

# Collective Impact

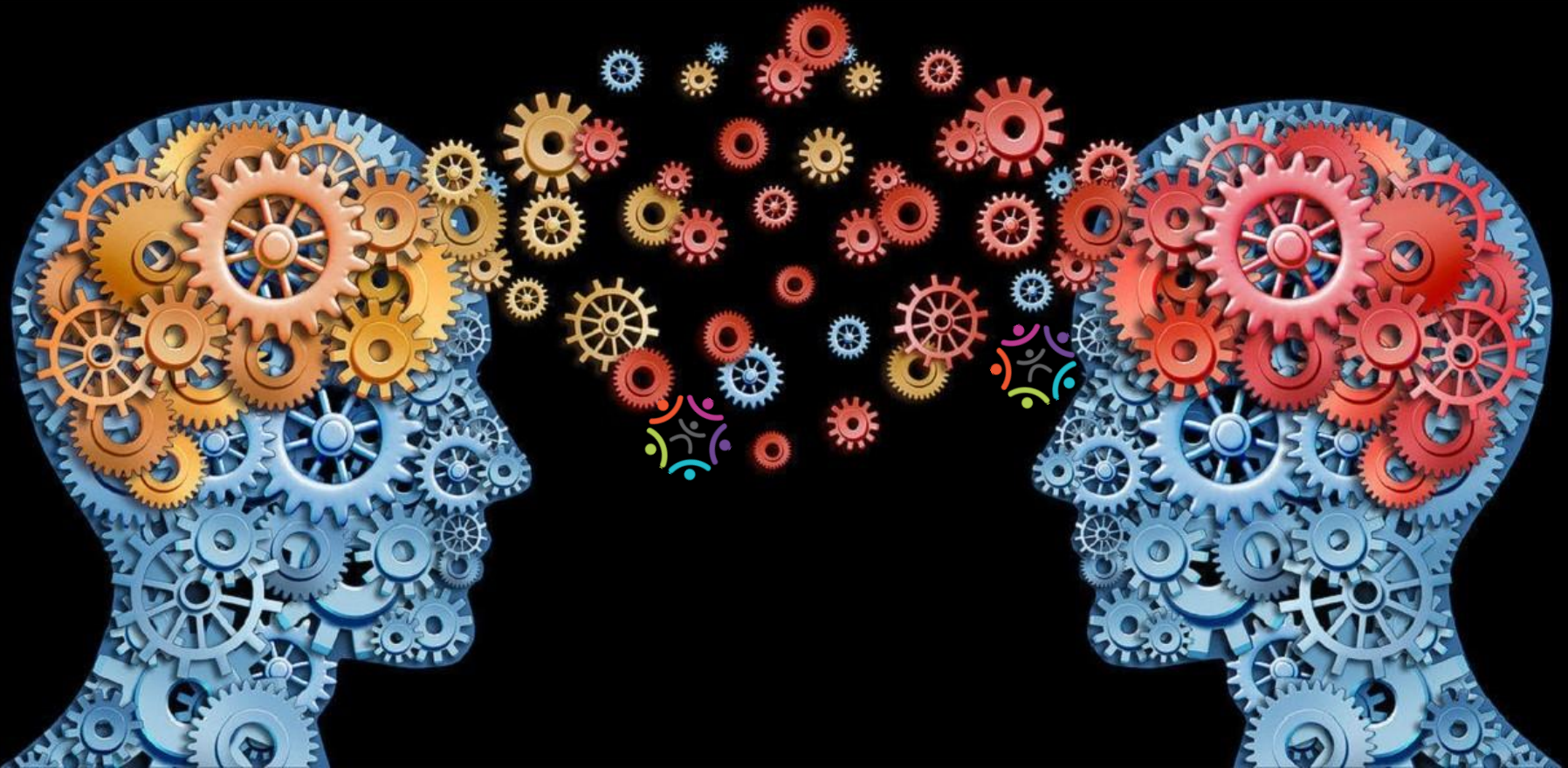
## Building Understanding

February 28, 2014



East Texas  
Human Needs Network

# BUILDING UNDERSTANDING



# INTRODUCTIONS



# AGENDA

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- East Texas Human Needs Network
- Human Needs in Smith County
- Collective Impact
- Next steps

