



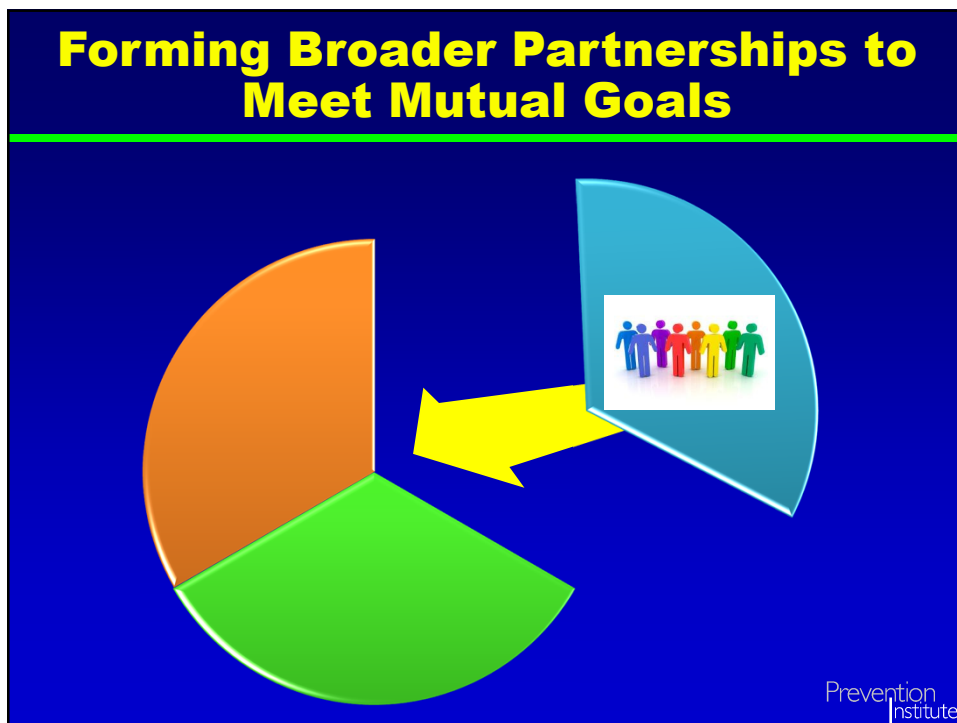
Collaboration Multiplier

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Putting prevention of the center of community well-being

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Forming Broader Partnerships to Meet Mutual Goals



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What makes multi-field collaboration challenging?



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Multi-Field Collaboration is Hard Work

Diverse partners:

- ◆ View the world differently
- ◆ May lack understanding of other field's issues, values, capabilities, and goals and priorities
- ◆ Speak different languages
- ◆ Follow different mandates
- ◆ Must juggle issues between the "home" agency and the collaborative

