

County Health  
Rankings & Roadmaps  
A Healthier Nation, County by County



Robert Wood Johnson Foundation

# MULTI-SECTOR PARTNERSHIPS FOR HEALTH: EIGHT CAPACITIES FOR EFFECTIVE ADVOCACY

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UNIVERSITY OF WISCONSIN

Population Health Institute

*Translating Research for Policy and Practice*



# PRESENTER DISCLOSURES

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## Phillip O. Gonzalez

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**(1) The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:**

**No relationships to disclose**



# IMPORTANCE OF MULTI-SECTOR COALITIONS

- ▶ Prevention Institute's Recent report:
  - *Towards a 21<sup>st</sup> Century Approach: Advancing a Vision for Prevention and Public Health*





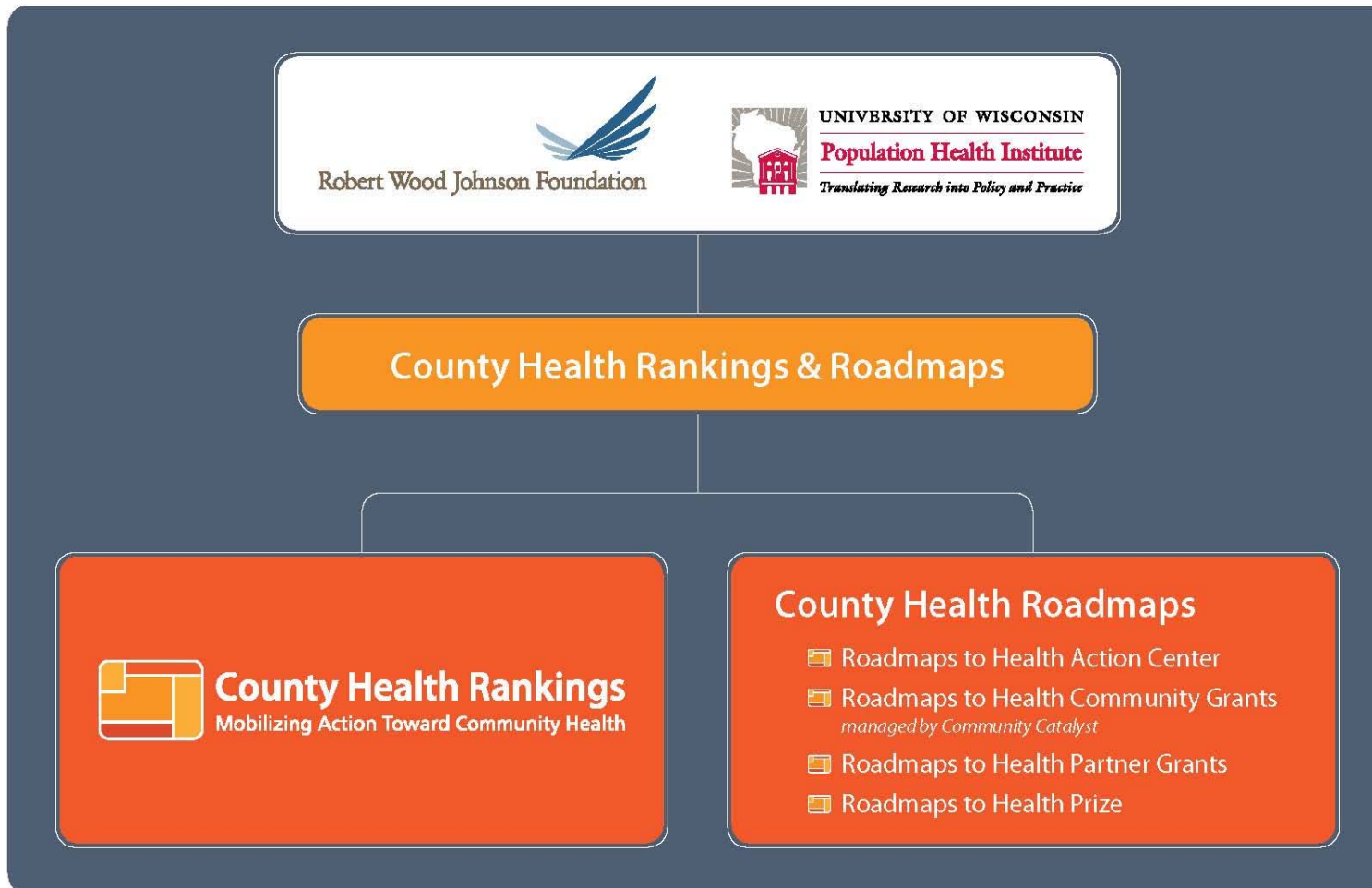
## ABOUT COMMUNITY CATALYST

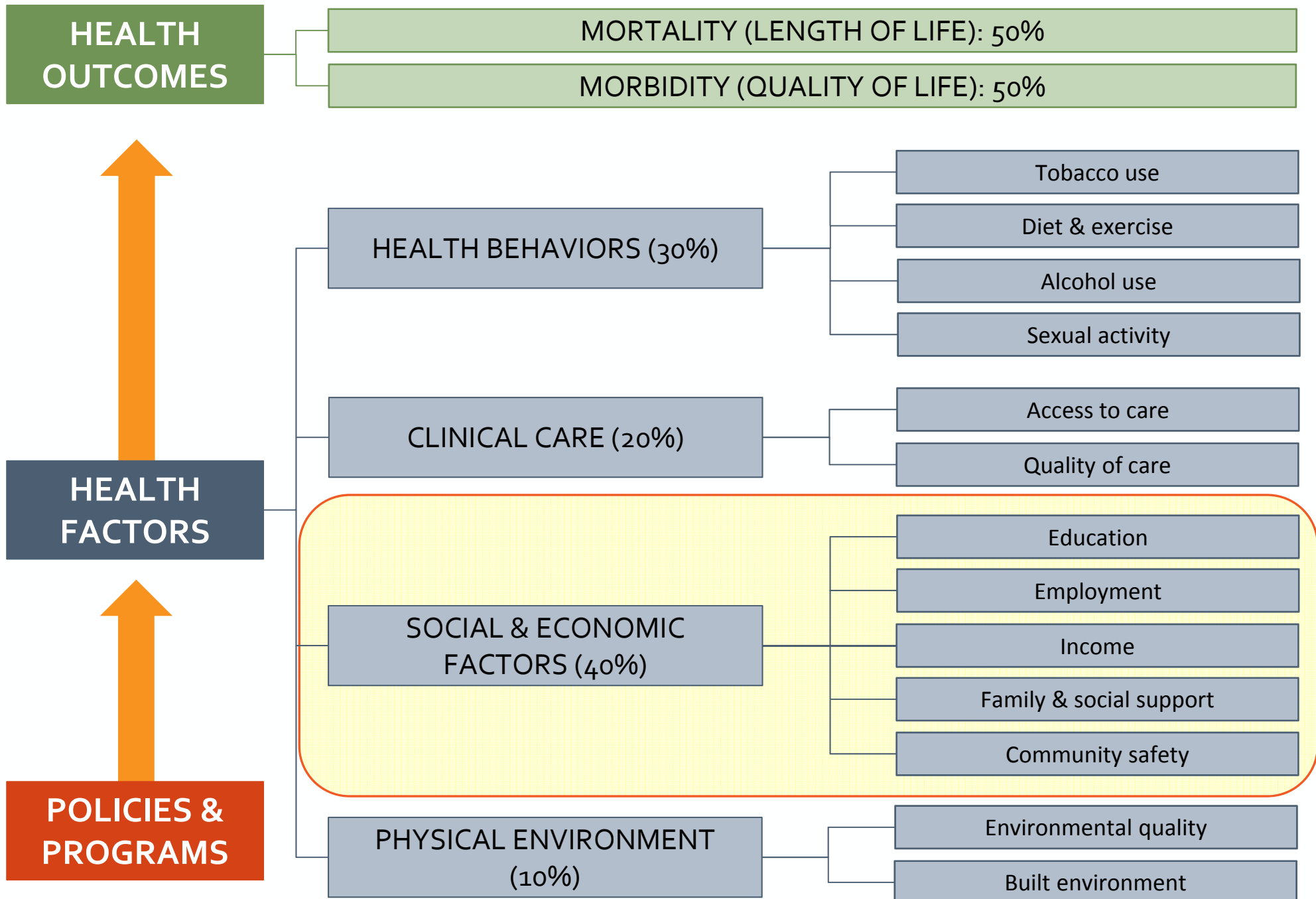
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- ▶ A national non-profit health advocacy organization
- ▶ Build consumer voice so individuals and communities have power in decisions that affect their health
- ▶ State, federal and local issue campaigns including:
  - ACA Implementation and Medicaid
  - Integrated Care Advocacy
  - Hospital Accountability Project
  - *Roadmaps to Health* Community Grants



