



Building A Better Future: Community Engagement for Collective Action

2024 Arizona Rural Health Conference

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Objectives

- Our story
- Understand the Social Determinates of Health/Community Engagement/Collective Impact
- Understand Policy, Systems, & Environment Changes
- Long term impacts
- Learn what you can do

The story of engagement

- Diabetes prevalence study (1998)
- Special Action Group
- 1st nutrition policy in schools-prior to mandate (2002)
- Work with the Health Department
- Strategic planning with the Health Department
- I offered a roadmap on how to change health in the community with Special Action Groups (2012)
- Conducted a strategic plan/action for the County Health Advisory Board (2018)
- Local Foundation was at the strategic planning
- Local Foundation put a group of us in a room and asked what we would do with 2 million dollars (2019).
- This is our story...







**Equality is everyone
getting a pair of shoes.**



**Diversity is everyone
getting a different type
of shoe.**



**Equity is everyone
getting a pair of shoes
that fits.**



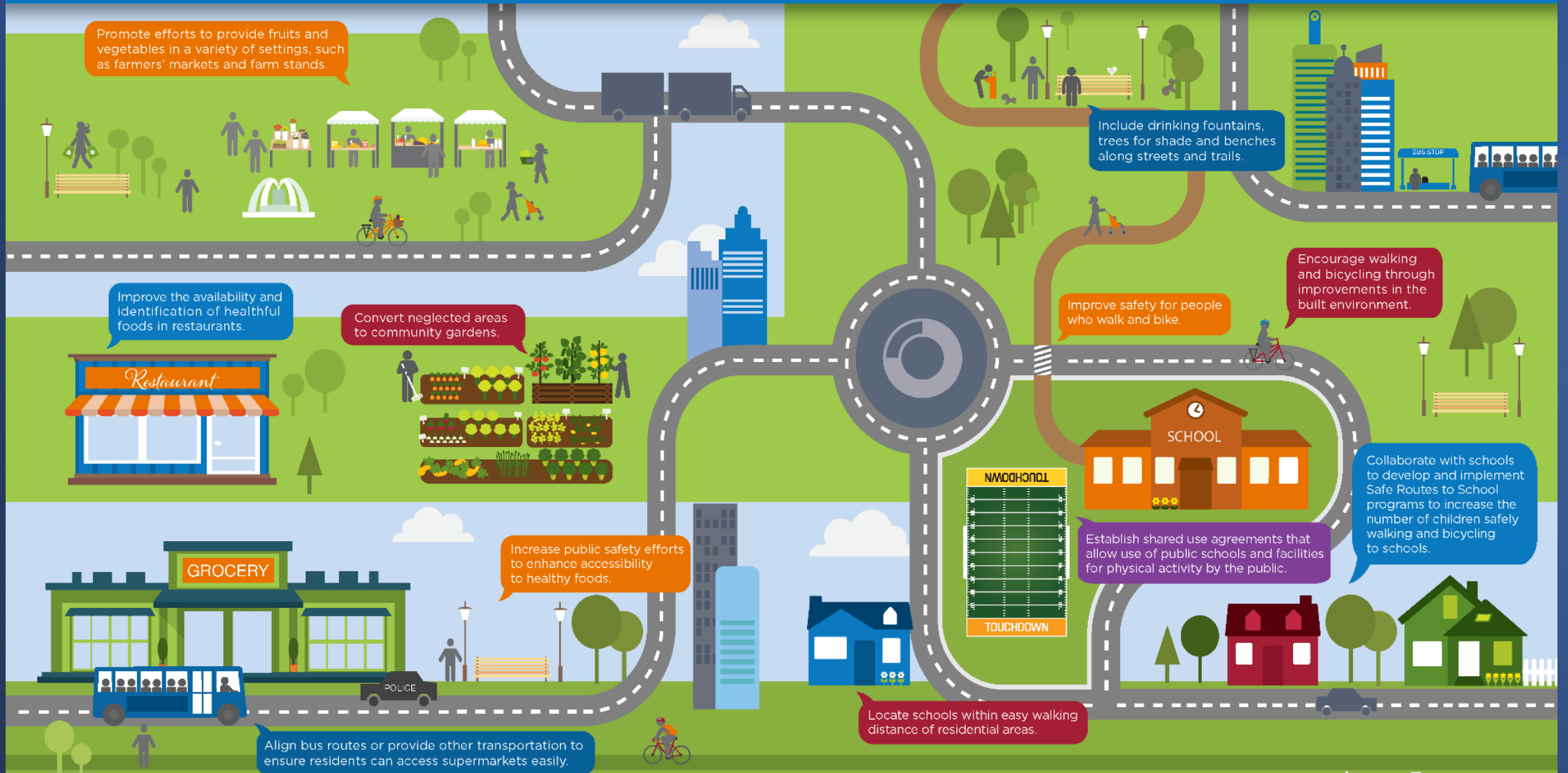
**Acceptance is
understanding we all wear
different kinds of shoes.**



**Belonging is wearing the
shoes you want without
fear of judgment.**

The Path to a Culture of Health

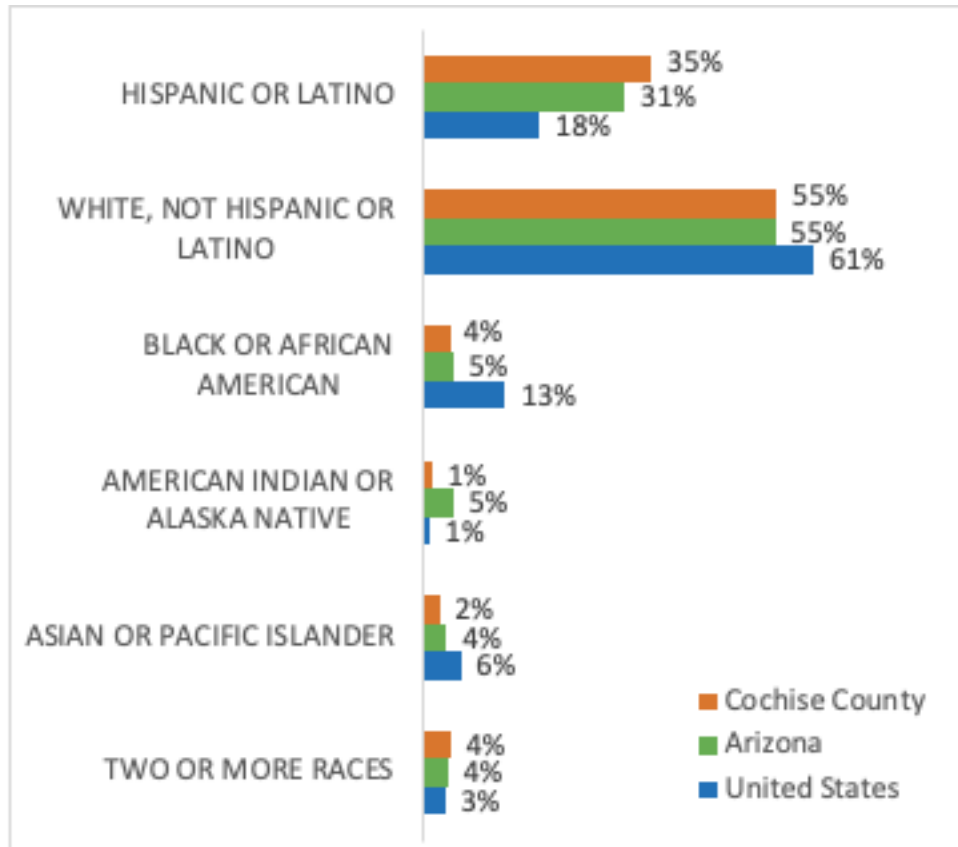
The Policy, Systems and Environmental Change Approach for Community-Based, **Healthy Eating** and **Physical Activity**



