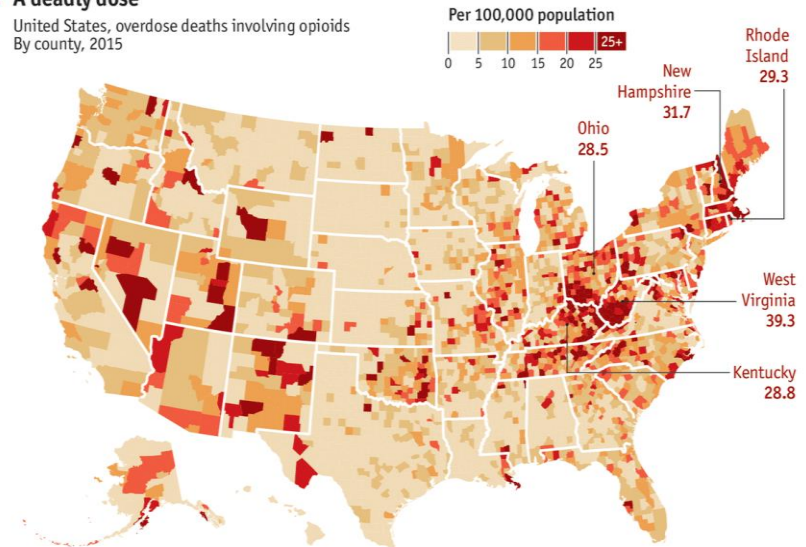
National Overdose Deaths Number of Deaths from Opioid Drugs



Source: National Center for Health Statistics, CDC Wonder

A deadly dose

United States, overdose deaths involving opioids
By county, 2015



Source: Centres for Disease Control and Prevention

onomist.com

Mutual Understandings and Helper Roles

Mutual Understandings

- Use "thumb-talk" consensus decision-making
- Stay focused and on task (timer and clap)
- Everyone has the chance to share their ideas
- Appreciate all views and opinions
- Be positive and solution oriented – strive to innovate!
- Have fun and get it done 😊

Helper Roles

- Facilitator - keep the group on task
- Recorder - document key discussion points on response sheet
- Reporter - share a few key points with the large group

Discussion Questions

1. What strategies or efforts seem to be working well in addressing the Opioid Crisis and what could be improved?
2. What might be some “indicators of success” to use in measuring and demonstrating impact in this effort?
3. Who might be some partners to engage in this effort and what role could they play?
4. What might be some strategies or activities that partners could initiate or better align to make a collective impact on the issue?
5. What are some specific and concrete “next steps” that should be taken to move this work forward? (**identify who is responsible and by when**)



Collective Impact Session:

Applying The Essentials

Saturday, February 10, 2018

1:15pm - 2:00pm

Issues from the 2017 Joint Commission Annual Meeting in Columbus

- Advancing Diversity, Inclusion, and Equity
 - Sports and Physical Activity for Women and Girls
 - Inclusion of All People in Sport
 - Opportunities and Needs in the Fields of Sports Medicine and Science

- Addressing the Opioid Use Crisis in America at the Intersection of Sports, Healthcare, and Society

Applying The Essentials

Updates regarding the work started at the 2017 JCSMS annual meeting

Sharing of other Collective Impact “like” collaborative efforts you have been involved in

- Components of the Collective Impact approach used to move that work forward
- Collective Impact components that might be useful in moving that work forward



Setting The Stage for Sunday Morning

Issues from the 2018 pre-annual meeting webinar

- Accelerating Progress in Exercise and Oncology: Dr. Kathryn Schmitz
- Improving Military Health, Performance, and Readiness: Dr. Jon Metzler
- Finding Balance in Sports Specialization and Health: Michael Massik

Issues from the 2018 Joint Commission meeting

- Enhancing the Health and Lives of America's Youth
- Activating on Needs and Opportunities Arising with former Surgeon General (acting) Boris Lushniak
- Responding to the Epidemic of Appearance and Performance Enhancing Substances

Selecting Additional Issues For Discussion

In addition to the issues reviewed during the webinar, we are asking for your input in identifying additional topics for tomorrow morning's session.