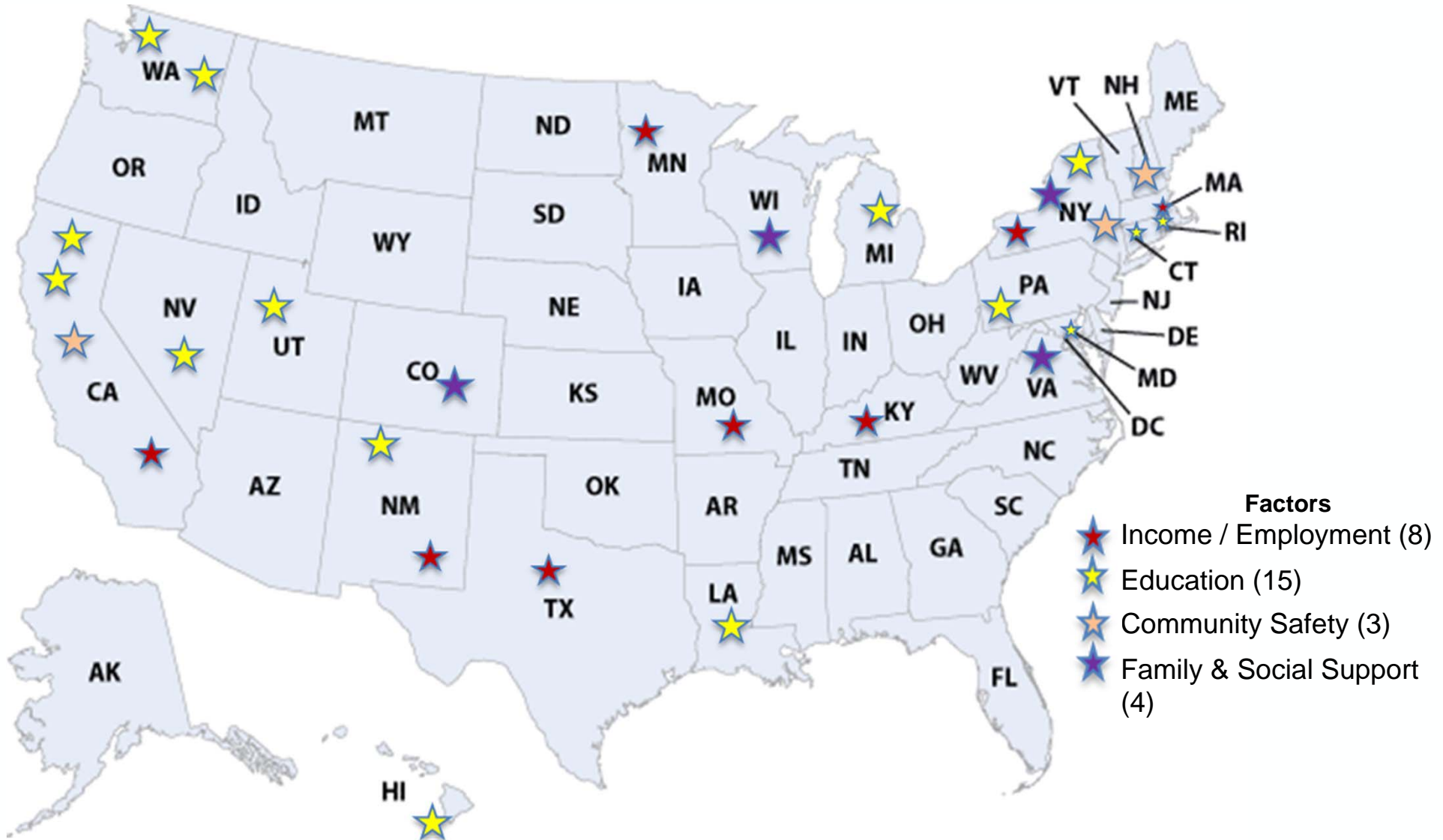
# COUNTY HEALTH RANKINGS & ROADMAPS







# ROADMAPS TO HEALTH COMMUNITY GRANTS 30 GRANTEEES







## ROADMAPS GRANTEES ARE VERY DIVERSE

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- ▶ Support multi-sector coalitions seeking organizational, city, county, or state-level change
- ▶ Most led by organizations outside the health or public health sectors
- ▶ Focus on one of four factors
  - Education
  - Income or Employment
  - Community Safety
  - Family or Social Support







# ADVOCACY FRAMEWORKS



COMMUNITY CATALYST  
SYSTEM OF ADVOCACY



# ADVOCACY FRAMEWORKS

**POWER PRISM**  
A TOOL FOR ADVOCACY PLANNING, EXECUTION & EVALUATION





# ADVOCACY FRAMEWORKS



<b>Community Catalyst System of Advocacy</b>	<b>Roadmaps to Health Advocacy Capacities</b>	<b>M+R Strategic Services PowerPrism</b>
Policy Analysis and Advocacy	Policy Research and Analysis	Research and Data Collection
Communications	Communications and Media	Media Advocacy
Campaign Development	Developing and Implementing Policy Campaigns	
Grassroots Organizing	Engaging Grassroots Support	Grassroots and Key Contacts
Coalition and Stakeholder Alliances	Coalition Building and Maintenance	Coalition Building and Maintenance
Resource Development	Generating Resources	Fundraising and Development
	Influencing Decision-makers	Decision-Maker Advocacy
	Telling your Story	