# East Texas Human Needs Network

Established in August 2012

**Christina Fulsom**, Founder & Network Weaver

14 yrs. Judiciary Interpreter – Public Sector

4 yrs. Editorial Director – Lexis Nexis Primary Law – Private Sector

12 yrs. Nonprofit Leadership – Nonprofit Sector



East Texas

Human Needs Network

The East Texas Human Needs Network was established as a **response to meet needs of enormous scale that transcend the capacity of individual agencies.**

## Steering Committee:

Fred Peters, Tyler Junior College

Rhonda McGrath, Workforce Solutions

Carlton Allen, UT Health Northeast

Greg Grubb, People Attempting To Help

Education

Employment

Healthcare

Housing

# NETWORK

AmaGoh Nutrition, Amherst Oil and Gas, Andrews Center, Azleway, Inc., Baptist Children Family Services, Carmen Sosa, Christian Women's Job Corp, Church Under A Bridge, Cigna/HealthSpring, City of Tyler, Community Food Coalition, Darrell Sheridan, David George Montalvo, Dee Brock, East Texas Center for Independent Living, East Texas Communities Foundation, East Texas Community Food Coalition, East Texas Cornerstone Assistance Network, East Texas Council on Alcoholism and Drug Abuse, East Texas Crisis Center, East Texas Food Bank, East Texas Lighthouse for the Blind, East Texas Medical Center, Gateway to Hope, Goodwill, Green Acres Baptist Church, Greg Grubb, Gretchen Martens, HHSC Center for Elimination of Disproportionality and Disparities, HHSC Social Services, J.D. Meyer, Jan Barton, Jeff Williams, John David Media, John Sims, Judith Guthrie, Kim Bush, Kristy Range, KTBB, Literacy Council of Tyler, Nancy Ballard, NDMJ, Nellie Spencer-Henry, New Creation Foundation, Inc., Northeast Texas Public Health District, Nye Edmondson, Parents Anonymous, PATH - People Attempting To Help, Project TAG, Roxane May, Sally Schultz, PhD, OTR, LPC, Skip Womack, Smith County Bar Foundation, Smith County Extension, Smith County Medical Society, Smith County Parole, Stanley Cofer, Tatum Economic Development Corporation, Texas Homeless Network, Texas Hunger Initiative, Texas Impact Outreach, Texas Veterans Commission, The Compassionate Friends of Tyler, The Salvation Army, Turnaround Now Ministries, TX Democratic Party, Tyler Area Senior Citizens Association, Tyler Family Circle of Care, Tyler Independent School District - Title 1 Services, Tyler Junior College, United Healthcare Community Plan, United Way of Smith County, US Census Bureau, UT Tyler, UT Health Northeast, Veteran Community Blueprint, Veterans Affairs, HUD VASH, Wisdom Health Care Service, Workforce Solutions - East Texas.

# GOVERNANCE, STRUCTURE, & BUDGET

- We are guided by **collaborative governance** and controlled by **consensus** - *each member agrees to contribute whatever resources they can to carry out action to address the common problem.*
- Power among autonomous actors in a relatively *"flat" structure.*
- **\$0.00 Budget**



# COMPREHENSIVE COMMUNITY NEEDS ASSESSMENT

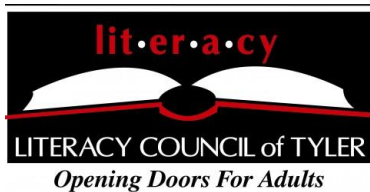


The purpose of the comprehensive community needs assessment is to discover the unique needs of the Smith County community as it relates to education, employment, health care, housing, child care, transportation, and legal matters.



# EXECUTIVE SUMMARY

- Institutional Review Board Approval – UT Tyler
- 65 Questions, 300 possible responses
- Conducted in June and July 2013 by trained staff and volunteers at 14 ETHNN Smith County agencies.



