Fostering Community-Led, Action-Oriented Coalitions that Change Community Policies and Conditions For Health: Research, Tools and Case Studies from the Field

Colorado Food Policy Network Webinar Series
Thursday April 30th, 2015
12:00-12:30 p.m.
WELCOME!

Wendy Peters Moschetti
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Agenda

- Welcome

- CO Food Policy Network
  Background

- Presentation,
  - Building Diversity to Change
    Policy and Conditions in
    Community and Organizations
  - Molly Hanson, Health Policy
    Analyst, Jefferson County Public
    Health

- Open Q&A
CO Food Policy Network

Shared purpose: “to promote healthy, community-based, economically viable food systems in Colorado that ensure all residents have access to affordable, nutritious food”

A collective of state, regional, and local food coalitions committed to:

– Building the capacity of local food systems coalitions to effect change
– Advancing regional and state level policies, investments and strategies
– Creating the conditions for deeper collaboration and impact
Building Diversity to Change Policy and Conditions in Community and Organizations

CO Food Policy Network Webinar
April 30, 2015
Presented by Molly Hanson
Jefferson County Public Health
Learning Objectives

After the presentation, attendees will have a better understanding of how to:

1. Choose and implement an organizing model to support coalition policy, system change or built environment priorities
2. Build diversity and shared leadership models into how coalitions form and function
Diversity of Networks or Coalitions

- People organize for different reasons
- Networks are on different scales, levels of the community, etc.
- One size does not fit all
- Networks or coalitions will change or evolve which is good; they are not static
- Why are networks or coalitions a fundamental strategy?

Healthy People, Healthy Places
Choose and implement an organizing model to support coalition policy, system change or built environment priorities

1. Model should have logical progression of phases
2. Assess using health and demographic data
3. Data collection that includes measuring readiness of the community for change, e.g., CSU Tri-Ethnic Community Readiness Model
   http://triethniccenter.colostate.edu/communityReadiness_home.htm
4. Define the problem and identify the desired policy, system or environmental change carefully
Choose and implement an organizing model to support coalition policy, system change or built environment priorities (cont’d)

5. Ally and champion building

6. Build readiness through education

7. Message framing

8. Use a variety of strategies to build political will, build your campaign, and raise the profile of your network or coalition:
   • Media
   • Events
   • Position papers
   • Public testimony
   • Adoption of organizational policies
   • Etc.
Choose and implement an organizing model to support coalition policy, system change or built environment priorities (cont’d)

9. Implementation and enforcement

10. Ongoing Evaluation
    • Impact of change
    • Impact on coalition members

Resource: PARTNER Tool
Dr. Danielle M. Varda
School of Public Affairs, University of Colorado Denver
http://www.partnertool.net/
Resources, Technical Assistance, Etc.

ChangeLab Solutions
http://changelabsolutions.org/

The Community Tool Box
Community Health and Development at University of Kansas
http://ctb.ku.edu/en

Harvard Kennedy School
Harvard University
https://exed.hks.harvard.edu/Programs/loa/overview.aspx

Shaping Policy for Health™
http://dhpe.site-ym.com/?page=Programs_SPH

Tobacco Technical Assistance Consortium
Rollins School of Public Health at Emory University
http://www.ttac.org/
Case Example:
Jefferson County
HEAL Opinion Leader Survey

Case Example:
LiveWell Wheat Ridge 38th Avenue Corridor Plan Adoption

Healthy People, Healthy Places
Build diversity and shared leadership models into how coalitions form and function

1. Develop guiding principles or values
2. Carefully define leadership and governance model
3. Carefully define how the coalition will make decisions and manage conflict
4. Create organizing documents
5. Firmly ground all coalition work in equity
Build diversity and shared leadership models into how coalitions form and function (cont’d)

6. Work to ensure coalition and coalition leadership represents demographics of the community.

7. Ensure a healthy coalition mix
   - Mix of sectors or disciplines
   - Mix of community residents, opinion leaders, etc.
   - Local government staff
   - Mix of elected and/or appointed officials
   - Youth
   - Foundations, health care, business/economic development, etc.
   - Faith community, non profit sector, etc.
Build diversity and shared leadership models into how coalitions form and function

8. Continual process to examine your coalition and coalition leadership
   - Attrition; people need to cycle out (especially when working on long-range issues like land use, transportation or food policy)
   - Or coalition priorities change
   - Use a variety of mapping exercises to identify who else needs to be at the table
   - Make sure you orient your new coalition members
In Conclusion

- Coalitions will evolve
- The importance of planning; it will increase the network or coalition’s impact
- The power of shared leadership approaches
- Choose an organizing model carefully
- Build the capacity of the coalition around equity
Questions

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👩‍💻 COFPN:
  – www.cofoodsystemsscouncil.org
  – www.facebook.com/groups/cofoodsystemcoalitions/
  – Listserv
Resources

“Leadership Development for Nontraditional Voices”:
- http://sparkpolicy.com/tools/introduction-overview/leadership-development-for-nontraditional-voices/

“Organizational Tools: Membership and Inclusionary Techniques” in the Food Policy Network database:

Multnomah County's (Oregon) Equity and Empowerment Lens:

"Building the Case for Racial Equity in the Food System” Guiding Questions for Racial Equity Analysis:
Thank You!

All webinars are archived here:

www.livewellcolorado.org/livewells-commitment/research-and-publications/webinars