Cochise County has high Hispanic and low-income populations

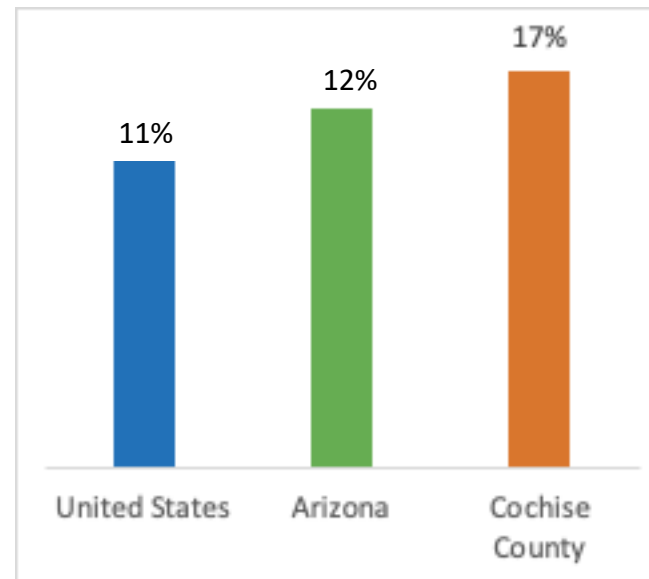


Racial/Ethnic Distribution

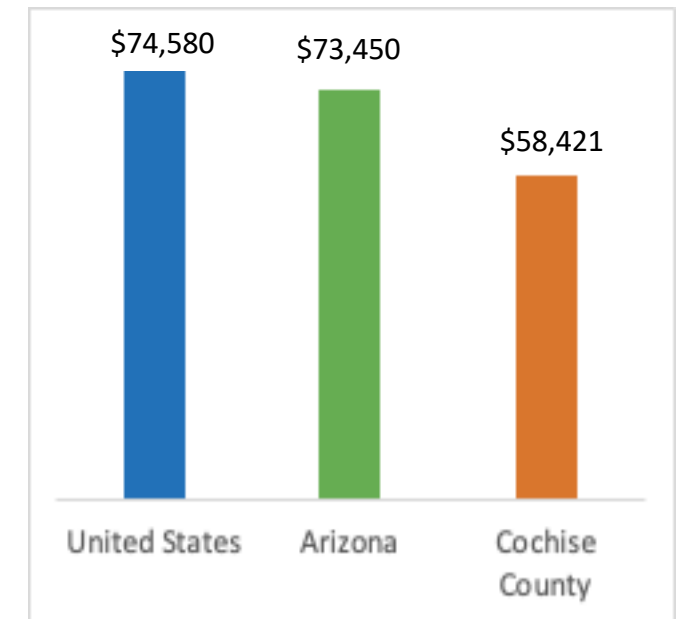


Population (2020 Census): **125,447**

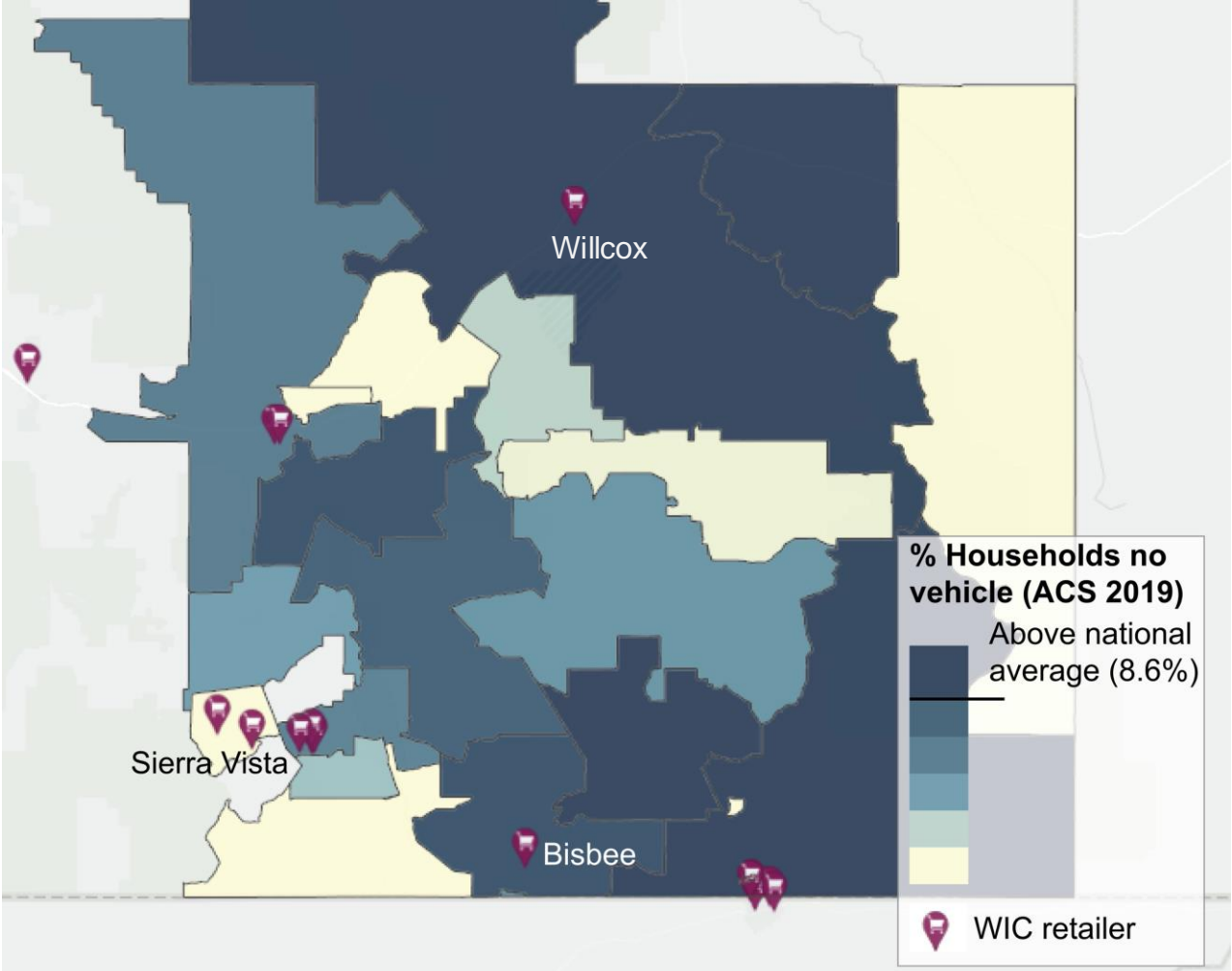
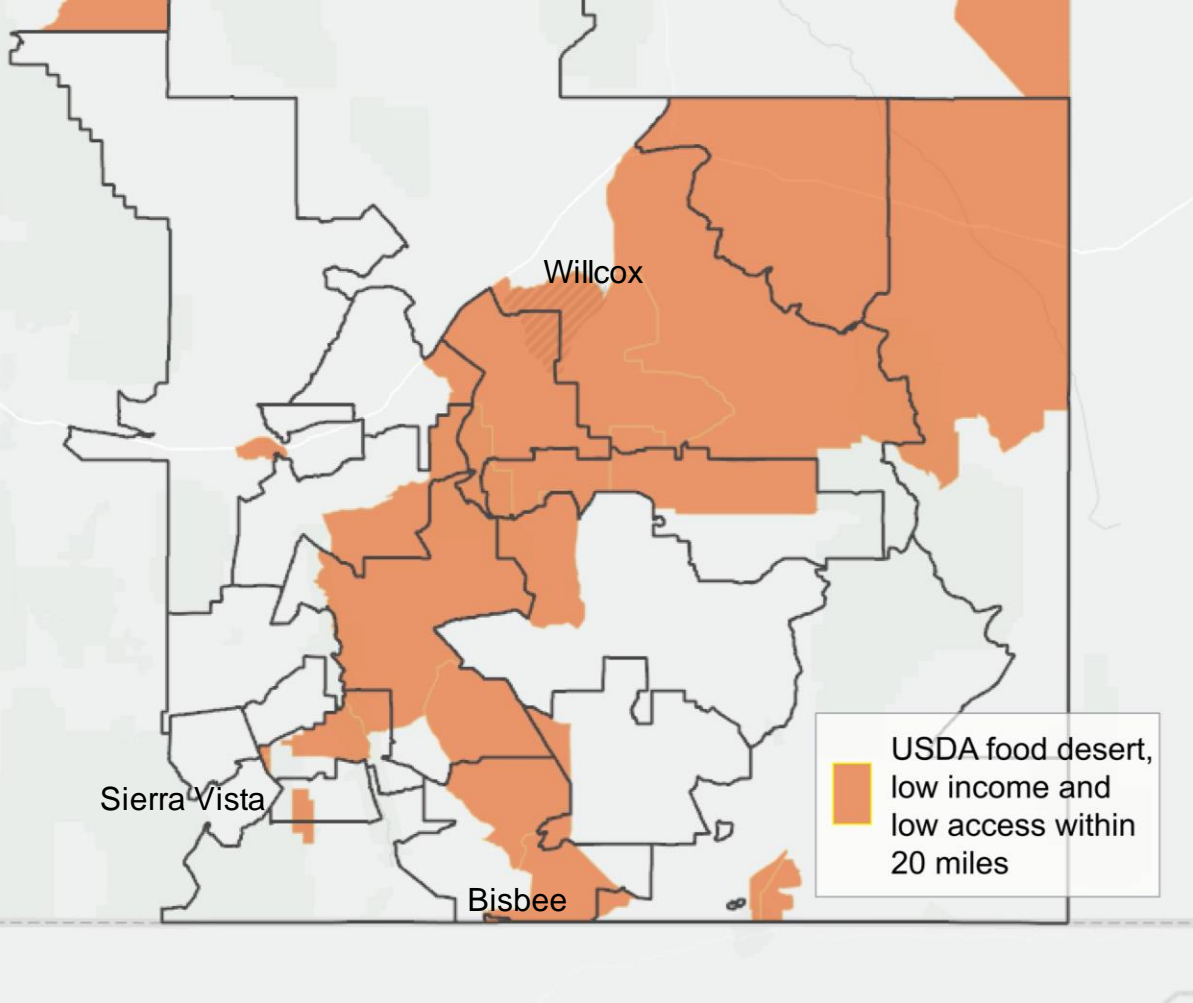
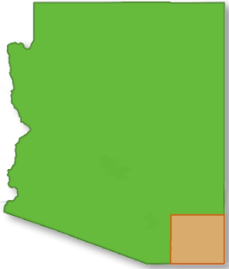
Persons in Poverty



