NJHI Upstream Action Acceleration
Learning Collaborative Session

Sustainable Strategic Planning

February 20, 2019
Presenters and Facilitators

New Jersey Health Initiatives
- Diane Hagerman
- Toni Lewis

Healthy Places by Design
- Joanne Lee
- Tim Schwantes

Healthier Perth Amboy
- Steve Jobin
- Max Vazquez

Passaic County
- Mary Celis
- Charlene Williams-Gungil
NJHI Upstream Action Acceleration
Learning Collaborative Session

Sustainable Strategic Planning

February 20, 2019
Learning Outcomes

1. Connect Upstream Action Acceleration coalition partners with learning and networking opportunities.
2. Learn about key elements of a sustainable strategic planning approach.
3. Describe how two community coalitions tailored strategic planning elements/approaches to address community needs and context.
4. Share the schedule and plans for the Upstream Action Acceleration Learning Collaborative.
Strategy Secrets?

Take Action
Clarity around our action steps could look like this....

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Outreach to four local banks.</td>
<td>Joanne Lee</td>
<td>02/28/19</td>
<td>To get more for profit people with different perspectives involved in our coalition.</td>
</tr>
</tbody>
</table>
Action steps could provide more details....

Work Plan June 2019 [Healthy City] Week

Vision: The people of City have hometown pride.
Goal: To hold one event in June 2019 to activate the all partners in working together to share resources and highlight the city’s commitment.

Evaluation Process: [How will you determine that your goal has been reached? What are your measures?]

| Results/Accomplishments: | Evidence of Success: [How will you know that you are making progress?]
|---|---
| The event takes place. | Images, videos and social media postings.
| Long term: promote hometown pride. | People proudly mention their involvement in the city and awareness.

<table>
<thead>
<tr>
<th>Action Steps</th>
<th>Responsibilities</th>
<th>Timeline By When? (Day/Month)</th>
<th>Resources</th>
<th>Potential Barriers</th>
<th>Communications Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Step 1: Recruit Healthy Week Planning Committee</td>
<td>Names</td>
<td>01/07/19</td>
<td>Time and capacity, not just at coalition meetings.</td>
<td>The city’s commitment.</td>
<td>Email coalition, city &amp; partner contacts. Follow up calls.</td>
</tr>
<tr>
<td>Step 2: Set up and coordinate the work of other committees, ex: marketing, run of show</td>
<td>Names</td>
<td>01/30/19</td>
<td>Name organization staff with communication skills.</td>
<td>Organization buy-in and commitment.</td>
<td>3 in person meetings over six months and 1 phone call/month</td>
</tr>
<tr>
<td>Step 3: Develop budget, Identify sponsorships</td>
<td>Names</td>
<td>01/25/19</td>
<td>Name of organizational staff with development and budget experience</td>
<td>Name, name – be sure to gain their agreement early.</td>
<td>Weekly reports to the planning committee</td>
</tr>
<tr>
<td>Step 4: Conduct outreach</td>
<td>Names</td>
<td>02/15/19</td>
<td>Name of people from partners with connections in community.</td>
<td>Reaching people in the southern part of the city.</td>
<td>Every week until the event.</td>
</tr>
<tr>
<td>Step 5: Set up and clean up</td>
<td>Names</td>
<td>06/01/19</td>
<td>Name from the organization and city.</td>
<td>More trash than available dumpsters.</td>
<td>Share plan pre and post event with planning committee.</td>
</tr>
<tr>
<td>Step 6: Wrap up and after-action review post event</td>
<td>Names</td>
<td>06/05/19</td>
<td>Planning committee names.</td>
<td>People that provided more energy early on.</td>
<td>Share with all the people involved and decide on next year.</td>
</tr>
</tbody>
</table>

Vision
Values
Goal
Defined outcomes
Accountability
Measurement
Resources
How Healthier Perth Amboy embeds existing and needed resources into their planning processes

Presented by:

Steve Jobin
Raritan Bay Area YMCA
CEO/President

Max Vazquez
City of Perth Amboy
Program Coordinator
Identifying existing skills, programs and resources

• Who is doing what?
• Who has the passion and skills?
• Are they like-minded?
• Is there mutual understanding?
  • If so, how do we work together?
• Cultivate common ground
Building and Maintaining Partnerships with the School System

- Breakfast After the Bell
- Wellness policy assessments
- School Gardens
- Preschools
- Unified curriculums and health initiatives
- Creating sustainability

View our Blueprint for Action here: http://www.healthierperthamboy.org/main/blue-print-for-action-plan/
Creating Trusting Relationships with Community Stakeholders

• City of Perth Amboy
• Nonprofit partners
  • PRAHD, PARTNER, United Way
• Police Department, Fire Department, and Code
  • Proximity to the Y
  • Working together instead of apart
  • Relationships matter!!
Enhancing work that is already being done...

