

# COLLECTIVE IMPACT UPDATE #3 – JANUARY 2017

## PRINCE GEORGE COLLECTIVE IMPACT JOURNEY – WHERE HAVE WE BEEN?

### SPRING 2016

- Hub Model Design Revisited - January 2016
- Collective Impact Approach Review - February/March 2016
- Collective Impact & Backbone Leadership Conference - April 2016
- Working Group Assembled - April/May 2016
- Tamarack Institute Engaged - April 2016
- Community Stakeholder Workshop - June 2016

### SUMMER 2016

- Communications Planning - June - August 2016
- Assessing Priorities - Community Consultations (Preparing to Set the Common Agenda) - June - August 2016
- Establish Backbone Infrastructure (Assessing Capacity/Connecting with CPG Budget Process) - August/September 2016

### FALL 2016

- September 19 Working Group Session
- September 20 Community Stakeholders Workshop - Setting the Common Agenda - Children's Health
- Public Engagement - Talktober - October 2016 - Testing the Common Agenda with Citizens

*Five Key Elements of Collective Impact: Common Agenda, Shared Measurement, Mutually Reinforcing Activities, Continuous Communication, Backbone Support*

## WHAT'S NEXT?

Thank you to agency representatives and residents for your guidance as the City of Prince George works with the community to select an issue that all sectors want to address using the collective impact framework. We have also appreciated the expertise and assistance of Liz Weaver from the Tamarack Institute who advises that our community is progressing well with this complex work. At the September 20, 2016 community workshop, discussion focused on how we can collectively improve health outcomes for children. City staff have been engaged in three main activities to address this community vision:

1. Convening a subject matter expert panel to identify potential strategies and actions;
2. Acting on an opportunity to transition current collaborative efforts to improve children's health to a collective impact approach (learning through an prototype is a strategy to achieve systems change) and;
3. Undertaking development of a multi-faceted communications strategy to create the momentum necessary to engage all sectors, residents, and those with lived experience.

Pages two and three of this update provides detailed information about these activities. More information can also be found on the [Collective Impact Webpage](#).



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## SUBJECT MATTER EXPERT PANEL

On the advice of the working group and Tamarack, the City has approached School District 57, Northern Health, MCFD, and the YMCA of Northern BC (Lead Agency, Integrated Youth Services Initiative) with a request to identify a senior level representative to form a subject matter expert panel to develop strategies and actions that will collectively contribute to the achievement of our community's vision for improved health outcomes for children. We are also seeking advice from Indigenous and Faith networks, who work extensively with children and youth, on how to ensure involvement when there is much diversity within their respective communities.

The intent is to keep the group to a manageable size. However, as the group undertakes the tasks identified below, it's likely that some additions will be made.

- Setting boundaries and determining areas of focus for strategy development (to improve children's health);
- Considering the local context;
- Reviewing research on effective strategies (regional, provincial, and national);
- Analyzing existing data to inform strategy selection and;
- Determining how progress and success will be measured.

If you have suggestions, comments, or want to be involved as a member of the panel, please contact Chris Bone (250.561.7765 or [chris.bone@princegeorge.ca](mailto:chris.bone@princegeorge.ca)).

## STEERING A MOVING TRAIN

Collaborative efforts to improve children's health will continue as the community transitions to a collective impact approach as a way to "move the needle" on this critical issue. As Liz Weaver shared at the September 20 workshop, there are several strategies to get to systems change including advocating for policy change, enhancing services, learning through a prototype, and increasing coordination. Since 2014, the City has been working with PGNFC, SD 57, and UNBC to deliver the federally funded Strengthening Families Program. Partners also worked to facilitate the addition of an after-school program to further support vulnerable youth and families. We have baseline data and measures in place that are demonstrating these programs are delivering desired outcomes. However, growth and sustainability are of concern and we think there would be value in prototyping a strategy, supported by all sectors, which would enable expansion of this project as a key strategy to achieve the vision of improved health outcomes for children.



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## COMMUNICATIONS

During Talktober, City representatives shared the community’s collective impact vision for improved children’s health. We learned through this process that we must undertake a multi-faceted communications strategy to create awareness of the status of children’s health. Understanding the need for improvements and the actions that positively influence children’s health is critical if we wish to create the momentum necessary to engage all sectors, residents, and those with lived experience in our collective efforts to drive systemic change.

Our colleagues in Saint John, New Brunswick initiated a collective impact movement, branded Living SJ, in 2014. The project is focused on ending generational poverty and is led by a diverse and growing network of over 100 partners. We were fortunate to speak with the Executive Director of Living SJ who provided some helpful advice about first steps when facilitating social change. They had good success with the production of a video called [Living SJ](#) which introduces the concept of collective impact as well as the rationale for and focus of the poverty reduction initiative. We intend to create a video for the Prince George initiative.

The video is one product of a broader, comprehensive communications strategy that will be completed and posted on the [City’s collective impact webpage](#).

## THINKING AHEAD – A GLIMPSE AT 2017



✓ **Scope & Readiness**

**2017 FOCUS:**  
**INITIATE ACTION**  
**ORGANIZE FOR IMPACT**