Median Household Income



Areas of the county have particularly low access to fresh foods



Community Health Assessment Report

COCHISE COUNTY, ARIZONA

County Health Assessment

- ❖ Mental Health/Substance Abuse
- ❖ Good Jobs/Economy
- ❖ Healthy Eating/Diabetes/Obesity



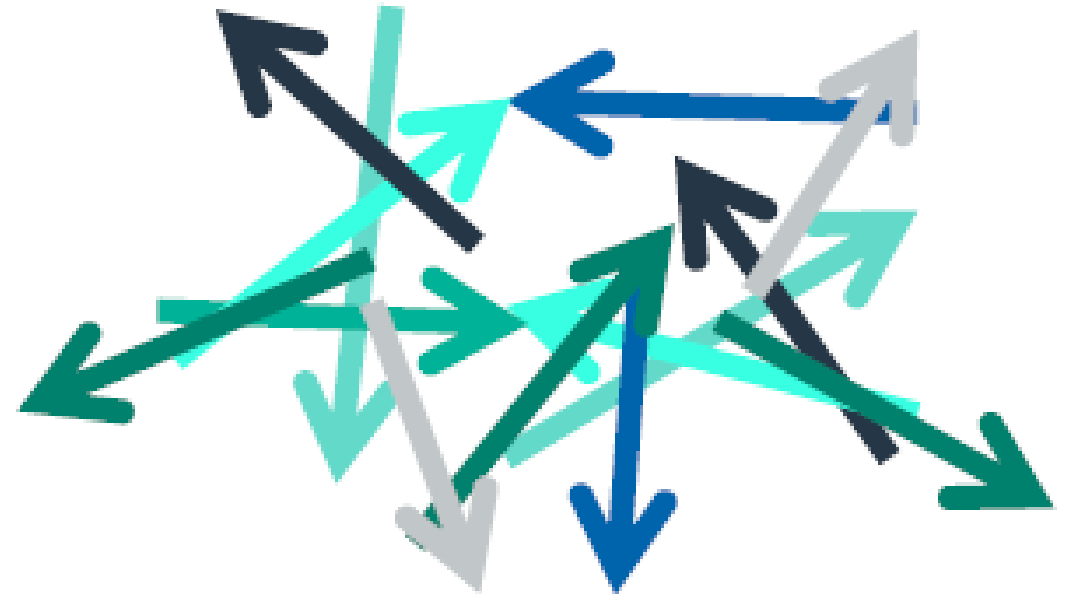
A partnership between
COCHISE HEALTH AND SOCIAL SERVICES
BENSON COMMUNITY HOSPITAL
COPPER QUEEN COMMUNITY HOSPITAL
LEGACY FOUNDATION OF SOUTHEAST ARIZONA
NORTHERN COCHISE COMMUNITY HOSPITAL



Traditional approaches are not solving our most complex problems

- Funders select **individual grantees**
- Organizations **work separately** and **compete**
- Corporate and government sectors are often **disconnected** from foundations and nonprofits
- Evaluation attempts to **isolate** a particular organization's impact
- Large scale change is assumed to depend on **scaling organizations**