# DEMOGRAPHIC PROFILE

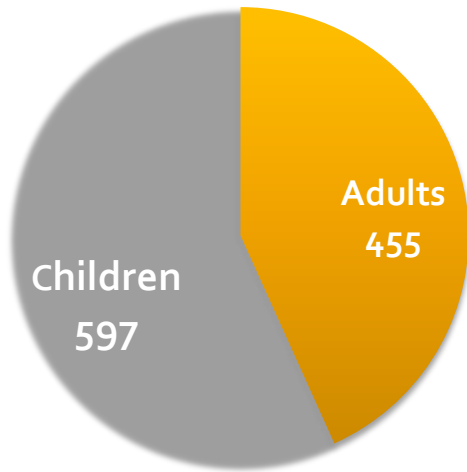
- 37% are single, 19% are married, and 21% are divorced or separated.
- 33% are raising children.
- The average household size is 3.4.
- 12% are US Veterans.



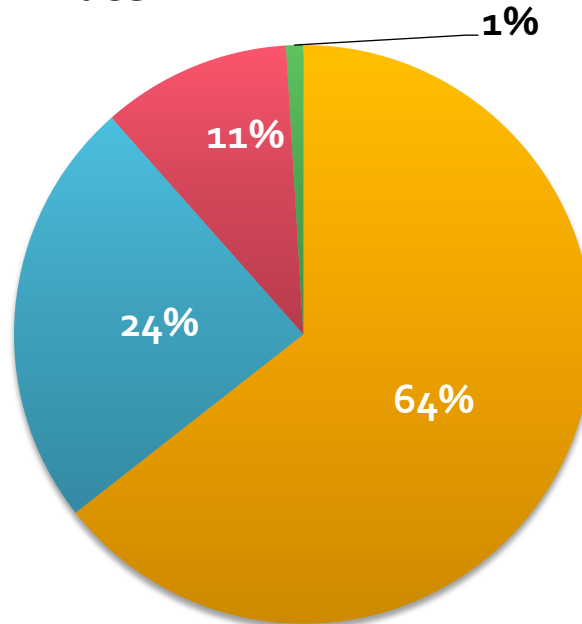
# DEMOGRAPHICS



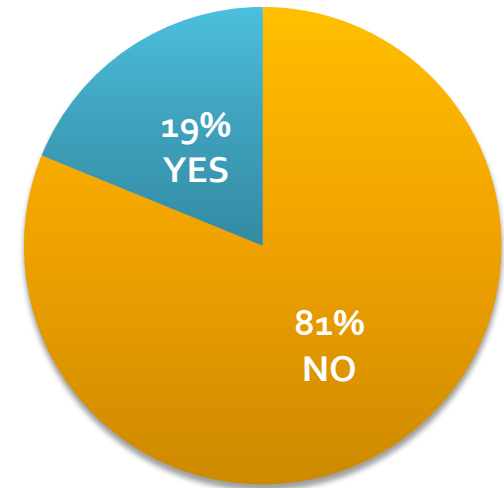
CCNA Participants



Race



Hispanic Descent



- White
- Black or African American
- Two or More Races
- Asian

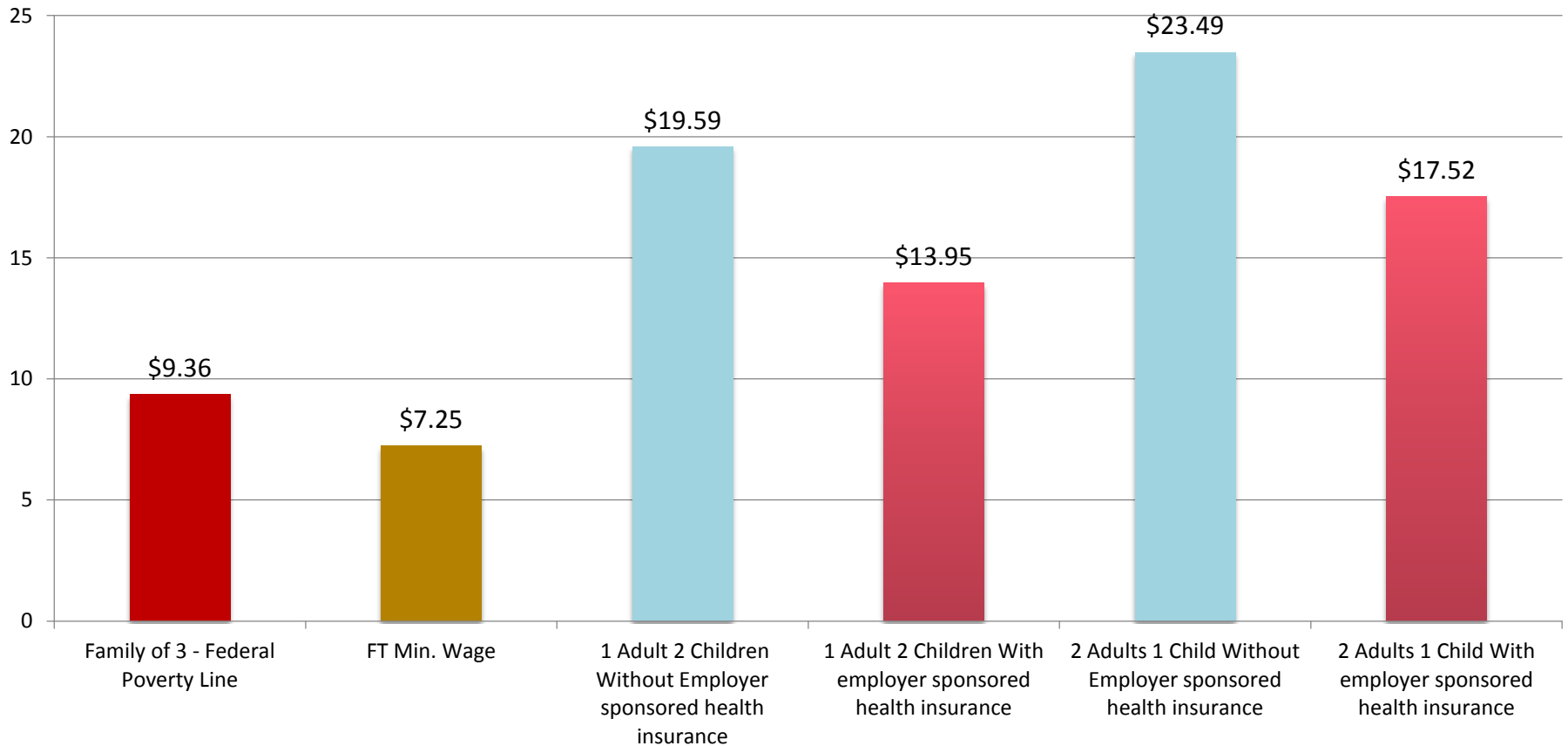
# ECONOMIC WELL-BEING



- Although a variety of factors are associated with the needs of Smith County residents, **household income emerged as the factor that has the greatest impact on need, access to services, and quality of life.**
- **65% of those surveyed are living below the official poverty line.** These official measures, however, do not account for the working poor, individuals working full time, earning more than the poverty line and still unable to make ends meet.
- **Earning a living wage and health insurance** were identified as the most critical needs in relation to economic wellbeing.

# LIVING WAGE IN TYLER

Living Wage (Necessary Income) in Tyler, TX vs. Minimum Wage & Federal Poverty Line



# KEY INDICATORS



## Key indicators that place a person at risk of living in poverty

- Low educational attainment
- Unemployment
- Large family size
- Single parent family
- Disability
- Minority race or ethnic group
- Female gender
- Size and remoteness of home community
- No healthcare coverage

