



CITY OF PRINCE GEORGE

## Collective Impact Priority Setting

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Aligning knowledge and practice to build a connected force of leaders engaging in community change.

We focus on **five big ideas** for making significant community change.



Collective Impact



Community Engagement



Collaborative Leadership



Community Development



Evaluating Community Impact

Turning theory into practice is critical for community change. We work deeply in **two practice areas** to get to impact.



# Welcome and Setting the Context

- Welcome Remarks from Mayor Lyn Hall
- Who is in the Room?
- Think Pair Share: Why is it important that I am here today?



# Collective Impact efforts unfold over five phases

<b>Components for Success</b>	<b>Phase I Assess Readiness</b>	<b>Phase II Initiate Action</b>	<b>Phase III Organize for Impact</b>	<b>Phase IV Begin Implementation</b>	<b>Phase V Sustain Action and Impact</b>
<b>Governance and infrastructure</b>	Convene community leaders	Identify champions and form cross-sector Steering Committee "SC" to guide the effort	Determine initial workgroups and plan backbone organization	Launch work groups "WGs" and select backbone organization	Building out the backbone organization; evolve WGs to meet emergent strategy
<b>Strategic planning</b>	Hold dialogue about issue, community context, and available resources	Map the landscape and use data to make case	Create common agenda, clear problem definition, population level goal	Develop Blueprint for Implementation; identify quick wins	Refine strategies; mobilize for quick wins
<b>Community engagement</b>	Determine community readiness; Create a community engagement plan	Begin outreach to community leaders	Incorporate community voice - gain community perspective and input around issue	Engage community more broadly and build public will	Continue engagement and conduct advocacy
<b>Evaluation and improvement</b>	Determine if there is consensus/urgency to move forward	Analyze baseline data to ID key issues and gaps	Develop high level shared metrics and/or strategies at SC level	Establish shared measures (indicators and approach) at SC and WG levels	Collect, track, and report progress (process to learn and improve)

- Source: FSG Interviews and Analysis

# The Five Conditions of Collective Impact

## 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

**Diverse Voices** \* **Responsive** \* **Community Aspiration**

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## Shared Measurement

**Collecting data and measuring results consistently** across all participants ensures efforts remain aligned and participants hold each other accountable

**Exploring** \* **Alignment** \* **Tracking Progress** \* **Results**

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## Mutually Reinforcing Activities

Participant activities must be **differentiated while still being coordinated** through a mutually reinforcing plan of action

**Weaving** \* **System** \* **Supportive** \* **Centered**

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## Continuous Communication

**Consistent and open communication** is needed across the many players to build trust, assure mutual objectives, and appreciate common motivation

**Trust** \* **Transparency** \* **Ongoing** \* **Engagement**

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## Backbone Support

Creating and managing collective impact requires a dedicated staff and a specific set of skills to **serve as the backbone for the entire initiative and coordinate participating organizations and agencies**

**Facilitate** \* **Convener** \* **Coordinate** \* **Movement**

# Common Agenda

- Define the challenge to be addressed.
- Acknowledge that a collective impact approach is required.
- Establish clear and shared goal(s) for change.
- Identify principles to guide joint work together.



## Our Work So Far – Progress since 2010

- 2010 – myPG Social Development Strategy approved
- 2010-2016 – Housing and Homelessness Select Committee (Hub model)
- 2015 – City of PG renews commitment to social development
- **March 2016** – Team heads to Halifax for the Collective Impact Champions for Change workshop
- **June 2016** – Working Group Meeting and Community Session
- **July-August** – Hosted community consultation sessions – Child and Youth Health, Housing and Homelessness, Mental Health and Addictions, mapping of community priorities and processes, data sources review, strategy plan(s) key theming
- **June – September** – Working Group Meeting – addition and integration of new members to the group
- **September 19 - 20, 2016** – Working Group Meeting and Community meeting

# Collective Impact Values

## CI Principles of Practice

- Equity
- Inclusion of people with lived experience
- Cross sector partnerships
- Continuous learning and improvement
- Systems leadership
- Program and systems strategies
- Build relationships, trust and respect
- Customize for the local context