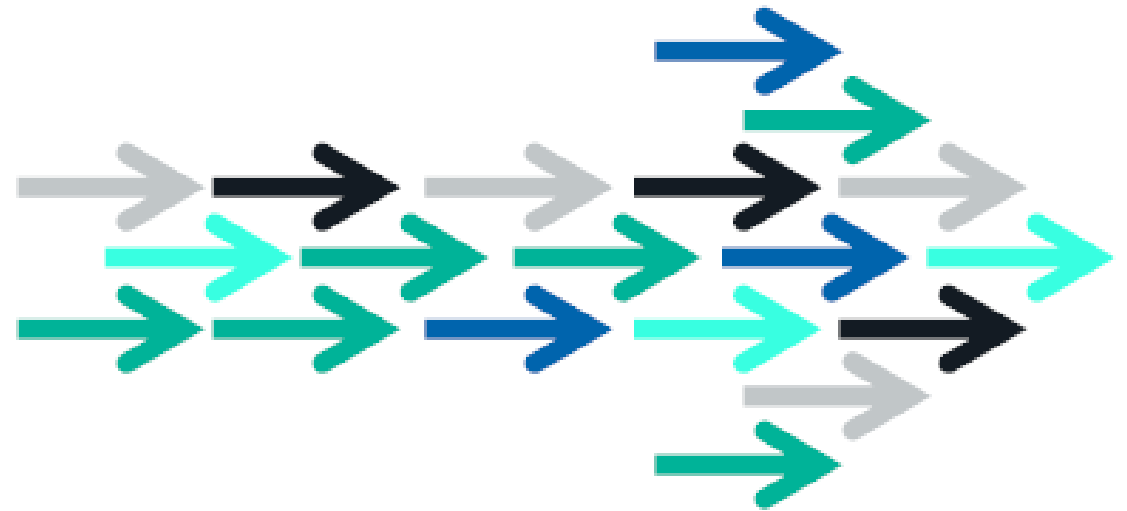
Isolated Impact



Imagine a different approach –
Multiple players working together
to solve complex issues

- Understand the problems – and their solutions – arise from **interaction of many organizations within a larger system**
- **Cross-sector alignment** with UACE, government, nonprofit, philanthropic and corporate sectors as partners
- **Organizations actively coordinating** their action and sharing lessons learned
- All working toward the **same goal and measuring the same things**

Collective Impact



Five Conditions to achieve Collective Impact

- **Common Agenda**: Coming together to collectively define the problem and create a shared vision to solve it.
- **Shared Measurement**: tracking progress in the same way, allowing for continuous learning and accountability.
- **Mutually Reinforcing Activities**: integrating the participant's many different activities to maximize the end result.
- **Continuous Communications**: building trust and strengthening relationships.
- **Strong Backbone**: team dedicated to aligning and coordinating the work of the group.

How is collective impact different from collaboration?

Collaboration

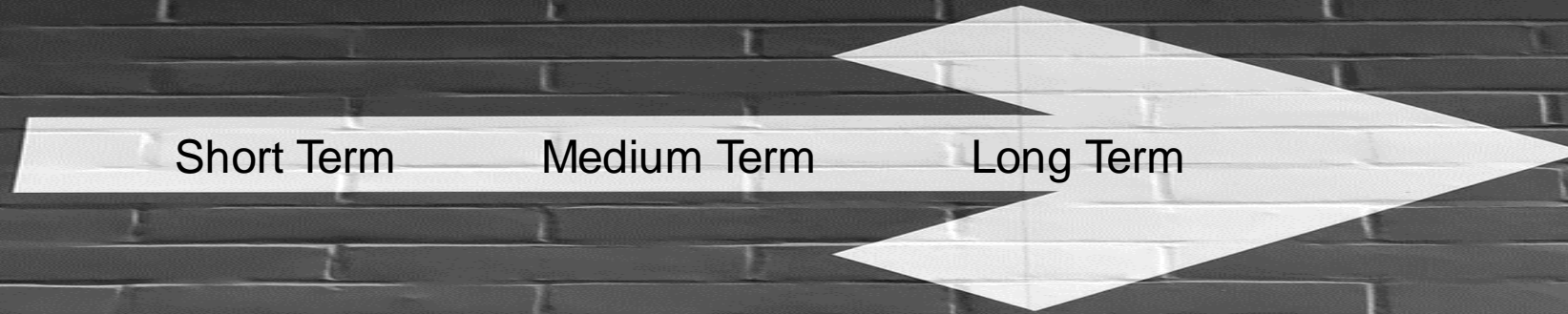
- Convene around specific programs or initiatives
- In addition to what you do
- Prove
- Advocate for ideas
- Single sector



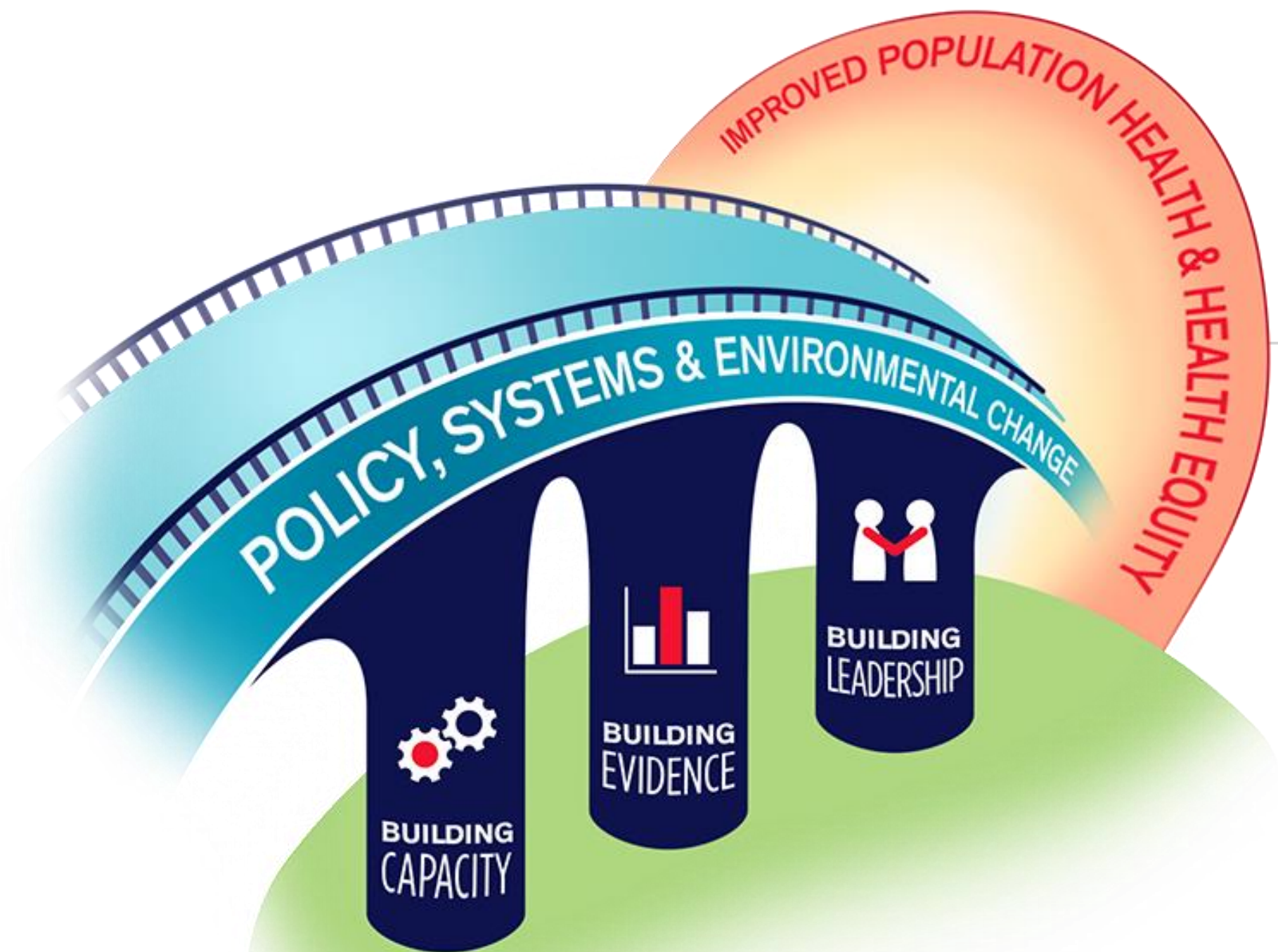
Collective Impact

- Work together over the long term to move outcomes
- Is what you do
- Learn and improve
- Advocate for what works
- Cross-sector

