

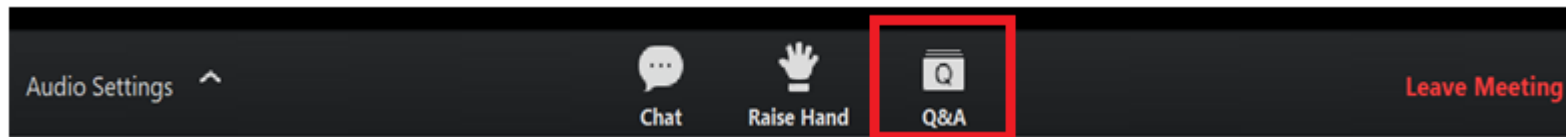
Mapping Your Way From Vision to Impact: Strategic Planning Tools and Tips

Kari Earle
Technical Expert Lead, JBS

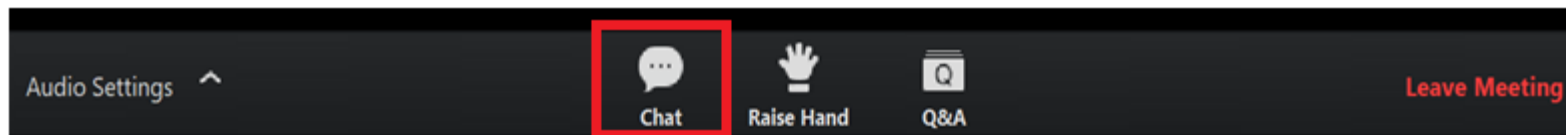
May 21, 2019

Submitting Questions and Comments

- Submit questions by using the Q&A feature. To open your Q&A window, click the Q&A icon on the bottom center of your Zoom window.



- If you experience any technical issues during the webinar, please message us through the chat feature or email RCORP-TA@jbsinternational.com.





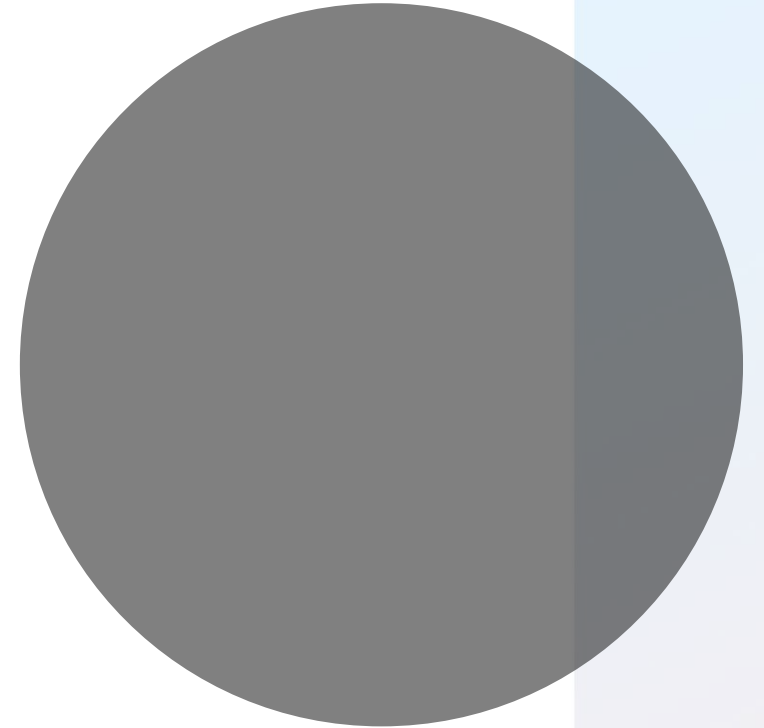
What We'll Cover

- **Strategic Planning That Supports Collaboration**
 - Establishing a Common Agenda
 - Understanding Collective Impact
- **Hallmarks of a Dynamic Plan**
 - Essential Elements of Your Plan
- **Priority Setting**
 - Using Needs Assessment to Inform Your Plan
- **Using Your Plan to Achieve Collective Impact**
 - Coordinating Activities Across Disciplines
 - Aligning and Leveraging Existing Plans
 - Joint Accountability for Shared Outcomes



You've Defined Your Vision

So now what?





