

The Power of Collaboration

**IT'S
TIME
TEXAS**

**TEXAS IS
BEST WHEN
TEXANS ARE
HEALTHY**

THE UNIVERSITY OF TEXAS
**MD Anderson
~~Cancer~~ Center**
Making Cancer History®



IT'S TIME TEXAS

TEXAS IS BEST WHEN
TEXANS ARE HEALTHY

IT'S
TIME
TEXAS



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What we know

What we know:

In 2016 **35.9%** of adults in Texas were overweight,
and an additional **31.9%** had obesity.

15.6% of adolescents were overweight and an
additional **15.7%** had obesity

What we know:

In 2015 **11.4%** of adult Texans were diagnosed with diabetes

An additional **7.5%** of adult Texans were diagnosed with prediabetes

What we know:

In 2016, obesity cost Texas employers more than **\$9.5 billion** with this number projected to grow to **\$32.5 billion** by 2030.

We also know

**IT'S
TIME**
TEXAS

We also know:

Losing weight is more complicated
than “calories in, calories out”

We also know:

ZIP Code is the greatest predictor of health outcomes

We also know:

Healthcare is only able to treat 20% of health needs

The Good News

The Good News:

Collaboratives with cross-sector representation can help us find solutions to cross-sector problems

The Good News:

Collaboratives engage stakeholders from a variety of sectors

- Local Government
- Businesses/Employers
- Non-profit Organizations
- Schools
- Faith-based Organizations
- Community Members

The Good News:



What makes an effective Collaborative?

What Makes an Effective Collaborative:

Qualities of the Collaborative's Leader:

- Inspires trust
- Instills confidence
- Inclusive
- Transparent
- Neutral

What Makes an Effective Collaborative:

Cohesion

- Shared passion and goals
- Common understanding of the issue
- Trust and mutual respect

What Makes an Effective Collaborative:

Organizational Structure

- Clear roles and responsibilities
- Opportunities to participate
- Engage key decision makers and community leaders

What Makes an Effective Collaborative:

Experience Collaborating

Flexibility

Sufficient Resources

Frequent Communication



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It's Time Texas

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Cancer Prevention & Control Platform

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EndTobacco® Goals



EndTobacco is a program of the Cancer Prevention and Control Platform, within the Moon Shots Program™, with three major goals:

- Reduce smoking in youths
- Reduce the proportion of nonsmokers exposed to secondhand smoke
- Increase counseling and smoking cessation attempts among current smokers

Under the banner of EndTobacco, MD Anderson:

- Targets public health actions which reduce tobacco related cancers
- Collaborates with leading organizations committed to ending tobacco as a public health priority
- Shares our multi-disciplinary expertise and our experience as researchers and practitioners
- Educates the public and health care professionals
- Extends research to make a measureable difference at a population level
- Accelerates translation of research findings to the real world
- Shares findings from our research, evidence-based programs and experiences

Content

- ❑ COLLABORATION ESSENTIALS: THE 4 P'S
- ❑ SMOKE FREE NEW ORLEANS
- ❑ SMOKE FREE FORT WORTH*
- ❑ SAN ANTONIO TOBACCO21*
- ❑ PARTNERSHIPS ON A BUDGET

**MD Anderson does not engage in lobbying activities and serves only in a resource capacity.*

COLLABORATION ESSENTIALS: The 4 P's

- **People**
- **Process**
- **Product**
- **Purpose**

- **ORGANIZATIONS AND PARTNERS:**

- Traditional Supportive Voices–

- For example in tobacco control: ACSCAN, AHA, CTFK, ALA, ANR, major health systems, state health departments
- For example in mental health:

- Don't forget the importance of non-traditional voices

- Consider engaging influencers who cannot advocate but lend expertise and strong expertise, resources or support
- Groups for example: Chambers of Commerce, military or veterans groups, university systems/community colleges, researchers, scientists, behavioral health advocates, health disparities or health equity

- **INDIVIDUALS:**
 - Subject matter experts
 - Storytellers
 - Survivors
 - Passionate advocates
 - REMINDER: Don't forget to equip, train and prepare them; give them opportunities to stay engaged
- **COMMITMENT: Have organizations and individuals sign or agree to commit their support**
 - Letters of Support by organizations
 - Include details to gauge their level of interest
 - Ask specifically about public or private support