Program Outcome Levels



Learning “Impact”	Action	
awareness created	behavior changed	health impact
knowledge gained	practice adopted	economic impact
attitudes changed	decisions made	environmental impact
skills developed	policies changed or adopted	societal impact
aspirations sparked	social action taken	
People: What they learn and do		Conditions



POLICY, SYSTEMS & ENVIRONMENTAL CHANGE

IMPROVED POPULATION HEALTH & HEALTH EQUITY

BUILDING CAPACITY

BUILDING EVIDENCE

BUILDING LEADERSHIP

Our Goals:

Three goals to move us to **transformational, sustainable change** that supports healthy eating and physical activity for improved community health

Leadership & Collaboration

- Increase the community capacity for healthy change

Food Systems

- Increase the capacity of and access to the food system to reduce disparities in food security and nutrition in the county

School Health

- Support the health and wellness of community youth through expanded school health initiatives

Moving the needle on healthy eating, diabetes and obesity-Funding by the Legacy Foundation of Southeastern Arizona



Goal 1:
Increase community
capacity for healthy
change

Fortify Healthy Community Committees



Wilder Collaboration Factors

Strength Factors

- Members see collaboration as being in their self-interest
- Favorable political and social climate
- Unique purpose
- Flexibility
- Skilled leadership
- Mutual respect, understanding, and trust
- Shared vision
- Ability to compromise
- Open and frequent communication

Factors of Concern

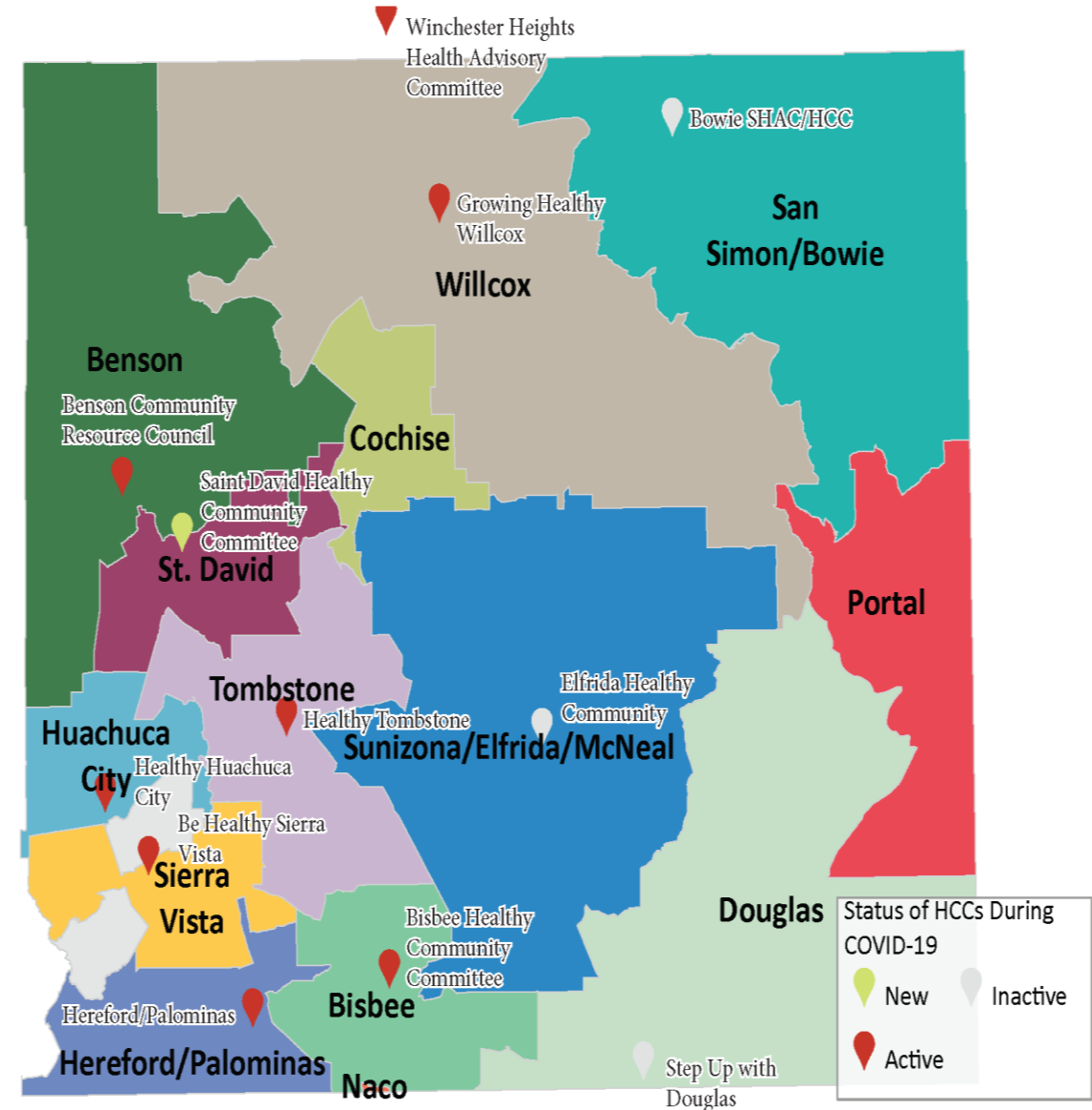
- Sufficient funds, staff, materials, and time
- Appropriate cross section of members
- History of collaboration or cooperation in the community
- Development of clear roles and policy guidelines
- Appropriate pace of development

Established informal relationships and communication links

Borderline Factors

- Collaborative group seen as a legitimate leader in the community
- Adaptability to changing conditions
- Members share a stake in both process and outcome
- Multiple layers of participation
- Evaluation and continuous learning
- Concrete, attainable goals and objectives
- Engaged stakeholders

The [Wilder Collaboration Survey](#) is conducted with each Health Community Committee (HCC). Above is a summary of the findings of our survey. The Wilder Collaboration survey is a free tool to assess how your collaboration is doing on research-tested success factors.



Healthy Community Committees

Activity: Advocate for PSE changes

10 have mission and/or vision statements

5 have been involved in strategic planning efforts

11 have identified PSE initiatives

Initiative Areas:

- Access to health services
- Affordable housing
- Clean and safe water
- Food access
- Physical activity opportunities
- Mental health resources
- Transportation resources



Goal 1:
Increase community
capacity for healthy
change

Develop & Implement Leadership Academy

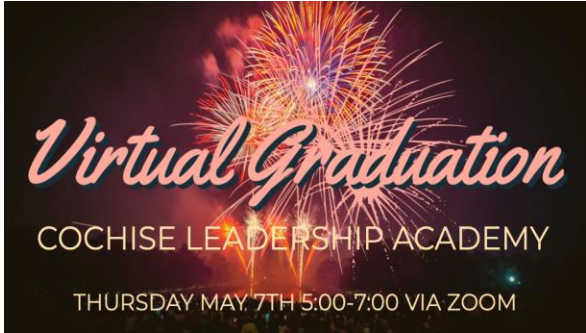


Arizona Community Training Curriculum (ACT) from University of Arizona Cooperative Extension in conjunction with concepts from Public Allies and “Everyone Leads” by Paul Schmitz.