# POVERTY IN SMITH COUNTY

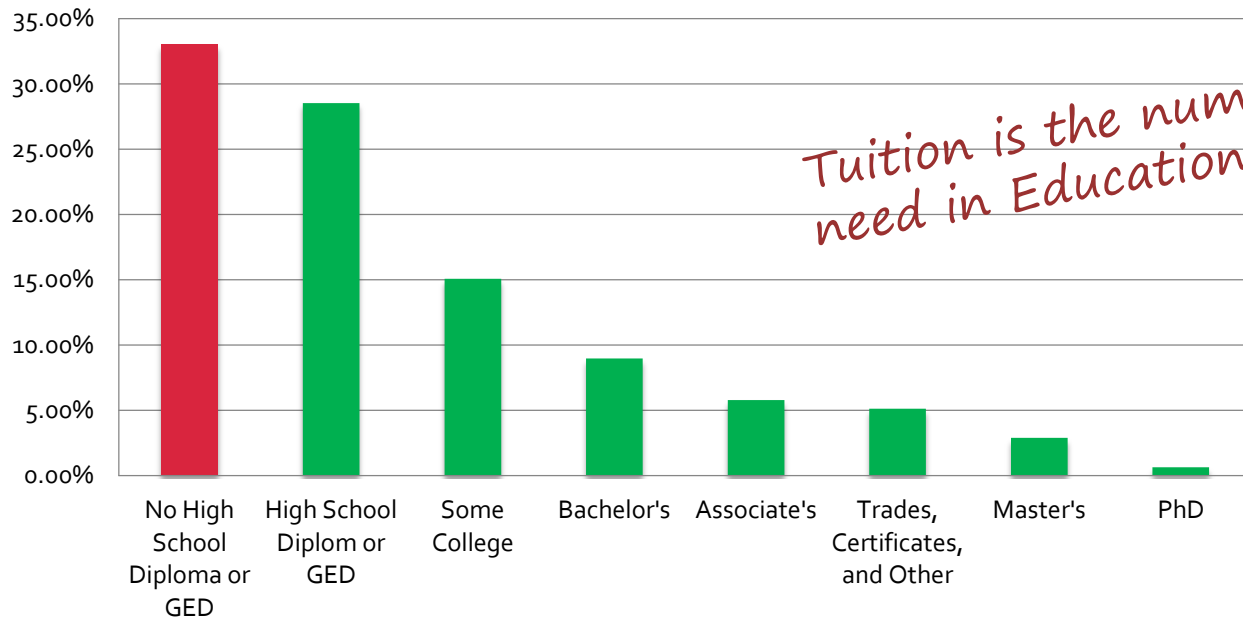
- **37,075** people
- 19,091 adults
- 13,101 children
- 4,833 elderly



# EDUCATION



### Educational Attainment



*Tuition is the number one need in Education!*

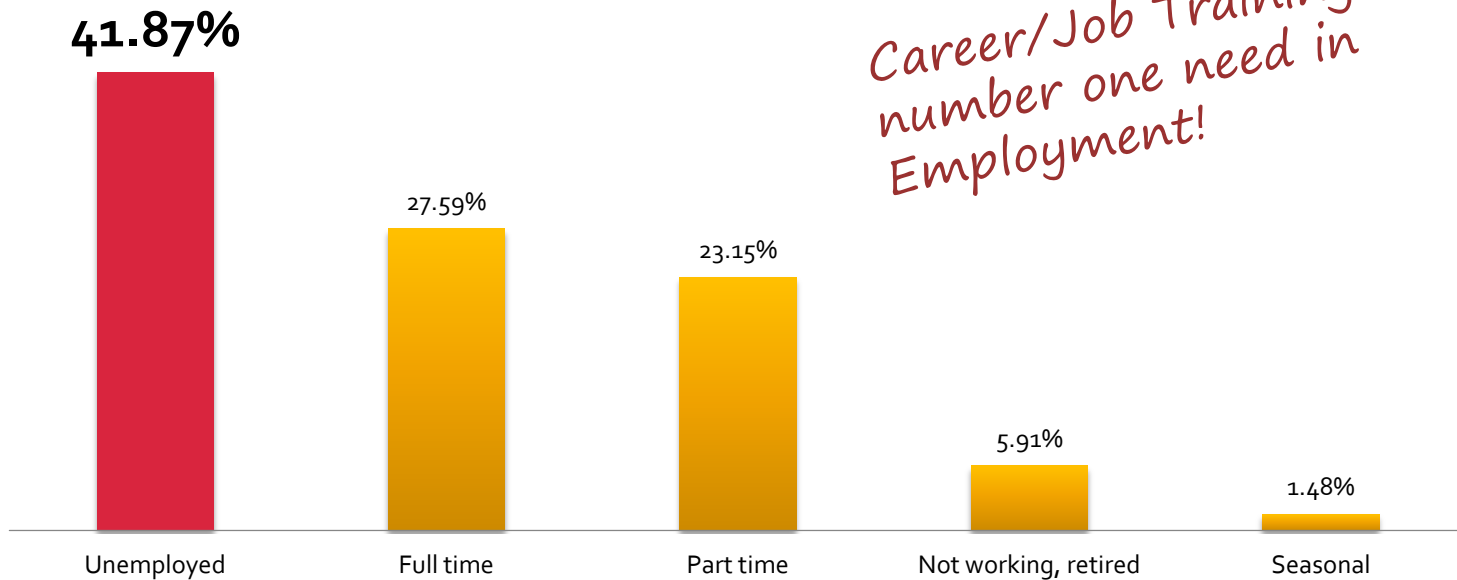
Overall, educational attainment is a strong indicator of social and economic well-being. Lower educational attainment is associated with lower earnings and poorer health outcomes, such as higher mortality rates, higher rates of obesity, and diabetes.