- **PROCESS MATTERS:**

- Whether in meetings, calls or public events, organize & communicate
- Organize small groups/teams based on individuals strengths, positions, capacity and/or the lane in which they can operate
- Communicate within the small groups frequently (next slide)
- Effective “Process” Example:
 - ❑ Advocates/Lobby Team – individuals who communicate with elected officials and city attorney’s office; lobbyists; count votes; decide calls to action (methods and recurrence)
 - ❑ Communications/Media Team – Comms and media experts from each group to help assist with these activities to enhance your collaborative work
 - ❑ Steering Committee/Core Leadership– final decision makers, funders, etc.
 - ❑ Coalition – full membership consisting of individuals, groups, SME, grassroots and grasstops; use this method to disseminate info quickly, spread word; utilize for calls to action turn out for event or support in a variety of ways

- **COMMUNICATION WITHIN TEAMS:**
 - Approvals – decide best decision making method to agree on language, timing, strategies, dealbreakers, etc.
 - Conference calls – set recurring time/day for each team
 - Coalition/Stakeholder meetings



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EXAMPLES

New Orleans

Fort Worth

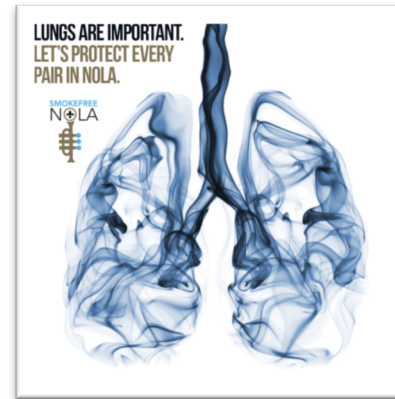
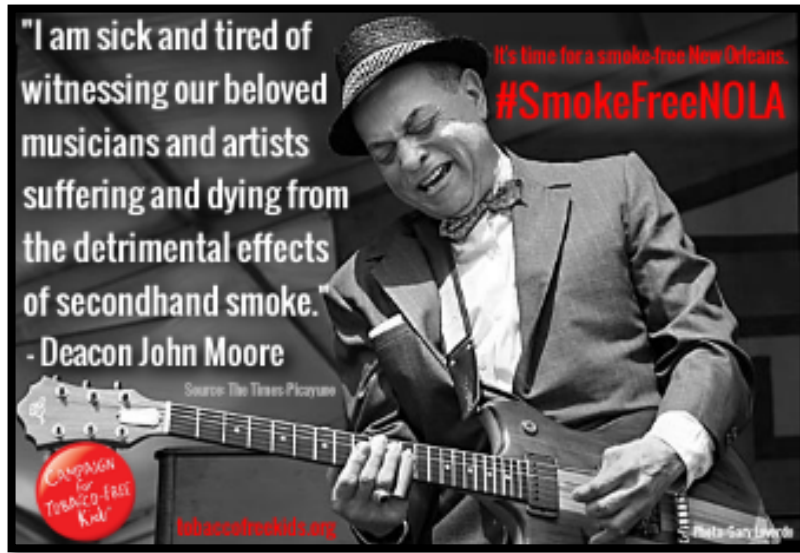
San Antonio

Key Coalition & Community Partners in Smoke Free New Orleans

- ❑ **American Cancer Society Cancer Action Network (ACS CAN)**
- ❑ **American Heart Association (AHA)**
- ❑ **American Lung Association (ALA)**
- ❑ **Americans for Nonsmokers Rights (ANR)**
- ❑ **Campaign for Tobacco-Free Kids (CFTFK)**

- ❑ **Louisiana Cultural Economy Foundation (LCEF)**
- ❑ **Louisiana Comprehensive Cancer Control Partnership (LCCCP)**
- ❑ **Louisiana Public Health Institute (LPHI)**
- ❑ **Ochsner Health Systems**
- ❑ **The Louisiana Campaign for Tobacco-Free Living (TFL)**

Campaign Branding: Two Identities, One Message, Unified Voice



JOIN THE #SMOKEFREE NOLA MOVEMENT

SMOKEFREE NOLA

THE PACK HOUSE

Everyone has the right to breathe smoke-free air. Now it's time to show your support for bartenders, musicians, casino employees and everyone else who wants to live, work and play in a healthier NOLA.