Criteria to consider

- The issue might have appeal to other JCSMS members
- There are others outside of JCSMS to engage in the work
- You might be willing to help move the work around this issue forward
- Addressing this issue seems realistic and doable



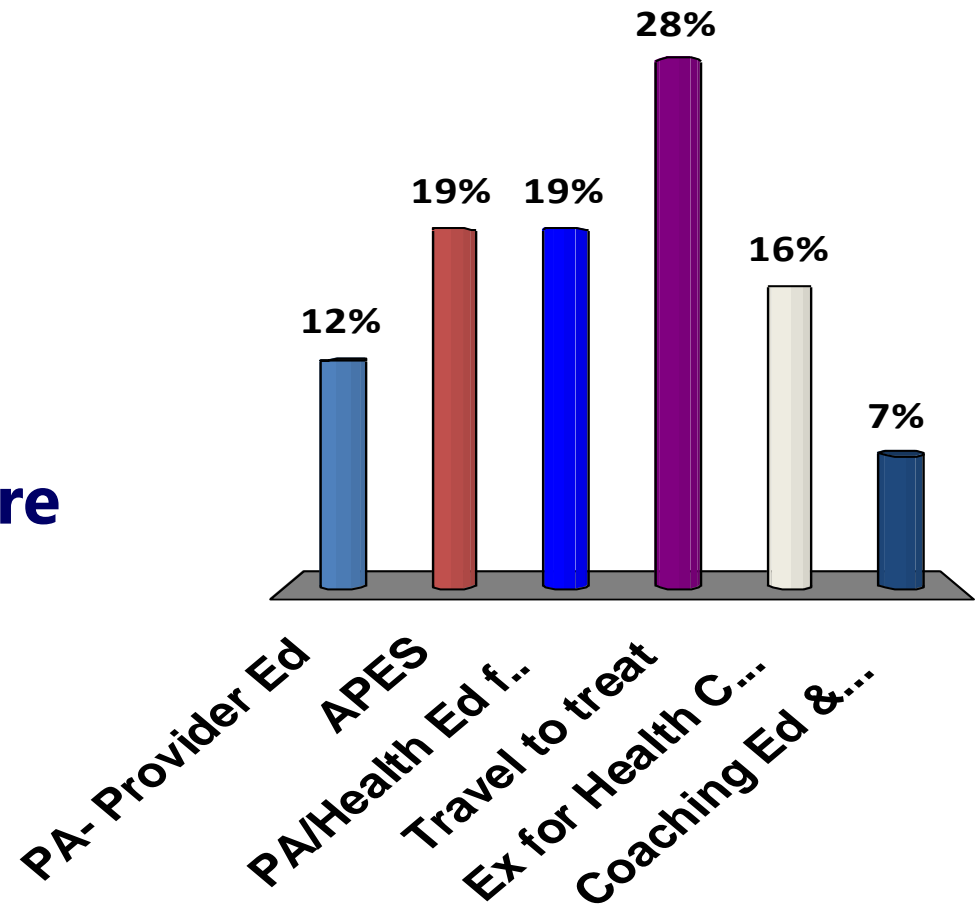
Collective Impact Priorities for the Joint Commission and Your Organization: Applying the Essentials and Next Steps in 2018-2019

Sunday, February 11, 2018

8:30pm - 9:45pm

What critical issue do you feel we should explore using the Collective Impact approach?

- A. PA- Provider Ed
- B. APES
- C. PA/Health Ed for Youth
- D. Travel to treat
- E. Ex for Health Culture
- F. Coaching Ed & Credentialing



Collective Impact Topics for Discussion

- Accelerating Progress in Exercise and Oncology
- Improving Military Health, Performance, and Readiness
- Travel to Treat
- Physical Activity and Health Education for Youth
- Appearance and Performance Enhancing Substances

Mutual Understandings and Helper Roles

Mutual Understandings

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Helper Roles

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Discussion Questions

1. What is the ultimate vision or desired outcome regarding this issue?
2. What might be some “indicators of success” to use in measuring and demonstrating impact in this effort?
3. Who might be some partners to engage in this effort and what role could they play?
4. What might be some strategies or activities that partners might initiate or better align to make a collective impact on this issue?
5. What are some specific and concrete “next steps” that should be taken to move this work forward? (**identify who is responsible and by when**)

Building On This Work

- Keep in mind, this was just the beginning and that action and resources will need to be available to move this work forward
- Specific and concrete next steps have been identified for several new initiatives
- Further explore the role of backbone organizations
- Commit to meet within the next 30-60 days (in-person, phone call, group videoconferencing, etc.)
- Use the assessment and planning data collected to develop an “action plan” to move the work forward

Explore Additional Opportunities at Home...

- Identify an issue that is or could be specifically aligned with the mission of your individual organization
- Further explore the role of backbone organizations
- Engage with key stakeholders around the identified issue
- Conduct assessment and planning activities to determine how to move the work forward

Collective Impact Resources

- Collective Impact Forum, an online community to help support the efforts of those who are practicing collective impact - www.collectiveimpactforum.org
- FSG website – www.fsg.com
- Google “Collective Impact” and discover countless resources!