

**The Difference the 'Difference'
Makes: How Policies Impact
Diverse Communities**

**Leading the Way in Public Health
Nutrition and Physical Activity:
Blazing New Trails**

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Produced by the Alabama Department of Public Health Video Communications and Distance Learning Division

**The Difference the 'Difference'
Makes: How Policies Impact
Diverse Communities**

The Importance of Collaboration



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Partners Conversation

- Describe a time when you were part of a collaboration or partnership that was particularly effective
 - What did you learn about collaboration from that experience?
 - How have you applied what you learned in subsequent collaborative efforts?

Community Scaled Change

- Public health interventions to change behavior, and increase health and supportive infrastructure at a community scale

**How Are People Getting
This Done?**



How Are People Getting This Done?



Assumptions About Collaboration

- **Who's going to do what?**
 - Effective way of getting work done in resource scarce times
 - People contribute what they can
 - We meet and email to get things done

Assumptions About Collaboration

- Individual efforts + good communication = sum greater than the parts

A New Way of Thinking About Collaboration

- **Collaboration as intervention**
 - Requires attention and strategic approaches
 - Needs framework and intentional practice to maximize effectiveness
 - Is a key component of successful systems change

A New Way of Thinking About Collaboration

- Builds long-term leadership and relationships for increasingly deep or broad impacts

How Do We Think About This?

- **Building collaborative capacity to make change in communities**
 - Improving environments and delivering education to increase public health
 - Implementing interventions

Where Do We Usually Focus?

- **Building collaborative capacity to make change in communities**
 - **Improving environments so more mothers breastfeed their babies**
 - **Implementing interventions**

A New Way to Think...

- **Building collaborative capacity to make change in communities**
 - **Improving environments and delivering education so more mothers breastfeed their babies**
 - **Implementing interventions**

The Role of Collaboration in Making Change

- **Depth**
- **Extent**
- **Sustainability**
- **Diffusion**
- **Continued innovation**

Impact of Investment in Collaboration

- **Connect core sense of self to a sense of personal mission about the work**
- **Link learning of partners to program impact**
- **Build strong working relationships with colleagues in communities**

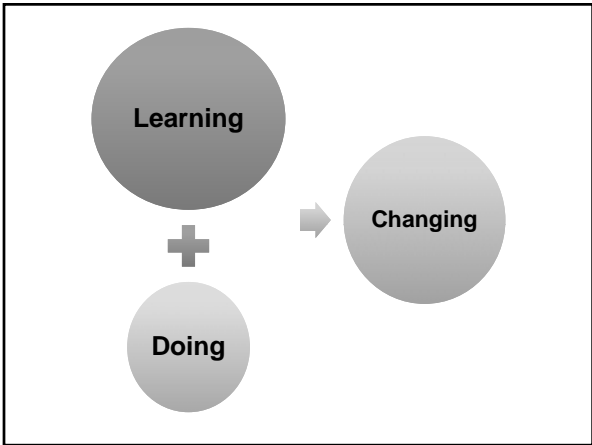
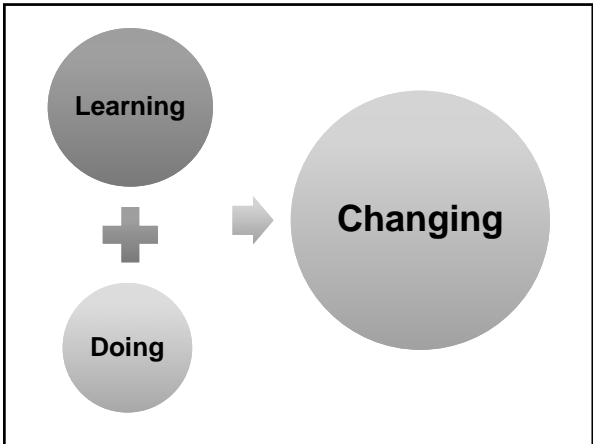
Impact of Investment in Collaboration

- **Extend leadership across network of relationships**
- **Increases attendance and buy-in - - - EVEN on conference calls!**

By paying attention to collaboration, you are building community-based, networked leadership positioned to make ongoing systems change

Ways of Thinking About Collaboration

- Doing together
- Learning together



Building a Learning Community

A Sustained Conversation of Learners to Implement Systems Change

Ways of Thinking About Learning Communities

- Every group is a learning community
- Every gathering is a learning environment
- Every participant is a learner
- People are learners together

Three Principles of Learning Communities

1. Partners as learners
2. Establishing learning objectives
3. Designing conversation

Principle #1: Partners as Learners



How Do Adults Learn?

- Transformative personal experience embedded in 'work' of interventions
- Peer to peer learning
- Reflection, dialogue, synthesis
- Learning together
- The Law of Halfsies
- Scaffolding

What Does This mean?

- Your meetings should be designed to:
 - Invite peer to peer exchange
 - Encourage participants to connect their personal story to the work at hand

What Does This mean?