QUESTIONS? Send an email to jennifer.cofer@lungse.org.

@SMOKEFREE NOLA • FACEBOOK.COM/SMOKEFREE NOLA

PUBLIC HEARING ON THE CITY OF NEW ORLEANS SMOKE-FREE ORDINANCE
WEDNESDAY JANUARY 7 10AM
NEW ORLEANS CITY HALL 1300 PERDIDO STREET

JOIN US FOR THE

CITY COUNCIL MEETING

10 AM • THURSDAY, JANUARY 22

TO SHOW YOUR SUPPORT FOR SMOKEFREE NOLA

NEW ORLEANS CITY HALL • 1300 PERDIDO STREET



Example: Smoke Free NOLA

Messages:

- Health related
- Economic/Business
- Business
- Gaming
- Bars
- Musicians/Entertainers
- Economic Drivers:
Tourism, Conventions



Messengers:

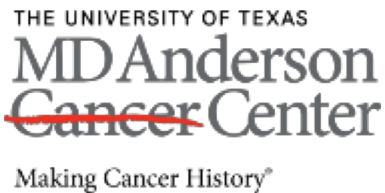
- Healthcare Providers
- Chambers/Researcher/Economist
- Business Owner
- Casino employee/patron
- Bar manager/owner
- Musicians, Comedians, etc.
- Smoke Free convention list (i.e. ARN, AHA)

SMOKE-FREE FORT WORTH

Lead Advocacy Partners:



Educational Resource Partner:



Key Takeaways from the Local Coalition and Community Partners working on the Smoke Free Fort Worth campaign:

- Engaging non-traditional groups
- Ask decision makers who they want to hear from supporting the issue
- ✓ Economic Development groups
- ✓ Chambers of Commerce
- ✓ Health Leaders in the area

SMOKE-FREE FORT WORTH

KEY BUSINESS SUPPORTERS

committed to strengthening the City of Fort Worth's smoking ordinance to protect all workers from the proven health hazards of secondhand smoke.

Organizations:

American Cancer Society Cancer Action Network
 American Heart Association
 American Lung Association
 Americans for Nonsmokers' Rights
 Baylor Scott and White All Saints Medical Center — Fort Worth
 Bell Helicopter Textron
 Blue Cross Blue Shield of Texas
 Blue Zones Project/Sharecare
 Campaign for Tobacco Free Kids
 Cancer Care Services
 Center for Cancer and Blood Disorders
 Center for Transforming Lives
 Cook Children's Health Care System
 Custom Cuts
 Dallas Fort Worth Hospital Council
 Fernandez & Company, P.C.
 Fort Worth Chamber of Commerce
 Fort Worth Eye Associates
 Fort Worth Magazine
 Fort Worth Metropolitan Black Chamber of Commerce
 Fort Worth Transportation Authority
 Fresno Technologies, Inc.
 Goodwill Industries of Fort Worth
 Greater Fort Worth Dental Hygienists' Society
 Guardianship Services, Inc.
 Higginbotham
 Hispanic Wellness Coalition
 Indigo Yoga

John Peter Smith Health Network
 Kindred Healthcare
 Lookhood Martin
 Lone Star Allergy, Asthma, & Immunology, P.L.L.C.
 Lone Star Kidney Care, P.L.L.C.
 Moncrief Cancer Institute
 Near Southside, Inc.
 North Texas Area Community Health Centers, Inc.
 Sixty and Dotter
 Southeast Fort Worth, Inc.
 SpawGlass
 Tarrant County Apartment Association
 Tarrant County Medical Society
 Tarrant County Public Health
 Texas Health Resources
 Texas Health Harris Methodist Hospital Alliance
 Texas Health Harris Methodist Hospital Fort Worth
 Texas Health Harris Methodist Hospital Southwest Fort Worth
 Texas Health Hospital Clearfork
 Texas Oncology
 The Cooper Institute
 Tobacco Free North Texas
 United Way of Tarrant County
 VCL Commercial Real Estate Services
 Volunteers of America TX - NRCC