## Prince George Working Group

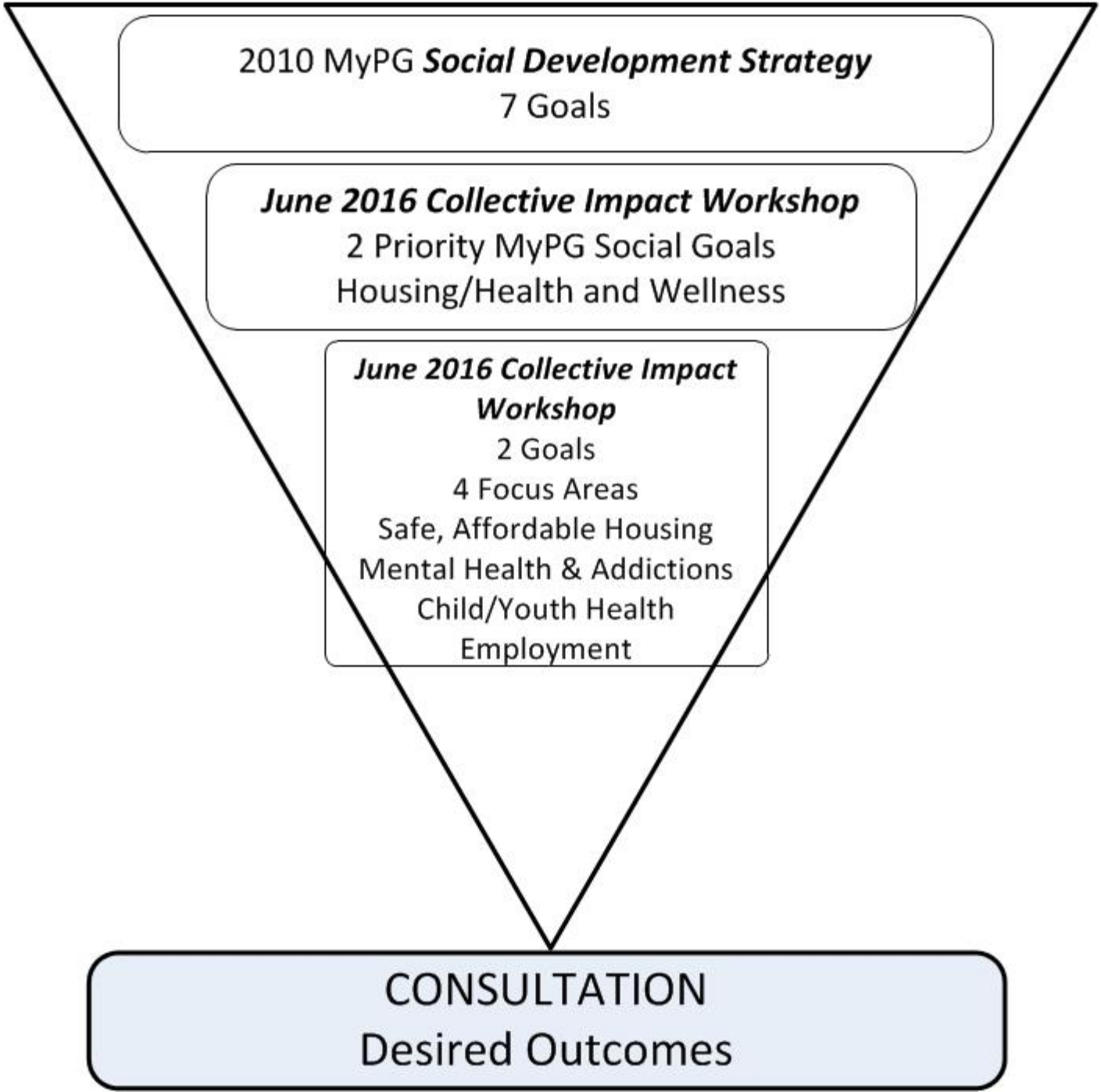
- Acknowledging systemic (root) causes while also focusing on what we can do today
- Being solutions focused
- Proactively involving cross-sector solutions
- Leveraging existing resources and identifying systems solutions