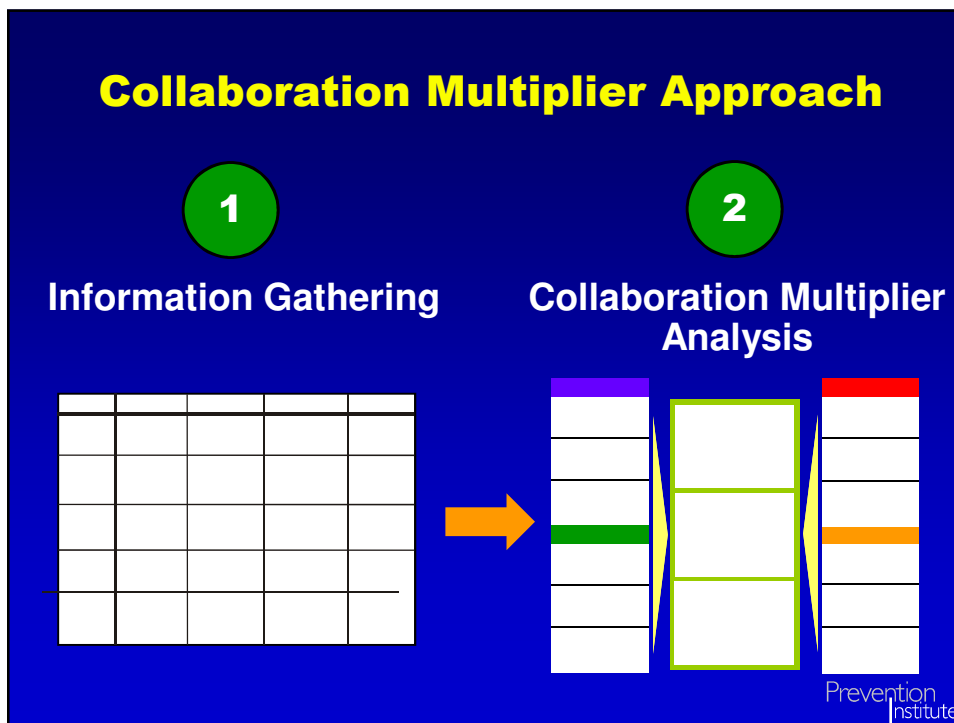
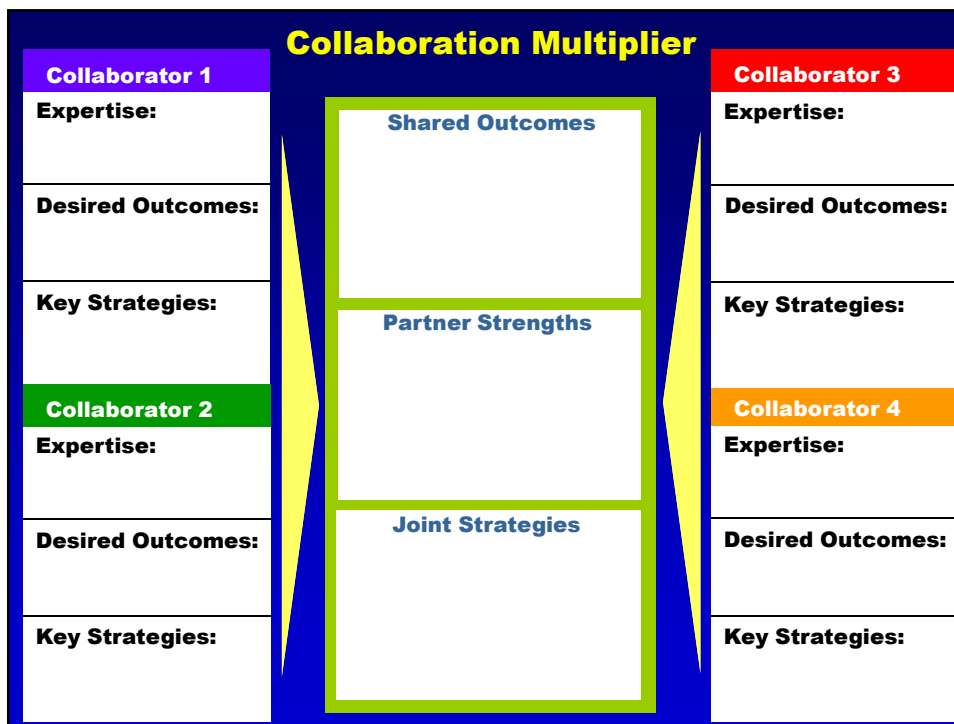
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What are the advantages of working with different fields?