Strategic Planning That Supports Collaboration

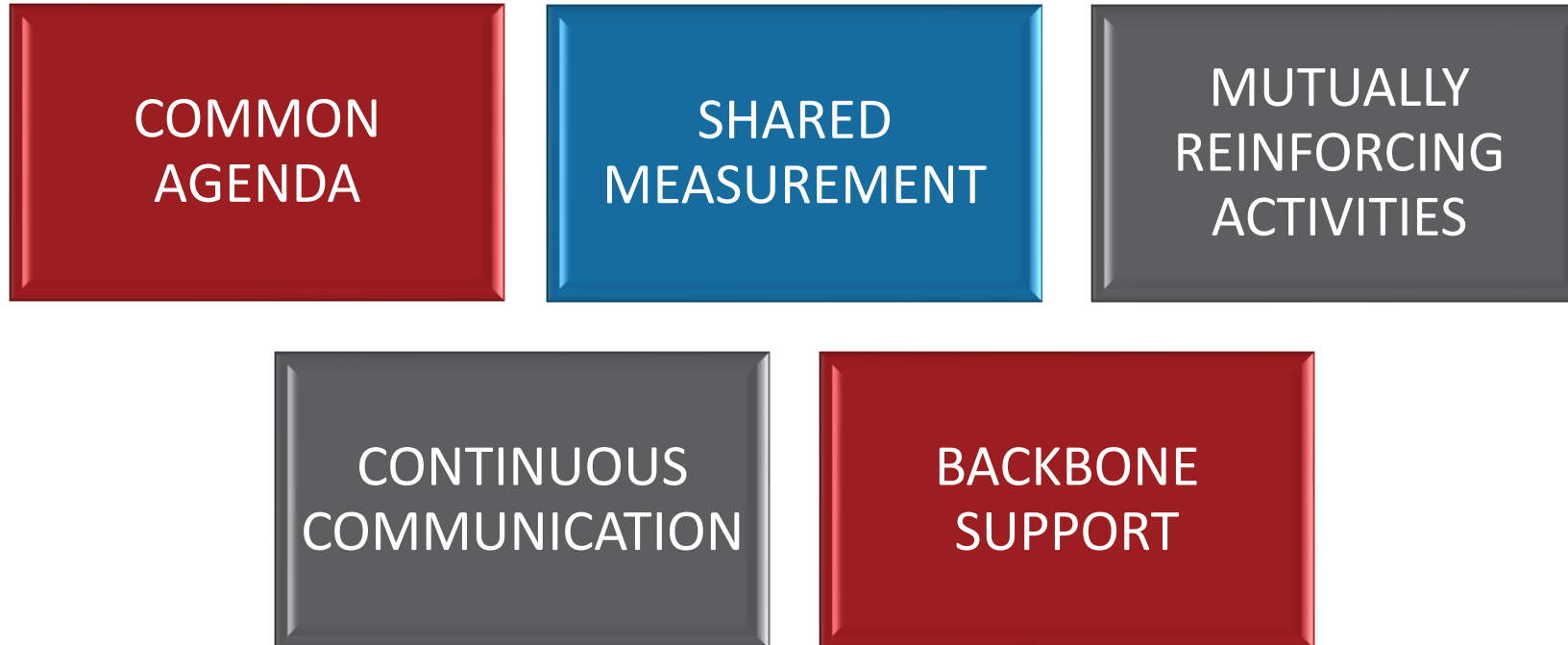
What Is “Collective Impact”?

(originally articulated in the 2011 Stanford Social Innovation Review by John Kania, Managing Director at FSG, and Mark Kramer, Kennedy School at Harvard and Co-Founder of FSG)

- ✓ A group of actors from different sectors **committed to a common agenda for solving a specific social problem**, using a structured form of collaboration; organizations form **cross-sector coalitions** to make meaningful and sustainable progress on social issues.
- ✓ Focused on collective goals, strategic partnerships, **collective** and **independent action** aligned with those goals, shared accountability, and a backbone “institutional worrier.” (Sound familiar, anyone?)
- ✓ Hinges on the idea that, for organizations to create lasting solutions to social problems on a large scale, they need to coordinate their efforts and **work together around a clearly defined goal**.
- ✓ **Fun Wikipedia Fact:** Chosen as the #2 philanthropy buzzword for 2011.



Five Conditions Necessary for Achieving Collective Impact



Source: Hanleybrown, F., Kania, J., & Kramer, M. (2012, January 26). Channeling change: Making collective impact work. *Stanford Social Innovation Review*. Retrieved from https://ssir.org/articles/entry/channeling_change_making_collective_impact_work



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-on actions.





