New Jersey Health Initiatives
Upstream Action Acceleration
Learning Collaborative Convening
February 12, 2020
Robert Wood Johnson Foundation, Princeton, NJ

AGENDA

Objectives:
- Provide formal and informal in-person opportunities for Upstream Action Acceleration grantees, Robert Wood Johnson Foundation leaders, support team members, and invited guests to network and learn together;
- Continue to build the Upstream Action Acceleration learning collaborative with input from the grantees and coalition partners; and
- Reflect on successes and lessons learned from the first year of the Upstream Action Acceleration initiative, and develop skills and approaches for sharing them in impactful ways by incorporating data and policy change efforts.

8:00-8:30 am  Breakfast and Informal Networking

8:30-9:00 am  Welcome and Opening Remarks
Bob Atkins, Director, New Jersey Health Initiatives
Diane Hagerman, Deputy Director of Programs, New Jersey Health Initiatives

9:00-10:15 am  Community Stories and Impact: the Robert Wood Johnson Foundation’s View
Joe Marx, Director of Program Communications, Robert Wood Johnson Foundation
Crafting key messages, developing compelling stories, and identifying impactful ways to get the word out about your work can help your coalition advance its efforts to build a culture of health. In his role overseeing an array of communications, marketing and advocacy strategies and activities for the Robert Wood Johnson Foundation, Joe Marx has seen and heard numerous community stories from across the country. Participants will hear some of the most compelling community stories and learn valuable tips for communicating about the important work your coalition is doing to improve health.

10:15-10:30 am  Energizer Activity and Break

10:30-11:15 am  Sharing about Your Journey Toward Policy and Systems Transformation
Joanne Lee, Collaborative Learning Director, Healthy Places by Design
Tim Schwantes, Senior Project Officer, Healthy Places by Design
We know that upstream policy and systems change efforts take time. It is important for coalitions to capture indicators along their journey toward policy and systems goals in order to keep community stakeholders engaged. In this session, Upstream Action Acceleration partners will reflect on their
policy and systems targets, and identify key messages about the progress they’ve made. Joanne Lee and Tim Schwantes from Healthy Places by Design, your Learning Collaborative support team partner, will guide this interactive session which will help focus the following convening activities on the policy and systems transformations that are occurring in the Upstream Action Acceleration communities.

11:15-12:15 pm  
**Incorporating Data into Messaging and Storytelling**
*Eve Weiss, Senior Director, Equal Measure  
Jon Shure, Senior Director, Taft Communications*  
We’ve all been told it’s important to collect, analyze, and use data to tell our story of impact. But knowing and doing are two different things. We might feel overwhelmed by data or wonder whether we’ve collected too much or too little. How do we choose which data tells a story best and which to leave out, which story to tell, and who needs to hear it? In this interactive session, Jon Shure and Eve Weiss will help you begin to prioritize your data, tie it to your policy and systems goals, customize it for various audiences, and consider how to talk about the data in the most impactful ways. You will be asked to identify what data you have, both qualitative and quantitative, so please come to this session ready to roll up your sleeves and start down the path of storytelling.

12:15-1:00 pm  
**Lunch and Networking**

1:00-1:45 pm  
**Tailoring Messages and Stories for Impact**
*Jon Shure, Senior Director, Taft Communications*  
The delivery of messages and stories is just as important as the content. In this session, Jon Shure will provide tips for incorporating data and policy change efforts into impactful messages and stories. Upstream Action Acceleration partners will also learn ways to tailor the delivery of their stories for different audiences and formats (e.g., policymaker, community resident, conference presentation).

1:45-3:00 pm  
**Application Session: Putting What We Learned to Work**  
*Co-facilitated by Healthy Places by Design and Taft Communications*  
The first part of this working session will provide time for Upstream Action Acceleration partners to work within their coalitions to develop impactful stories that are tailored to different audiences. The session will conclude with a round of sharing so all convening attendees can hear about the policy and systems transformations that are occurring in the Upstream Action Acceleration communities.

3:00-3:30 pm  
**Reflections from the Day, Next Steps, and Closing**  
*New Jersey Health Initiatives and Healthy Places by Design*