- Provide time for reflection and constructive dialogue
- Balance discussion and presentation

Principle #2: Determining What People Need to Learn

- Establishing learning objectives

Long-term and Just In Time Learning Objectives

- Overall learning objectives
 - Those long-term outcomes that an assessment can help inform
- Meeting-specific learning objectives
 - Those immediate objectives that you identify “what do they need to understand by the time they leave today?”

Types of Learning Objectives

- **Just in time**
 - **What do we need to learn from partner X to be able to make a decision today?**
 - **What shared understanding to we need to establish to move forward today?**

Types of Learning Objectives

- **Long-term**
 - **What do we need to understand about how systems change works?**
 - **What are effective approaches to generating behavior change across a community?**
 - **How do we build effective collaborations?**

Learning Objective Examples

- **Increase shared understanding of how systems change works**
- **Build strong collaborations that enhance impact of programs**
- **Improve multicultural competency of leadership group**
- **Learn technology options for virtual collaboration that will benefit our shared work**

Today's Learning Objectives

- **Generate understanding of collaboration as intervention**
- **Enhance capacity to apply three primary principles associated with building strong collaborations**
- **Practice agenda design using collaboration framework**

Table Discussion

**What's Important to Consider
When Developing
Learning Objectives?**

Thinking Differently About Meetings...

Meetings as Sustained Conversation

Meeting as Conversation

- **Standard paradigm**
 - What do we need to get done?
 - Do we need handouts?
 - What update do they need?

Meeting as Conversation

- **Learning paradigm**
 - What are the learning objectives?
 - What component of the meeting will be dedicated to group learning?
 - How are we designing the meeting to ensure participants “get” what they need to?

Meeting Design Principles of a Learning Community

- **Always build capacity**
 - Learning - what people need to learn
- **Keep people participating**
 - Conversation - how dialogue needs to be designed and managed

Meeting Design Principles of a Learning Community

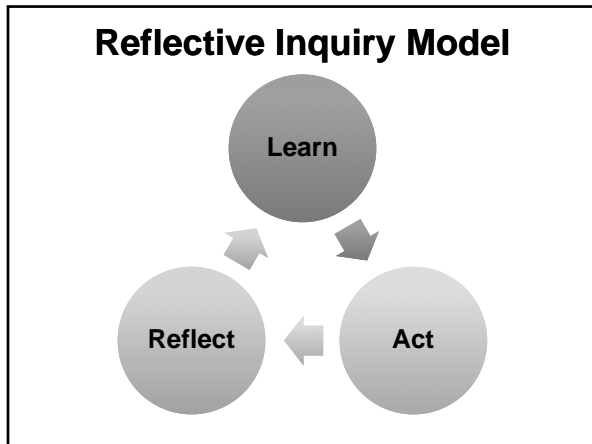
- **Give time to think**
 - Reflection - why people need meaning-making

Table Conversation

In What Ways Do You Plan for Managing Conversation of Collaborators?

Keep People Participating

The Importance of Good Questions



- ### Quality Questions that Produce Quality Interaction
- What works well?
 - What's important to consider?
 - What questions do you have?
 - What do we need to know to move forward?
 - "Based on your experience and what you've heard today....."

- ### Approaches to Stimulating Reflection
- Biographical
 - Based on your experience, what do you understand
 - Retrospective
 - As you reflect on what we have done so far

- ### Approaches to Stimulating Reflection
- Prospective
 - In looking ahead to where we need to go

- ### Not so Good Questions
- What do you think?
 - What do you like?
 - What don't you like?
 - What doesn't work?
 - What are opportunities and challenges?

- ### Not so Good Questions
- What are issues?
 - What is the problem?
 - What do we do?

Not So Good Group Strategies

- Small group reporting
- All large group. All. The. Time.
- Letting quiet people sit
- Letting talkative people talk... and talk... and talk...
- Lots of updates and then "Questions?"

How Does This Work?

**A Developmental Approach:
Learning and Doing**

Collaboration Examples

- Nuestros Raices, East Holyoke, MA
- Peoples' Grocery, Oakland
- Cottonwood/Jackson/Redwood/Renville County SHIP
- Minnesota Department of Health

Minnesota's Public Health System and the Community Health Services Act



SHIP – Statewide Health Improvement Program

- Intervention settings
 - Communities
 - Schools
 - Worksites
 - Childcare
 - Healthcare



Healthy Eating Coalition of State Agencies

- Department of Education
- Department of Agriculture
- Department of Human Services
- University of Minnesota
 - School of Public Health
 - Extension
- Department of Health



State Farm to School Leadership Team

- Formalize a shared vision and create standard definitions
- Create supportive infrastructures
 - Regional hubs
- Increase education and TA
 - Farmers, schools, students, families, legislators

State Farm to School Leadership Team

- Marketing campaign to increase support



**Health and Nutrition Policy
Education Council**

- Reduce health inequities
- Target disparate audiences
- Inform stakeholders on the impact of policies that affect healthy food access
- Communication platform for regional food policy councils
- Resource to legislators

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