# ROADMAPS TO HEALTH ADVOCACY CAPACITIES FRAMEWORK

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1. Policy Research and Analysis
2. Communications and Media
3. Developing and Implementing Policy Campaigns
4. Engaging Grassroots Support
5. Coalition Building and Maintenance
6. Generating Resources
7. Influencing Decision-makers
8. Telling your Story

*<http://www.communitycatalyst.org/resources/roadmaps/>*





# CITY OF MANCHESTER, NH HEALTH DEPARTMENT



## Who Has The Power To Get Us There?





## EXAMPLES OF GRANTEE IMPACT

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- ▶ Baltimore, MD
  - \$1 billion for school reconstruction in Baltimore
- ▶ Shasta County, CA
  - College admission agreements with school districts
- ▶ Salt Lake City, UT
  - First social impact bond fund for quality early childhood education





## EXAMPLES OF GRANTEE IMPACT - CONTINUED

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- ▶ New York City, NY
  - Paid sick days policy adopted in New York City
- ▶ Richmond, CA, Minnesota, and Wisconsin
  - Policies that increase job opportunities and supports for formerly incarcerated



## KEY LESSONS

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- ▶ Multi-sector coalitions are having an impact on health and related factors
- ▶ Public health has a role to play as part of those coalitions
- ▶ Frameworks can help you take action and manage coalition relationships