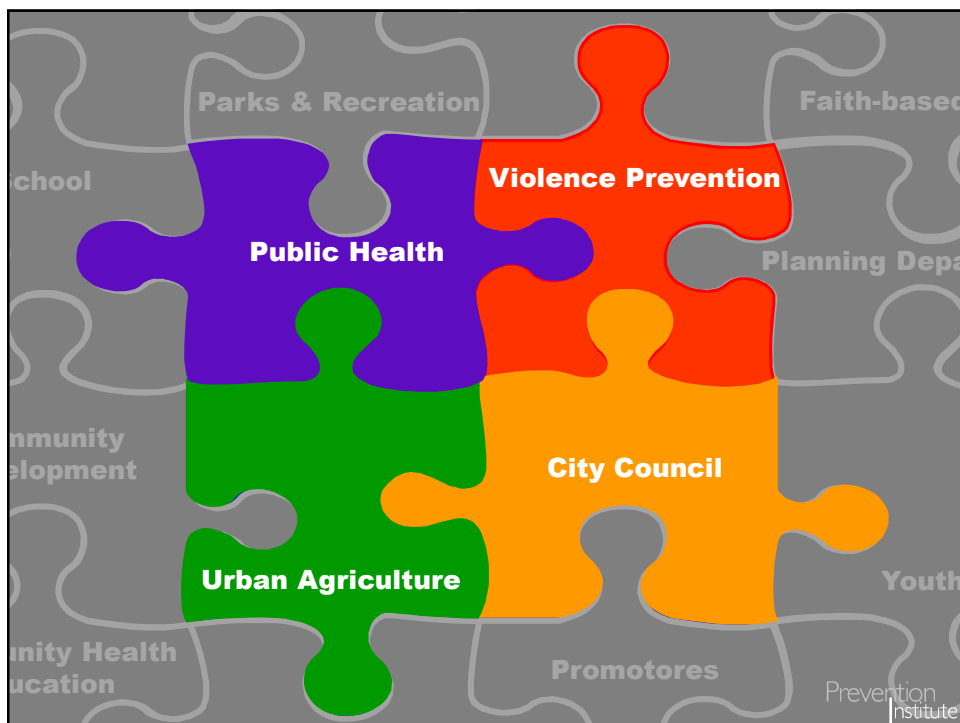
Benefits to Multi-Field Collaboration

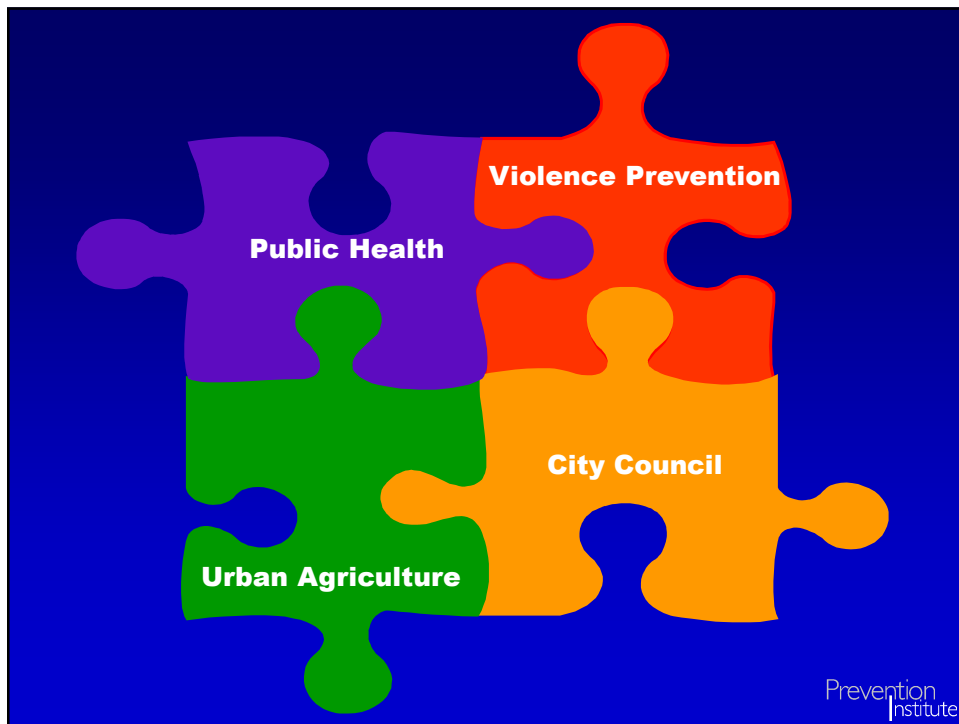
- ◆ Brings in the diverse expertise and resources
- ◆ Provides access to broader constituencies and networks
- ◆ Increases access to funding opportunities and other resources
- ◆ Fosters sustainability