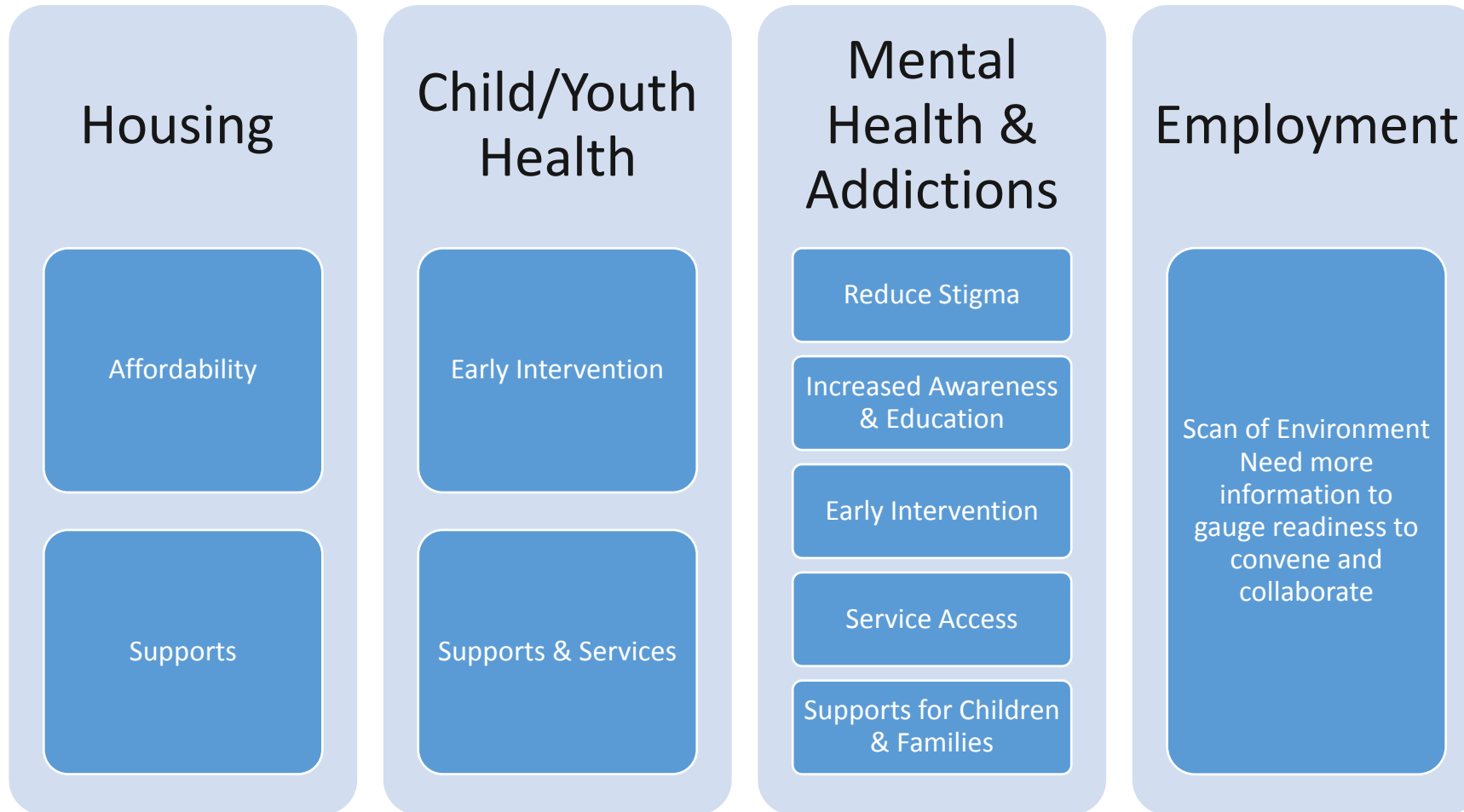


# Boundary Setting Considerations

What can we take action on as a community? (Scope of influence)	Ability to demonstrate impact and momentum
Where do we have a start or foundation to build on?	Does the broader community care about this issue?
Is the approach innovative?	Is there interest in a deeper dive?
What is the availability of data?	What can we learn?
What is in the scope? (geographic, population, number of priorities, quick wins, etc)	Is there a common or root contributor to the social problem?