- SWIM Team

While engaging new partners to help with needed expertise & resources

- Rutgers CUES
  - Walkability Audit
- Rutgers Bloustein School
  - Housing Study
Building a Culture of Health in Passaic County: Blueprint for Action

United Way of Passaic County
Boundary Spanning Leadership Institute Team

- Charlene Williams-Gungil, DHSc., Director/Health Officer of Passaic County Health Department
- Ken Morris, Vice President of External Affairs, St. Joseph’s Healthcare System
- Ruben Gomez, Director of Economic Development, City of Paterson
- Rosie Grant, Executive Director, Paterson Education Fund
- Mary Celis, Director of Health Initiatives, United Way of Passaic County
Building a Culture of Health

Our Process

What Works for Health:
http://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health
Our Process

Boundary Spanning Leadership is the process of creating Direction, Alignment, and Commitment across groups in service of a shared vision or goal.

- **Direction** is achieved when the groups have a shared understanding of their common goals and strategy.
- **Alignment** is realized when the resources and activities of the groups are coordinated.
- **Commitment** is attained when group members value the collective success of the groups as much or more than they value the success of their own group.
Our Plan

Please access the complete Blueprint on our website: www.unitedwaypassaic.org
How is our plan sustainable?

- Our strategies are evidence based and change policies, systems, and environments

- Every strategy has a coalition member as a ‘strategy lead’ and is implemented through shared leadership in committees, working groups, or leadership teams. Shared leadership ensures that the work is not dependent on anyone organization.

- Our Boundary Spanning Leadership Team meets quarterly to: assess implementation progress; address barriers, identify opportunities to elevate the work. We also meet regularly for lunch to stay connected (relationships are key)

- We leverage existing resources to implement our strategies
Boundary Spanning Leadership Tools

• We incorporate Boundary Spanning Leadership Tools in coalition decision making (example fist to five).
• The vision and strategies are incorporated into every agenda to keep us focused on implementing the plan.
Q & A

Healthier Perth Amboy

Steve Jobin
Max Vazquez

Passaic County

Mary Celis
Charlene Williams-Gungil

New Jersey Health Initiatives

Diane Hagerman
Toni Lewis

Healthy Places by Design

Joanne Lee
Tim Schwantes
Upstream Action Acceleration Learning Collaborative

Build “a smart network” of coalitions across the state for:

• Cross-site learning
• Cross-sector learning
• Contributions to the field

Methods:

• In-person convenings
• Videoconference sessions
  • Learning sessions
  • Discussion group sessions

It is impossible to achieve and sustain a Culture of Health without practicing a Culture of Learning.
# Upstream Action Acceleration
## Learning Collaborative – 2019 Plan

## Engagements

<table>
<thead>
<tr>
<th>In-Person Convenings</th>
<th>When?</th>
<th>Who?</th>
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</thead>
<tbody>
<tr>
<td>Experiential learning and networking</td>
<td>May, September, December</td>
<td>3-5 partners from all coalitions</td>
</tr>
<tr>
<td>Peer and external expertise/technical assistance</td>
<td>One or 1½ days</td>
<td>Including Project Directors and/or Project Coordinators</td>
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<tr>
<td>Strengthen collaboration across coalitions</td>
<td></td>
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</tbody>
</table>

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<tr>
<th>Learning Sessions (webinar or videoconference)</th>
<th>When?</th>
<th>Who?</th>
</tr>
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<tbody>
<tr>
<td>Timely learning/technical assistance</td>
<td>Months when an in-person convening is not held</td>
<td>Representation from all coalitions</td>
</tr>
<tr>
<td>Topics/interests relevant to all coalitions</td>
<td>One hour</td>
<td></td>
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<th>Discussion Group Sessions (videoconference)</th>
<th>When?</th>
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<tr>
<td>Brainstorm topics/interest specific to a smaller group of coalitions</td>
<td>Initiated by coalition partners who identify common interests</td>
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<tr>
<td>Peer-to-peer support</td>
<td>Healthy Places by Design provide facilitation support</td>
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</tbody>
</table>
What times should we AVOID when scheduling the Learning Sessions?
Upstream Action Acceleration
Learning Collaborative – Input

All Coalitions
• Sustaining initiatives/impacts
• Policy change
• Health equity
• New sector engagement
• Coalition/partnership management
• Resident/community engagement

Discussion Groups
• Adverse Childhood Experiences
• Housing
• Coalition/partnership management
• Resident/community engagement
Chat-in your feedback:

+ liked, helpful

- not helpful, suggestion for improvement

Thank you!

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