Preventing violence through urban farming

Denver, CO





What do we need to know about our partners?



Categories

IMPORTANCE: Why is this issue important to your field?

ORGANIZATIONAL GOALS: What are your organization's goals related to this issue?

EXPERTISE: What unique expertise does your field bring to the collaborative?

ASSETS/STRENGTHS: What resources (skills, training, funding) can you bring to the table?

KEY STRATEGIES: What key strategies/activities are you implementing that are relevant to this issue?

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Categories

DESIRED OUTCOMES: What specific results/outcomes are you seeking as a result of this collaboration? What does success look like to you?

DATA: What data do you collect, and how?

PARTNERSHIP: Which partners/participants can you bring to the table to enhance outcomes?

ORGANIZATIONAL BENEFIT: How does your organization benefit from participating in this collaborative?

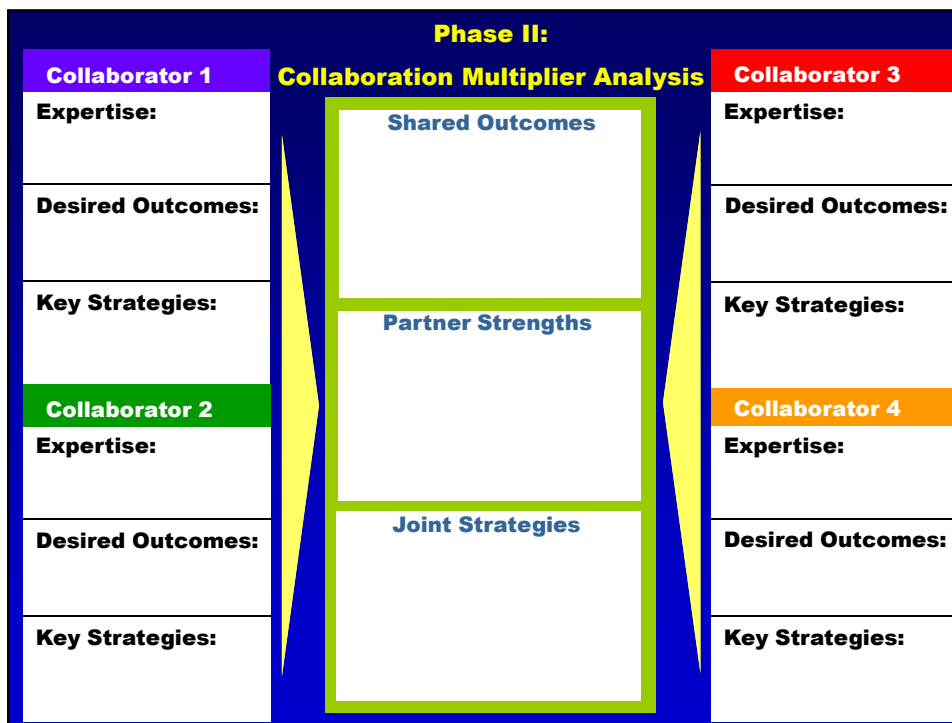
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Phase I: Information Gathering