# Consultation: Consensus Themes



# Orienting Frame

- Founded on CI *Principles of Practice/Values*
- Mindful of *boundaries*
- Focus areas and *themes inter-connect* allowing *multiple players/sectors* to contribute from many perspectives
- Lens: *Prevention, Poverty Reduction*
  - Greatest potential for impact

## COMMON AGENDA

All children, youth and their families  
have the opportunity to participate and achieve optimal health,  
development and well-being in a child friendly community.

Influencing Systems and Policies

Improve  
EDI  
Scores

Reduce  
poverty

Reduce  
teen  
pregnancy  
rates

Improve  
food  
insecurity

Increase  
physical  
health and  
social and  
emotional  
development

Foundation: Principles and Boundaries

# Table Discussion

**What most excites you about what you have just heard?**

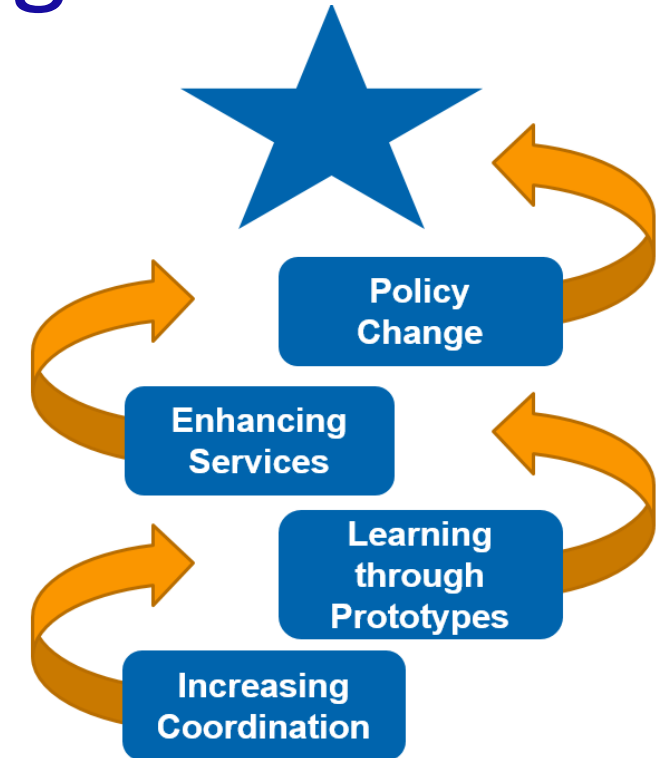
**What hesitations do you have about what you just heard?**

# Break and Networking



# Strategies to get to Systems Change

- **Policy:** advocating for policy change at local or provincial levels to improve the systems
- **Enhancing services:** bringing in previously unnoticed practice, movement or resources to enhance existing local services
- **Learning through a prototype:** start small with willing partners, learn from the experience and then expand
- **Increasing coordination:** re-aligning existing programs and stakeholders to maximize system efficacy





# Table Discussion

- What are you doing already?
- What strategies should be considered that:
  - Increase alignment
  - Build a new prototype
  - Redirect resources
  - Influence policy

# Lunch and Poster Walk



# Table Discussion

Community Priorities: Housing and Homelessness, Mental Health and Addictions, Good Jobs and Liveable Income and Other

- What are three critical supports to move forward these community priorities?