# EMPLOYMENT



Employment Status



*Career/Job Training is the number one need in Employment!*



HEALTHCARE

## **44% of survey participants do not have health insurance coverage.**

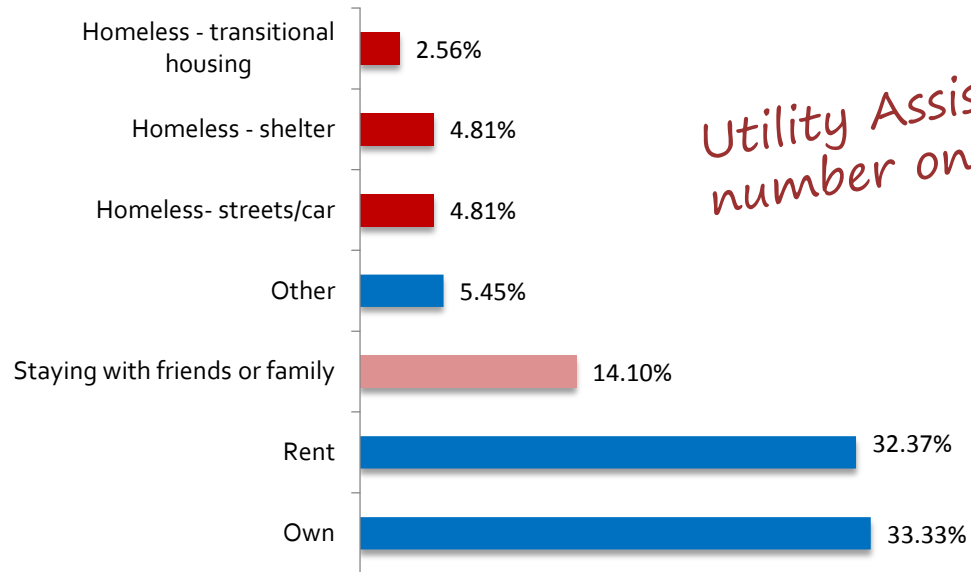
Poverty generates poor health and poor health generates poverty. In every aspect of healthcare from being sick to getting care, from prevention to aftercare, people in poverty don't fare as well as people in middle class or wealth.

*Treatment for depression is  
the number one need  
under mental health care!*

*Dental care is the number  
one healthcare need!*



## What is your housing status?



*Utility Assistance is the number one housing need!*

# TOP NEEDS BY AREA OF STUDY

<b>ECONOMIC WELLBEING</b> <ul style="list-style-type: none"><li>• Living Wage</li></ul>	<b>EDUCATION</b> <ul style="list-style-type: none"><li>• School tuition</li></ul>	<b>EMPLOYMENT</b> <ul style="list-style-type: none"><li>• Career and job training</li></ul>	<b>HEALTHCARE</b> <ul style="list-style-type: none"><li>• Dental care</li></ul>	<b>HOUSING</b> <ul style="list-style-type: none"><li>• Utility assistance</li></ul>
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*Other top needs:*