	Expertise	Assets	Desired Outcomes	Strategies
Public Health	<ul style="list-style-type: none"> Experience in population-based interventions and collection of data on chronic disease and injury rates 	<ul style="list-style-type: none"> Established and trusted partner within the community that can provide data and staff resources. 	<ul style="list-style-type: none"> Unification of collaborative efforts to address violence and chronic disease 	<ul style="list-style-type: none"> Facilitate system and policy changes that link healthy eating active living with violence prevention efforts
Violence Prev.	<ul style="list-style-type: none"> Expertise in youth violence prevention and intervention 	<ul style="list-style-type: none"> Experienced in street (community) organizing 	<ul style="list-style-type: none"> Decreased gang violence and increased positive opportunities for at-risk youth 	<ul style="list-style-type: none"> Build youth leadership and connect youth to training and employment opportunities
Urban Ag.	<ul style="list-style-type: none"> Knowledge on urban food system infrastructure and implementation 	<ul style="list-style-type: none"> Strong community infrastructure for communication, involvement, outreach and education. 	<ul style="list-style-type: none"> Long-term partnerships to achieve sustainable food systems 	<ul style="list-style-type: none"> Create mechanisms for residents to access fresh, affordable healthy foods
City Council	<ul style="list-style-type: none"> Knowledge and ability to influence local policy decisions 	<ul style="list-style-type: none"> Ability to influence the allocation of City resources for programs and services. 	<ul style="list-style-type: none"> Policies that promote health and safety in the district 	<ul style="list-style-type: none"> Help leverage funds for long-term sustainability

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Phase II:




Urban Agriculture	
Expertise:	UA
Desired Outcomes:	
Key Strategies:	


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Urban Agriculture	
Expertise:	UA
<ul style="list-style-type: none">• Knowledge on urban food system infrastructure and implementation	
Desired Outcomes:	
<ul style="list-style-type: none">• Long-term partnerships to achieve sustainable food systems	
Key Strategies:	
<ul style="list-style-type: none">• Create mechanisms for residents to access fresh, affordable healthy foods	

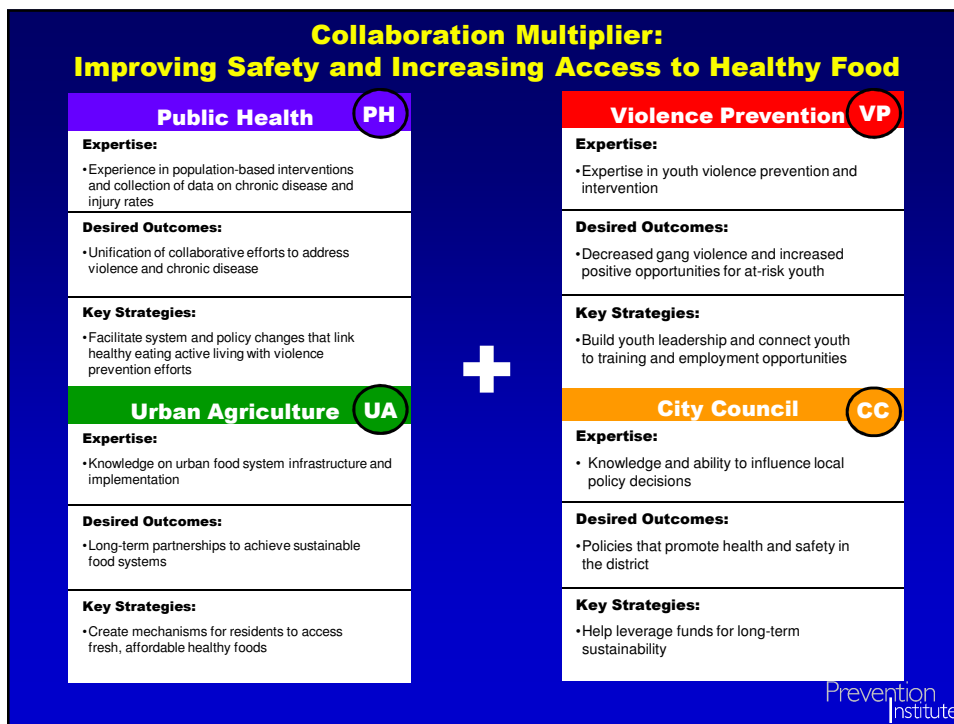
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Violence Prevention	
Expertise:	
Desired Outcomes:	
Key Strategies:	