- 75 participants have graduated from Cohorts 1-5.
- Participants are from all over the county with various fields and education levels.
- Half of the participants have joined/attended Healthy Community Committees
- 10 participants working on projects during COVID



70 graduates produced a project:
Local First, Farmer’s market, Diaper Bank, Affordable medications, ADA accessible playground, CPR Coalition, Gardens, Self Care Training, etc.



A new CLA webpage is being built and added on to the Building Healthy Communities page on the Cooperative Extension site:
<https://extension.arizona.edu/cochise-building-healthy-communities>

Goal 2:
Cultivate a
healthy food
system



Community Food System Development



Market on the Move



POWWOW: Produce On
Wheels
With Out Waste
Borderlands Produce Rescue



Rescued Produce and other foods

Hosted in:

Benson, Sierra Vista, Douglas, and Willcox

One to two times a month

Each day of operation approximately 10,000 lbs. to 13,000 lbs. of fresh produce is distributed at multiple sites throughout the county— community partners often pay the \$17 fee per participant for 70 pounds of produce!
20-25 volunteers help make this happen at each event.



Resources in the Desert



School/Family Seed Program



Additional Food Distribution Sites



School Backpack Programs/10 Food Pantries Established



Clothing Banks



Sierra Vista Garden in the rural desert



Benson Garden in the rural desert



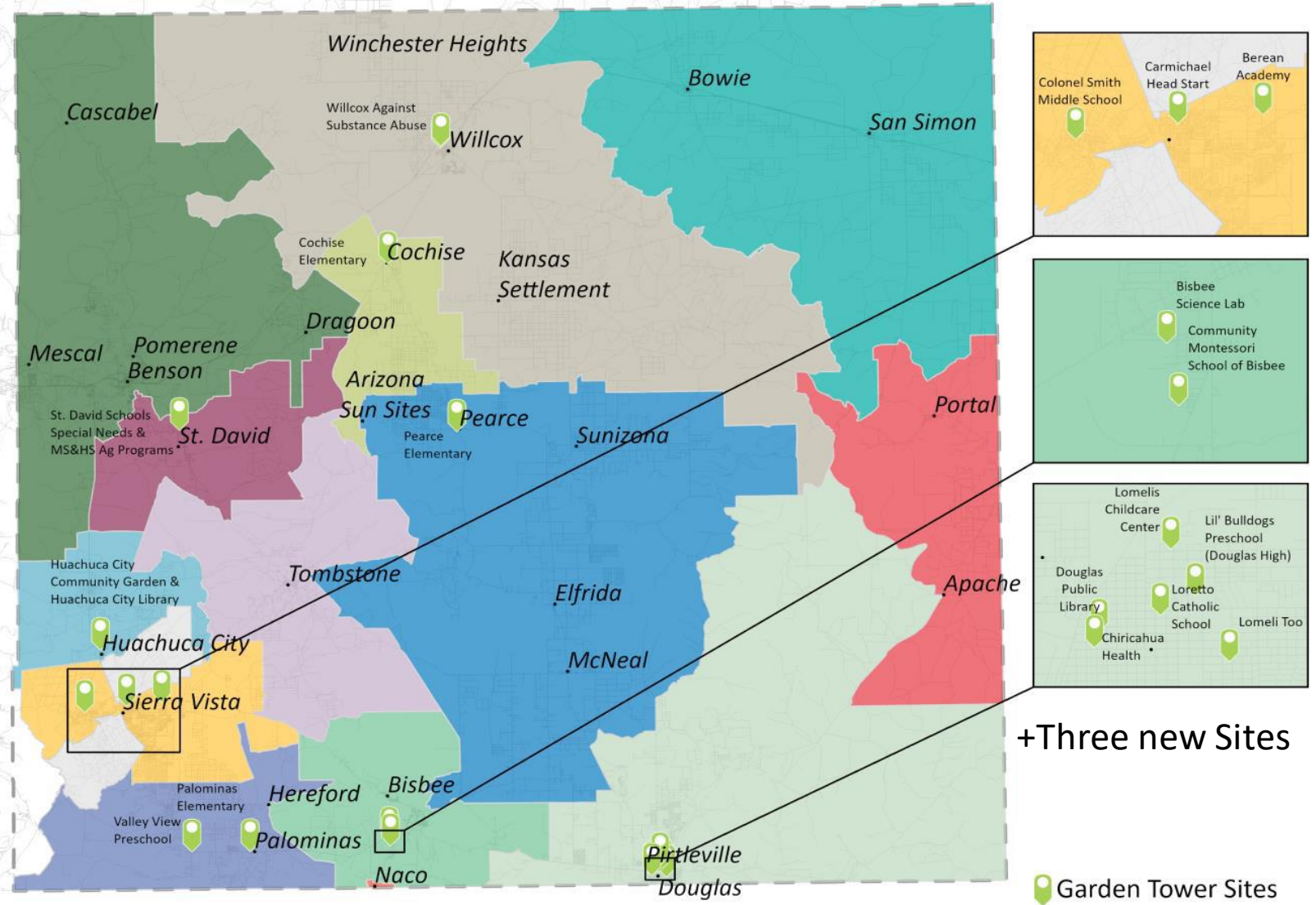
Bisbee Garden in the rural desert



5 School Gardens & 2 Early Childhood gardens

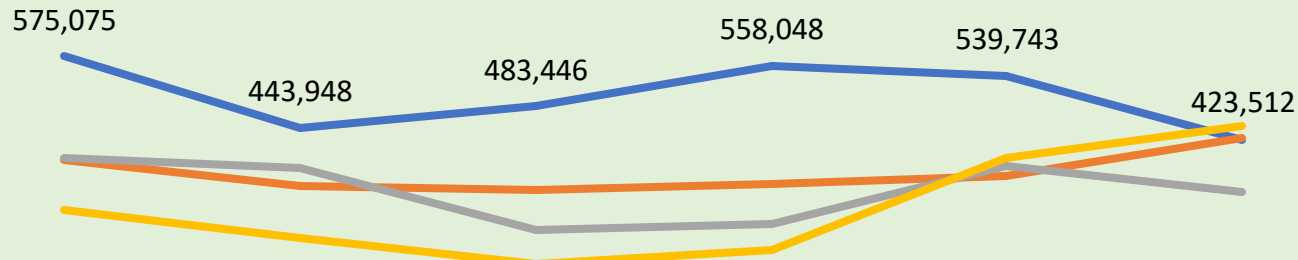


Garden towers save water and provide fresh produce at schools and libraries

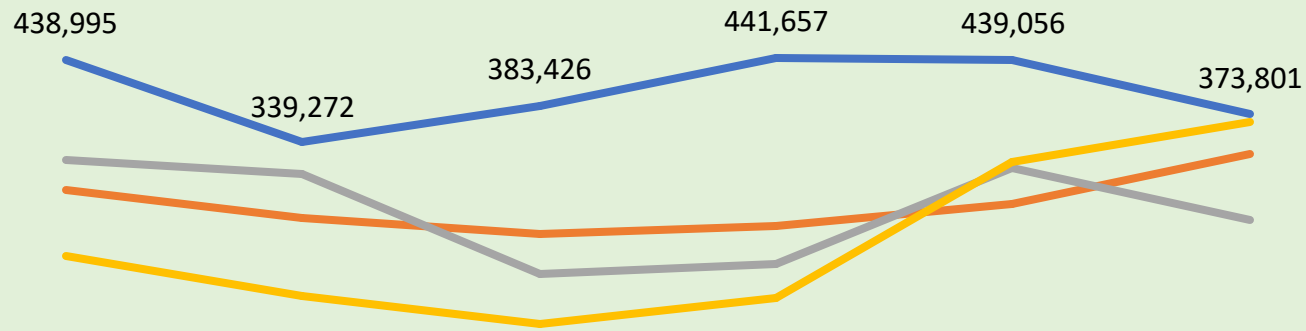


Community food banks distributed more....

total pounds of food



and pounds of healthy foods



July Aug. Sept. Oct. Nov. Dec.