# Collective Impact

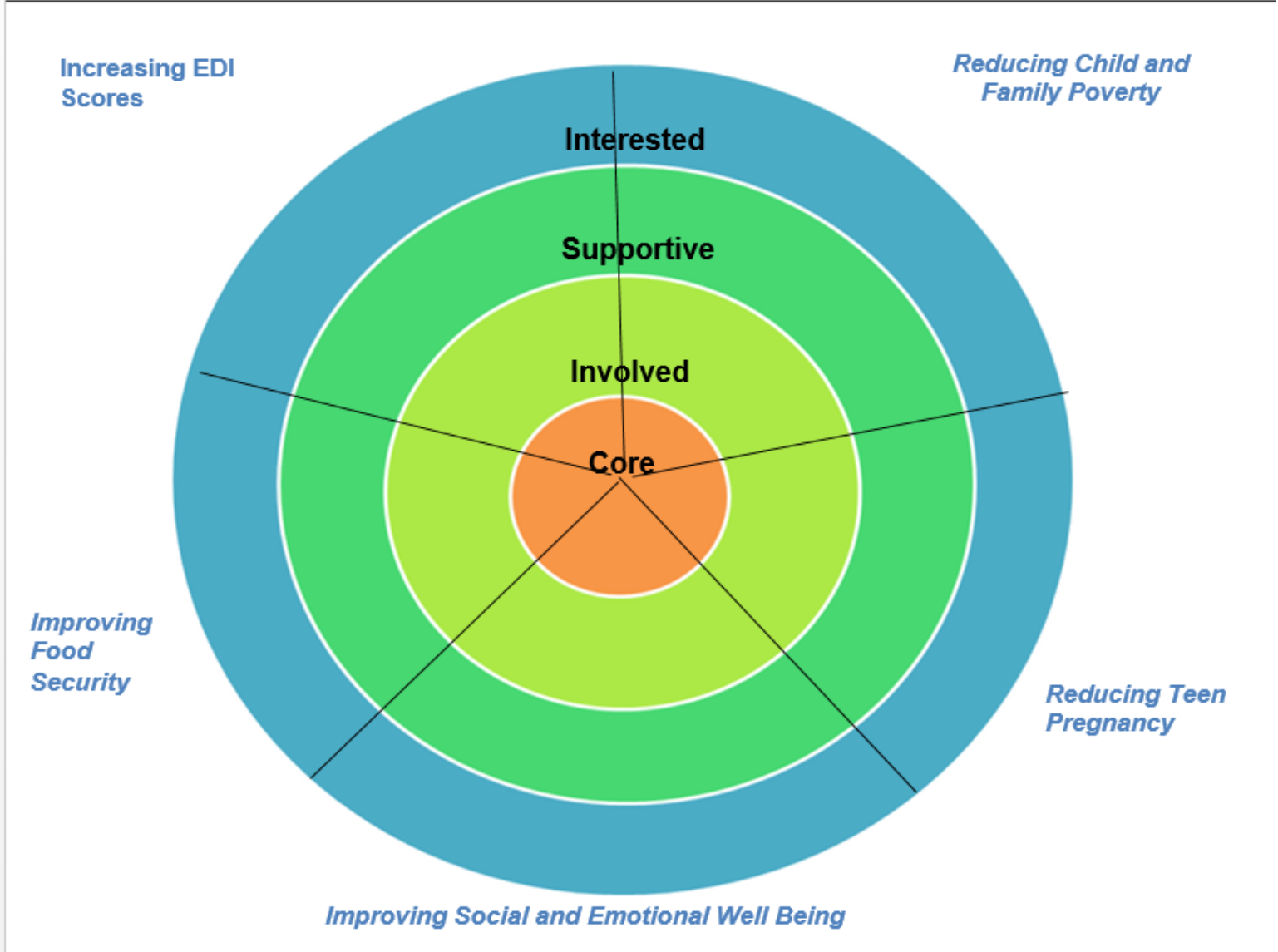
## Large Group Discussion

What are the pivotal next steps for moving a collective impact focus on children, youth and their families in Prince George forward?



# Stakeholder Engagement Wheel

## Wheel of Involvement



# Next Steps



- Reflections from today

Thank You!

Please share your feedback with us at  
[tamarack@tamarackcommunity.ca](mailto:tamarack@tamarackcommunity.ca)



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