Resource Partners:

The Council on Alcohol and Drug Abuse
 The University of North Texas Health Science Center
 The University of Texas MD Anderson Cancer Center
 UT Southwestern Simmons Comprehensive Cancer Center

Find out more on our website: www.SmokeFreeFW.org

For more information about Smoke-Free Fort Worth, contact:
 Phone: 817-941-2808 Email: info@smokefreefw.org

SMOKE-FREE FORT WORTH



Local San Antonio Tobacco 21 coalition partners

UT Health
 San Antonio
 Joe R. & Teresa Lozano Long School of Medicine

THE UNIVERSITY OF TEXAS
MD Anderson
~~Cancer~~ Center
 Making Cancer History®

BCMS
 Bexar County Medical Society

esd
 digital marketing

Cancer Action Network™
 American Cancer Society®

UTSA
 The University of Texas at San Antonio™

Bethel Prevention Coalition

Texas Pediatric Society
 The Texas Chapter of the American Academy of Pediatrics

SACADA
 San Antonio Council on Alcohol & Drug Abuse

AMERICAN LUNG ASSOCIATION®
 IN TEXAS

AMERICAN Heart Association | **AMERICAN Stroke Association®**
 life is why™

CIRCLES OF SA
 Community Coalition
 San Antonio Council on Alcohol & Drug Abuse

ALAMO COLLEGES DISTRICT
San Antonio College

San Antonio FOOD BANK
 SERVING SOUTHWEST TEXAS

EASTPOINT
 PROMISE PREVENTION COALITION
 SAN ANTONIO FIGHTING BACK, INC.

Health Collaborative
 Bexar County's Community Health Leadership

THE SENATE OF TEXAS
 Senator Carlos I. Uresti
 Senate District 19

clarity | child guidance center
 healing young minds & hearts

BlueCross BlueShield of Texas

CAMPAIGN for TOBACCO-FREE Kids®

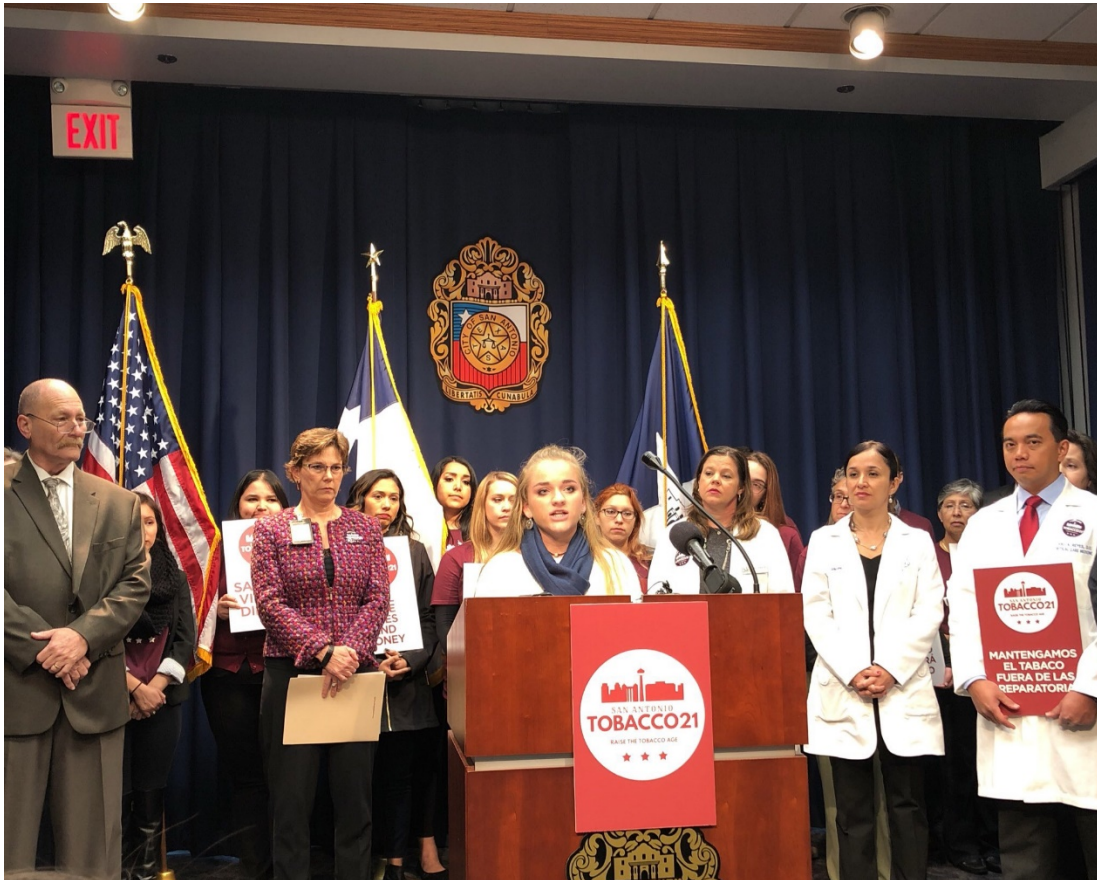
SAN ANTONIO CHAMBER OF COMMERCE
 Propelling Business Success