— 2020 — 2019 (Grant Year 2) — 2018 (Grant Year 1) — 2015-2017 Baseline

Fresh Tuesdays!



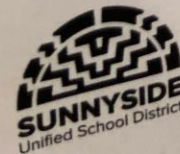
FREE Fruit or Vegetables
GRATIS Frutas o Verduras

- Tuesday, November 13, 2018 / martes 13 de noviembre, 2018
- Tuesday, December 11, 2018 / martes 11 de diciembre, 2018
- Tuesday, January 8, 2019 / martes 8 de enero, 2019
- Tuesday, February 12, 2019 / martes 12 de febrero, 2019
- Tuesday, March 12, 2019 / martes 12 de marzo, 2019
- Tuesday, April 9, 2019 / martes 9 de abril, 2019
- Tuesday, May 7, 2019 / martes 7 de mayo, 2019

8:30 am—9:30 am

While supplies last/ hasta agotar existencias
 Los Ranchitos Opportunity Center/2054 E Ginter Rd

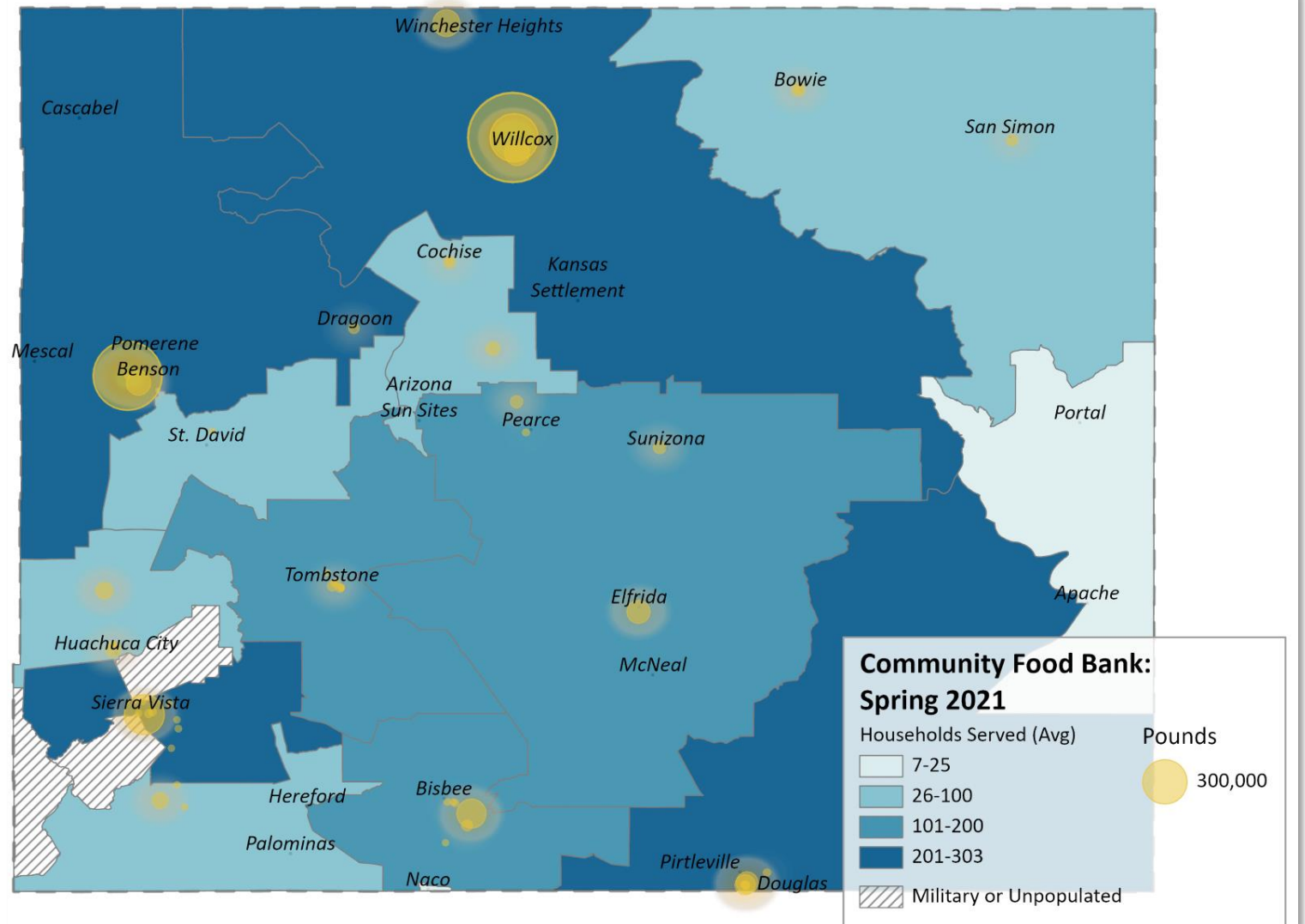
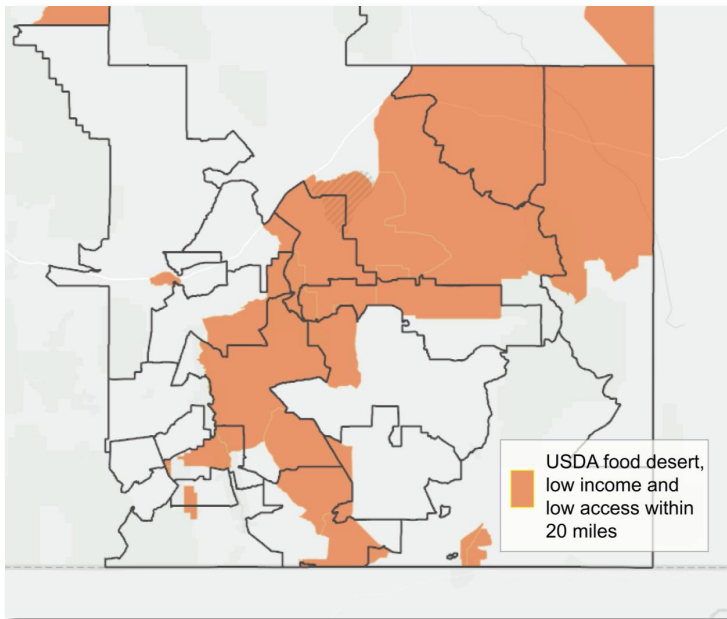
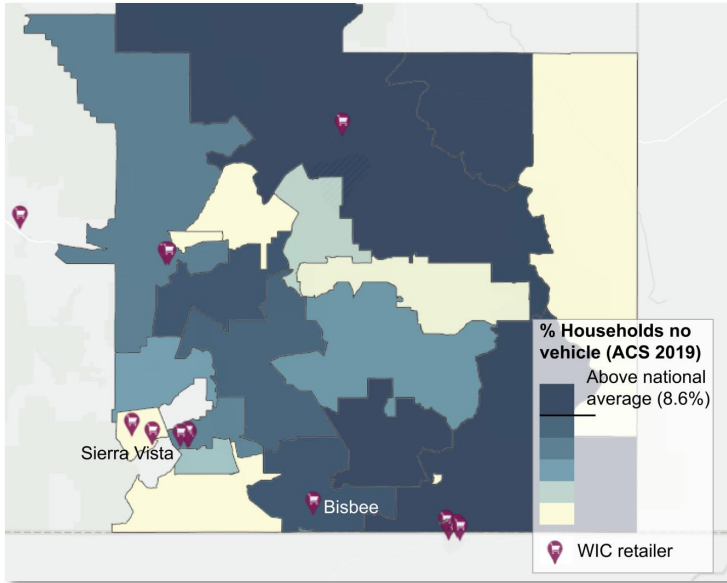
Additional questions call/ si tiene preguntas llame a
 545-3460 Mayra Rodriguez/545-2158 Araceli Mendoza