*TRANSPORTATION: gasoline*

*CHILDCARE: before and after-school care*

*VETERANS: medical benefits*

*LEGAL: Family / domestic legal representation*

# POVERTY

# TOP NEEDS ACROSS ALL AREAS OF STUDY

Living Wage

Health Insurance

Dental Care

Eye/vision care

General Medical care

Credit Repair

Treatment for Depression

Utility Assistance

Transportation to appointments

Planning for the future/ Goal setting

# LOSS OF HUMAN POTENTIAL



- Finally, CCNA data present the reality of poverty in Smith County, how it **affects all aspects of life and limits people's ability to live fruitful and happy lives.**
- The data also present how people living in poverty experience a **range of disadvantages which combine to reinforce each other and trap them in poverty, which reduces the length and quality of life often for multiple generations.**

# COMMUNITY IMPROVEMENT CYCLE



# Collective Impact

## Building Understanding

### Part 2



East Texas  
Human Needs Network



# COLLECTIVE IMPACT

Diverse organizations working together to address complex problems

## FOUR PHASES OF COLLECTIVE IMPACT

1. Generate ideas and dialogue
2. Initiate action
3. Organize for Impact
4. Sustain Action and Impact

## FIVE CONDITIONS OF COLLECTIVE SUCCESS

1. Common Agenda
2. Shared Measurement Systems
3. Mutually Reinforcing Activities
4. Continuous Communication
5. Backbone Support Organization

# PHASE I – GENERATE IDEAS AND DIALOGUE

GOVERNANCE AND  
STRUCTURE

*WHERE  
WE ARE  
NOW*

Convene community stakeholders

STRATEGIC PLANNING

Hold dialogue about issue,  
community context, and available  
resources

COMMUNITY  
INVOLVEMENT

Facilitate community outreach  
specific to goal

EVALUATION AND  
IMPROVEMENT

Determine if there is consensus /  
urgency to move forward

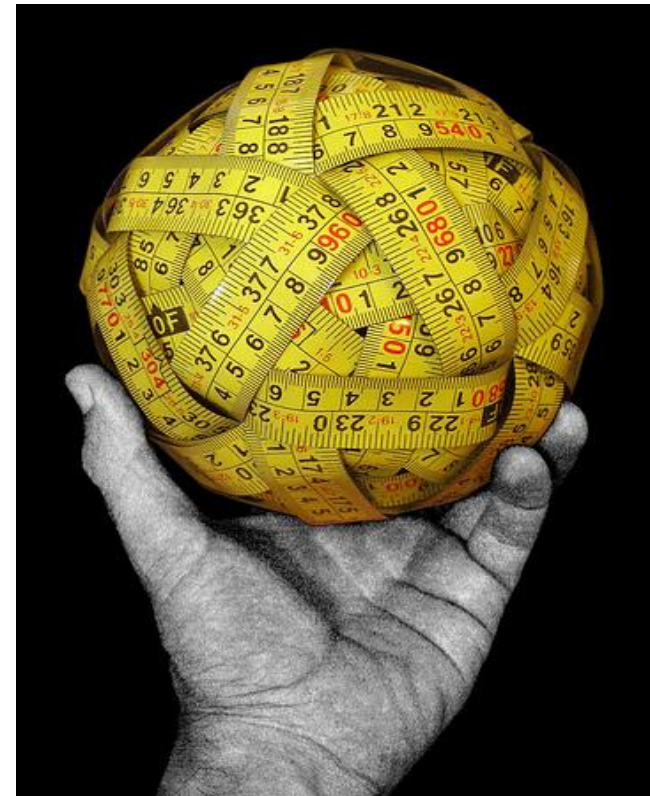
# COMMON AGENDA

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.**



# THREE SECTORS

## 1. Public Sector - *Public service delivery*

- City, County, State, Federal
- Military, police, public transportation, roads, public education, healthcare, etc.

## 2. Private Sector – *For profit & ...*

- Link between competitive advantage and corporate social responsibility
- Mutually dependent = economic and societal progress

## 3. Non-Profit Sector – *Social activities*

- Social services, education, environment, and other unmet needs throughout society.
- Has become central to the health and wellbeing of society.



“Our lives begin to end the day we become silent about things that matter.”



January 15, 1929 – April 4, 1968

# NEXT STEPS

More than 37,000 people struggle each day to make ends meet – What will we do to help?

- Identify other influential stakeholders that should be at the table.
- Establish a steering committee.
- Strategic Planning.
- Can we present a case for urgency?

# THANK YOU!



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