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Violence Prevention	
Expertise: <ul style="list-style-type: none">• Expertise in youth violence prevention and intervention	
Desired Outcomes: <ul style="list-style-type: none">• Decreased gang violence and increased positive opportunities for at-risk youth	
Key Strategies: <ul style="list-style-type: none">• Build youth leadership and connect youth to training and employment opportunities	

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Shared Outcomes



- Strong partnerships among partner organizations and community members
- Safe community gathering space: Urban farm
- Employment for youth and adults
- Increased access to healthy foods
- Institutional systems and local policies to promote health and safety

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Partner Strengths

- Established trust and respect in community
- Local policy maker involvement and support
- Experience in community engagement and training
- Content expertise
- In-kind support
- Linked to broader city-wide initiatives

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Partner Strengths

- UA Established trust and respect in community
 - Experience in community engagement and training
- PH In-kind support
 - Linked to broader city-wide initiatives

VP

CC

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Joint Strategies/Activities

- Establish urban farm and farmer's market
- Build youth capacity to understand goal and advocate for environmental and policy changes
- Build capacity of leaders
- Cultivate relationships and partnerships
- Connect youth and community residents to training and employment opportunities

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Joint Strategies/Activities

- **Establish Urban Farm and Farmer's Market**

- **Connect Youth and Community Residents to Training and Employment Opportunities**

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<div style="background-color: #4a7ebb; color: white; padding: 5px;">Public Health PH</div> <p>Expertise:</p> <ul style="list-style-type: none"> • Experience in population-based interventions and collection of data on chronic disease and injury rates <p>Desired Outcomes:</p> <ul style="list-style-type: none"> • Unification of collaborative efforts to address violence and chronic disease <p>Key Strategies:</p> <ul style="list-style-type: none"> • Facilitate system and policy changes that link healthy eating active living with violence prevention efforts 	<div style="border: 2px solid #90ee90; padding: 10px;"> <h4 style="margin: 0;">Shared Outcomes</h4> <ul style="list-style-type: none"> • Strong partnerships among partner organizations and community members • Safe community gathering space: Urban farm • Employment for youth and adults • Increased access to healthy foods • Institutional systems and local policies to promote health and safety <h4 style="margin: 10px 0;">Partner Strengths</h4> <ul style="list-style-type: none"> • Established trust and respect in community • Local policy maker involvement and support • Experience in community engagement and training • Content expertise • In-kind support • Linked to broader city-wide initiatives <h4 style="margin: 10px 0;">Joint Strategies/Activities</h4> <ul style="list-style-type: none"> • Establish urban farm and farmer's market • Build youth capacity to understand goal and advocate for environmental and policy changes • Build capacity of leaders • Cultivate relationships and partnerships • Connect youth and community residents to training and employment opportunities </div>	<div style="background-color: #e67e22; color: white; padding: 5px;">Violence Prevention VP</div> <p>Expertise:</p> <ul style="list-style-type: none"> • Expertise in youth violence prevention and intervention <p>Desired Outcomes:</p> <ul style="list-style-type: none"> • Decreased gang violence and increased positive opportunities for at-risk youth <p>Key Strategies:</p> <ul style="list-style-type: none"> • Build youth leadership and connect youth to training and employment opportunities
<div style="background-color: #27ae60; color: white; padding: 5px;">Urban Agriculture UA</div> <p>Expertise/:</p> <ul style="list-style-type: none"> • Knowledge on urban food system infrastructure and implementation <p>Desired Outcomes:</p> <ul style="list-style-type: none"> • Long-term partnerships to achieve sustainable food systems <p>Key Strategies:</p> <ul style="list-style-type: none"> • Create mechanisms for residents to access fresh, affordable healthy foods 		<div style="background-color: #f1c40f; color: white; padding: 5px;">City Council CC</div> <p>Expertise:</p> <ul style="list-style-type: none"> • Knowledge and ability to influence local policy decisions <p>Desired Outcomes:</p> <ul style="list-style-type: none"> • Policies that promote health and safety in the district <p>Key Strategies:</p> <ul style="list-style-type: none"> • Help leverage funds for long-term sustainability