COMMUNITY FOOD BANK
 OF SOUTHERN ARIZONA



Food was distributed in low income, low transportation, and low access areas



SAFE
MEDICATION
DISPOSAL



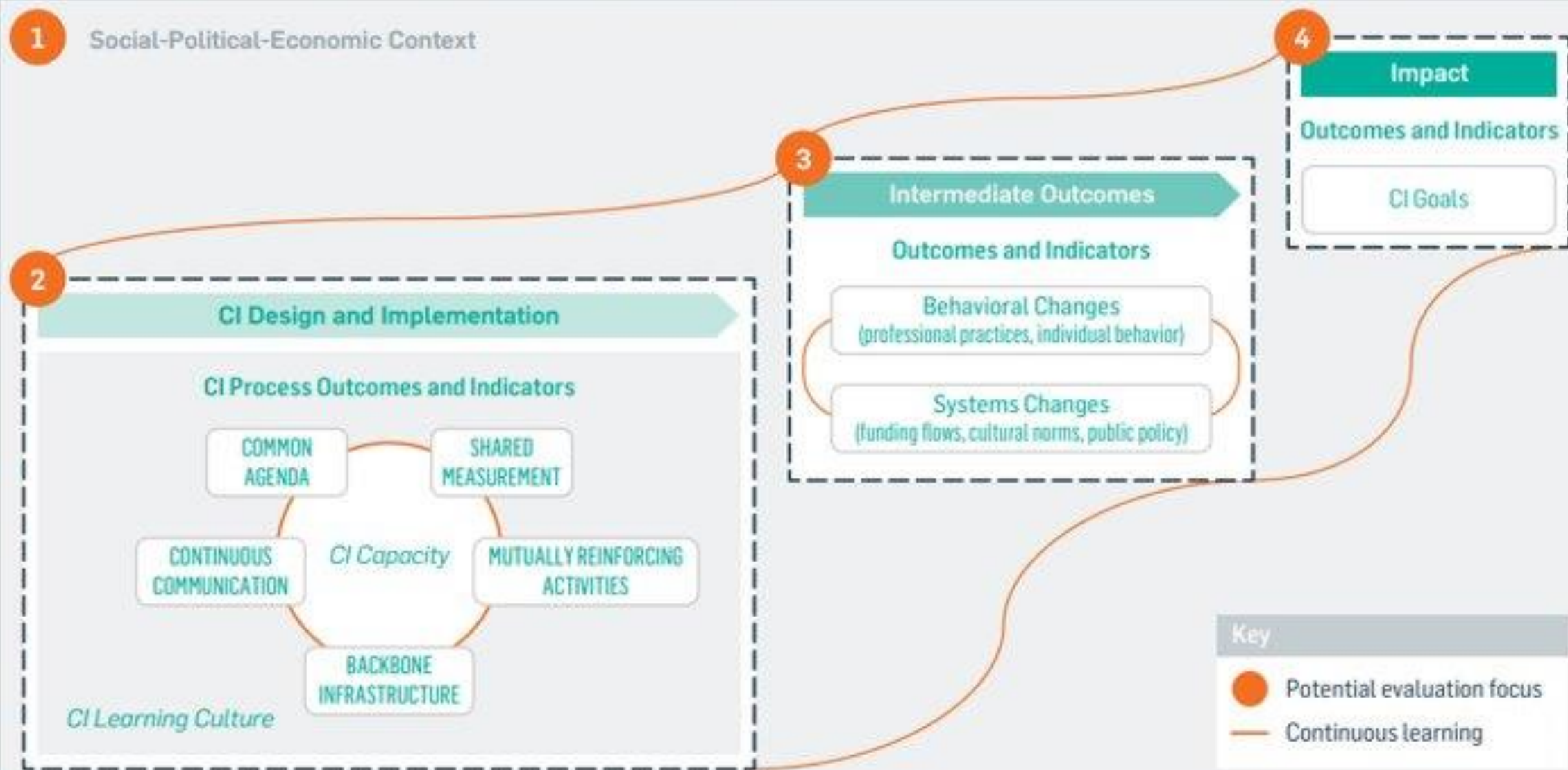
The Mesquite Pod:

SCHOOL, FAMILY, AND COMMUNITY WELLNESS



Goal 3:
Support Health &
Wellness in schools





USDA NIFA HSI GRANT

Working on food access
Connecting Local Farmers
to food outlets
Leadership
Water conservation





Is your community ready?

Gearing up for PSE change with Collective Impact

ENGAGE WITH YOUR COMMUNITY

- Your community:
 - Current needs and conditions – what are some areas of concern
 - Assets – focus on the positive and build from it
 - Opinions and Values – can be your steppingstones or the weight that holds you back
 - Readiness to Change – “You can lead a horse to water, but you can’t make it drink.”
 - Visualize a healthy community and a plan to get there.
 - Asset-based Strategic Doing ©



THE 4 QUESTIONS AND 10 RULES OF STRATEGIC DOING



BEFORE YOU BEGIN

1. Create a safe space for deep, focused conversation.
2. Frame the conversation around an appreciative question.



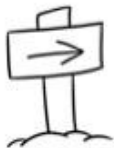
WHAT COULD WE DO?

3. Uncover hidden assets that people are willing to share.
4. Link & leverage your assets to create new opportunities.



WHAT SHOULD WE DO?

5. Rank all your opportunities to find your "Big Easy."
6. Convert your Big Easy into an outcome with measurable characteristics.



WHAT WILL WE DO?

7. Define a Pathfinder Project with guideposts.
8. Create a short-term action plan with everyone taking a small step.



WHAT'S OUR 30/30?

9. Set a next meeting to review progress and make adjustments.
10. Nudge, connect, and promote relentlessly to reinforce your new habits of collaboration.



Strategic Doing™

Do More Together.

<https://strategicdoing.net/>



Steps to get started



IDENTIFY AN ISSUE



GATHER A STEERING
COMMITTEE



IDENTIFY THE WHY-DIG
DEEPER



INCLUDE COMMUNITY
MEMBERS AND LEADERSHIP
FROM THE START OF THE
PROJECT



THINK BIG PICTURE
STRATEGIC DOING ©



GET INVOLVED WITH THE
COLLECTIVE IMPACT FORUM-
[HTTPS://WWW.COLLECTIVE
IMPACTFORUM.ORG/](https://www.collectiveimpactforum.org/)



Questions



Contact

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