Humana®

march of dimes®
 A FIGHTING CHANCE FOR EVERY BABY™

Key Takeaways from the Local Coalition and Community Partners working on the San Antonio Tobacco21 campaign:

- Engaging groups the policy would impact
- Ask decision makers who they want to hear from in regards to the impact of the issue
 - ✓ Retailers
 - ✓ Youth and Young Adults
 - ✓ Veterans and/or military groups
 - ✓ Chamber of Commerce
 - ✓ Health Leaders in the area



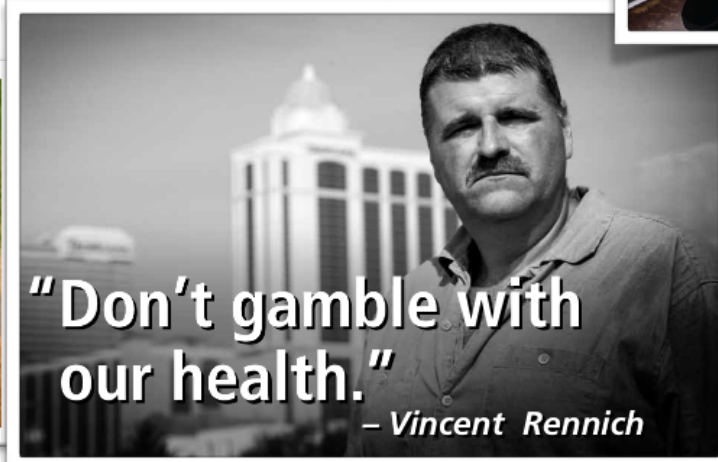
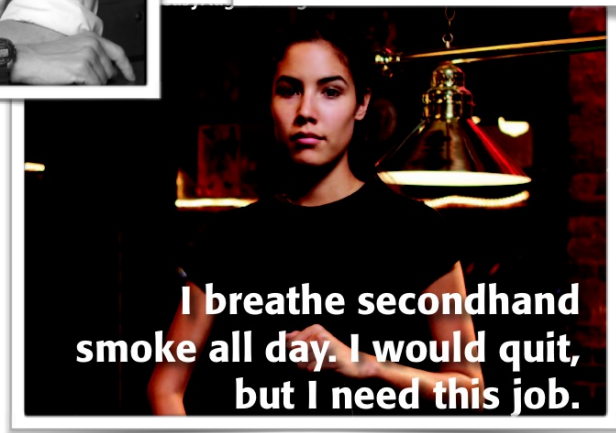
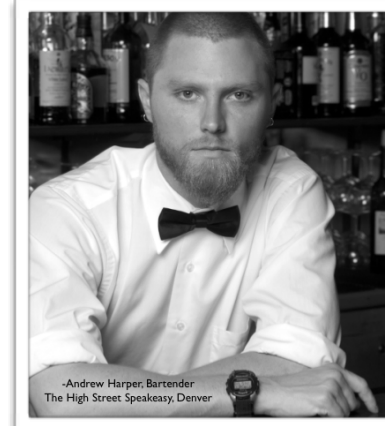
Post Vote Photo with Councilwoman Sandoval