Elements of *Collaboration Multiplier* can be modified depending on coalition needs...

FUNDED MANDATES **TRAINING AUDIENCES**
TRAINING EMPHASIS **PROBLEM DEFINITION**
APPROACHES **DATA** **MAJOR PRIORITY ISSUES**
NETWORKS & PARTNERS **PLAYERS** **POLICY CONCERNS**
DESIRED OUTCOMES **FUNDING SOURCES**

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Activity



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Collaboration Multiplier

Goal 1: Increasing access to safe places to play

Possible partners (choose 4):

- Parks and recreation
- Schools
- Youth/community organizations
- Public health
- Community members
- Faith-based institutions

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Goal 2: Increase access to healthy and affordable foods in an underserved community.

Possible partners (choose 4):

- Community and economic development
- Land use planner
- Local agriculture (farmers, food distributors)
- Healthy food advocates
- Developers
- Civil right/grassroots organizers

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Goal 3: Improve safe access to different modes of active transportation (e.g., walking, bicycling, public transit).

Possible partners (choose 4):

- Public health
- Transportation planning agency
- Land use planners
- Active transportation advocates
- Civil right/grassroots organizers

Goals:

- 1: Increase access to safe places to play
- 2: Increase access to healthy and affordable foods in an underserved community.
- 3: Improve safe access to different modes of active transportation (e.g., walking, bicycling, public transit).

Questions:

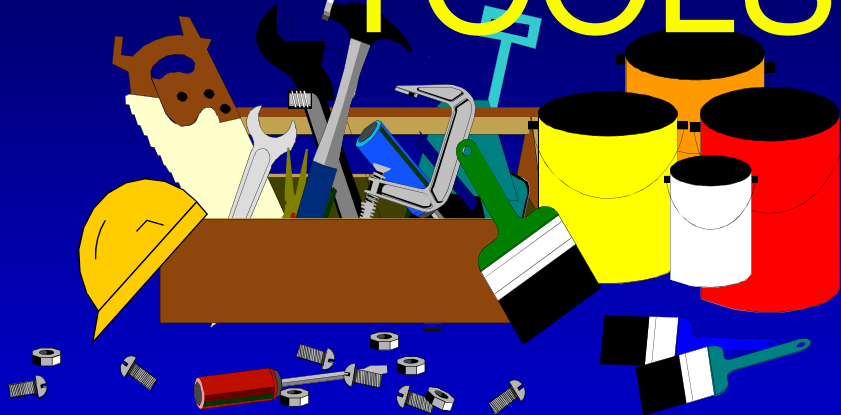
- **EXPERTISE:** What unique expertise does your field bring to the collaborative?
- **DESIRED OUTCOMES:** What specific results/outcomes are you seeking as a result of this collaboration? What does success look like to you?
- **KEY STRATEGIES:** What key strategies/activities are you implementing that are relevant to this issue?

Next Steps After Completion of Collaboration Multiplier

- ◆ Tailor your messages to engage different fields in achieving your goals
- ◆ Identify additional partners, outreach, and learn how they fit into the matrix
- ◆ Build and strengthen the coalition
- ◆ Develop a comprehensive strategic approach

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TOOLS



◆ www.preventioninstitute.org

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The Spectrum of Prevention



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Developing Effective Coalitions: The 8-Step Process



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