The Power of Collaboration

FOCUS ON YOUR COALITION'S PURPOSE

- Youth/Young Adults
- Bar workers
- Musicians / Entertainers
- Blue Collar Workers



Collective Impact

Isolated Impact

- Funders select **individual grantees** that offer the **most promising solutions**
- Large scale change depends on **scaling a single organization**
- **Corporate and government sectors** are disconnected
- **Grantees work separately** and compete to produce the greatest independent impact
- **Evaluation** attempts to **isolate a particular grantee's impact**

Collective Impact

- Social problems arise from the **interaction of many organizations** within a larger system
- Large scale impact depends on **increasing cross-sector alignment and learning** among many organizations
- **Government and corporate sectors** are essential **partners**
- **Organizations actively coordinate** their action and share lessons learned
- Progress depends on **working toward the same goal and measuring the same things**

Collective Impact

Bringing people together, in a structured way, to achieve social change

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 organization

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**

EndTobacco[®]

An MD Anderson Cancer Center Program

Jennifer Cofer, MPH, CHES

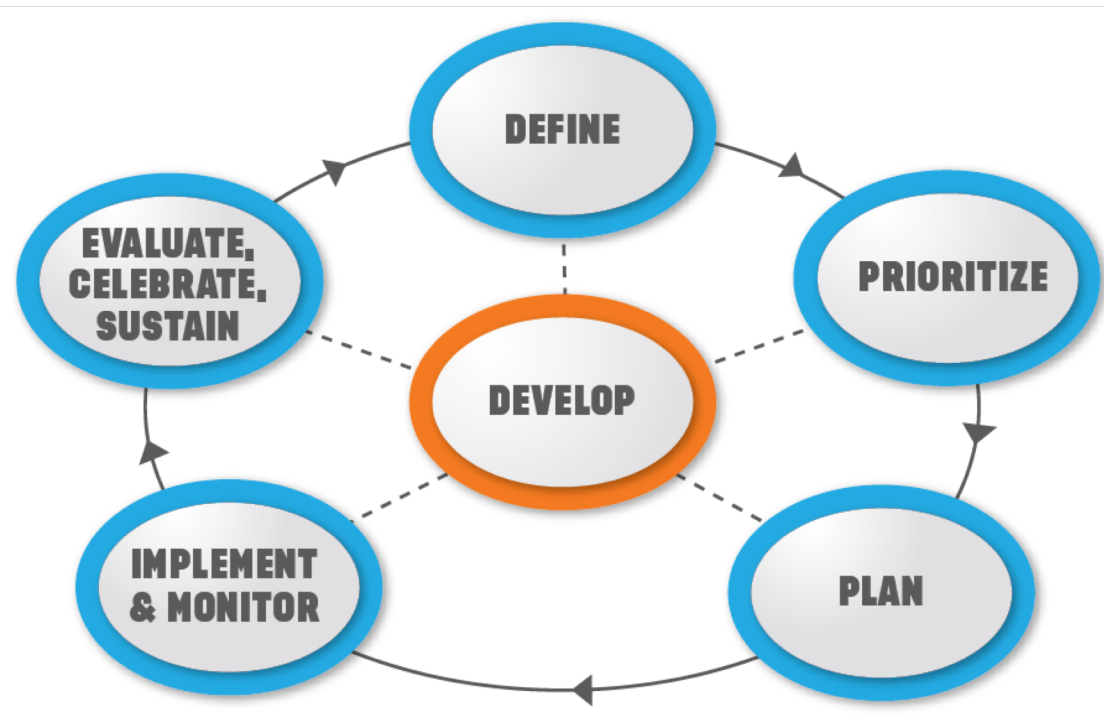
Director, EndTobacco Program and Cancer Prevention Policy

endtobacco@mdanderson.org

www.endtobacco.org

Resources for Collaboratives

Resources for Collaboratives:



<https://ittbuildhealthier.org/>

Resources for Collaboratives:

PROJECT ECHO MODEL



Resources for Collaboratives:

Jennifer Cofer



Matt Guy



Resources for Collaboratives:

To learn more:

Contact Ashley Hearn: Ashley@itstimetexas.org

Visit <https://ittbuildhealthier.org/community-lab/>