Hallmarks of a Dynamic Plan

Hallmarks of a Dynamic Plan



Road Map: Provides clear and actionable direction on where resources and action should be focused. The logic is explicit.



Data Driven: Can your targeted outcomes be documented with data you are already tracking?



Practical: Strategies are straightforward and leverage existing activities and resources to achieve your objectives.



Essential Elements of Your Plan

- **Address the gaps** in opioid use disorder (OUD) prevention, treatment (including medication-assisted treatment [MAT]), and/or recovery services, as well as access to care identified in the analysis.
- Incorporate **evidence-based, promising, and innovative approaches proven to reduce the morbidity and mortality** associated with opioid overdose in rural communities.
- **Ensure affordability of and accessibility** to services for target populations.
- Detail plans to **leverage existing federal, state, and local OUD resources and secure community support**.
- Provide specific strategies for implementing the identified **evidence-based, promising, and innovative practices** after the project year ends.
- Develop strategies to **eliminate or reduce costs** of treatment for uninsured and underinsured patients.



SHARED MEASUREMENT

Collecting data and measuring results consistently across all participants ensure **efforts remain aligned** and participants hold each other accountable.

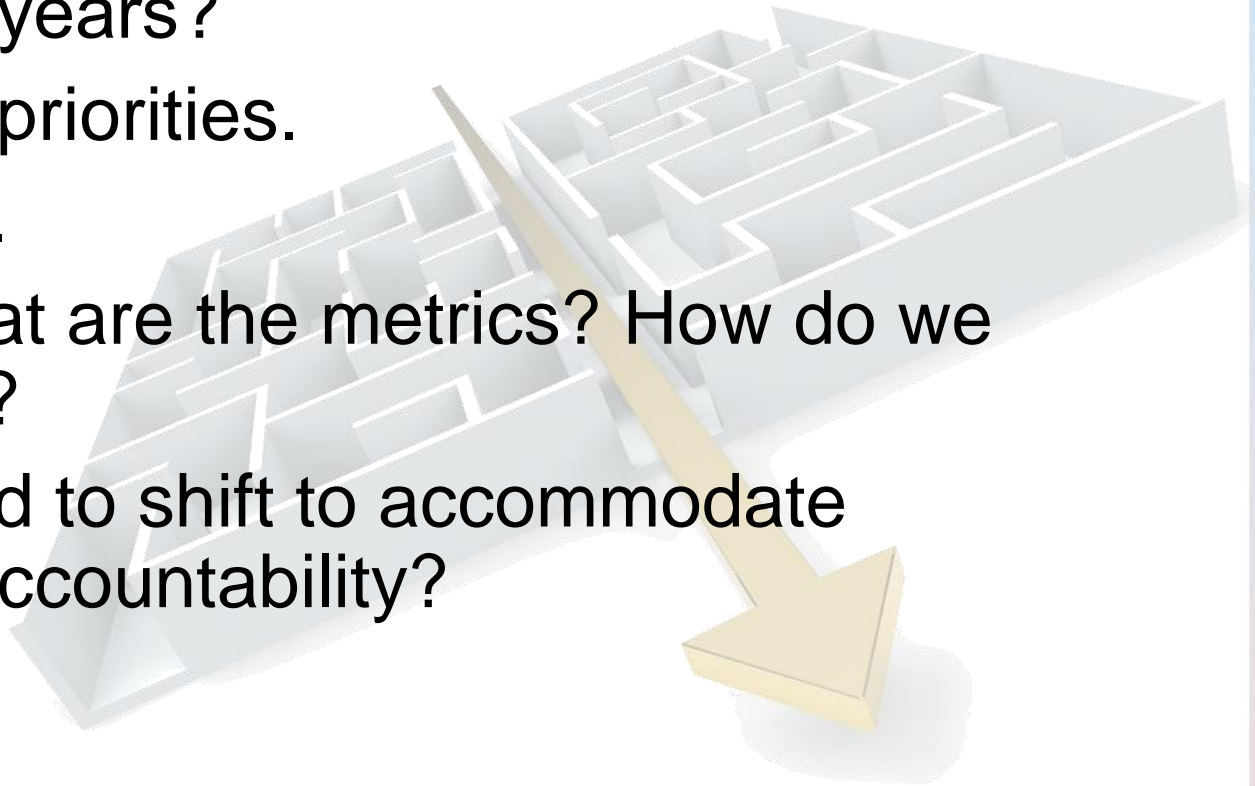




Priority Setting

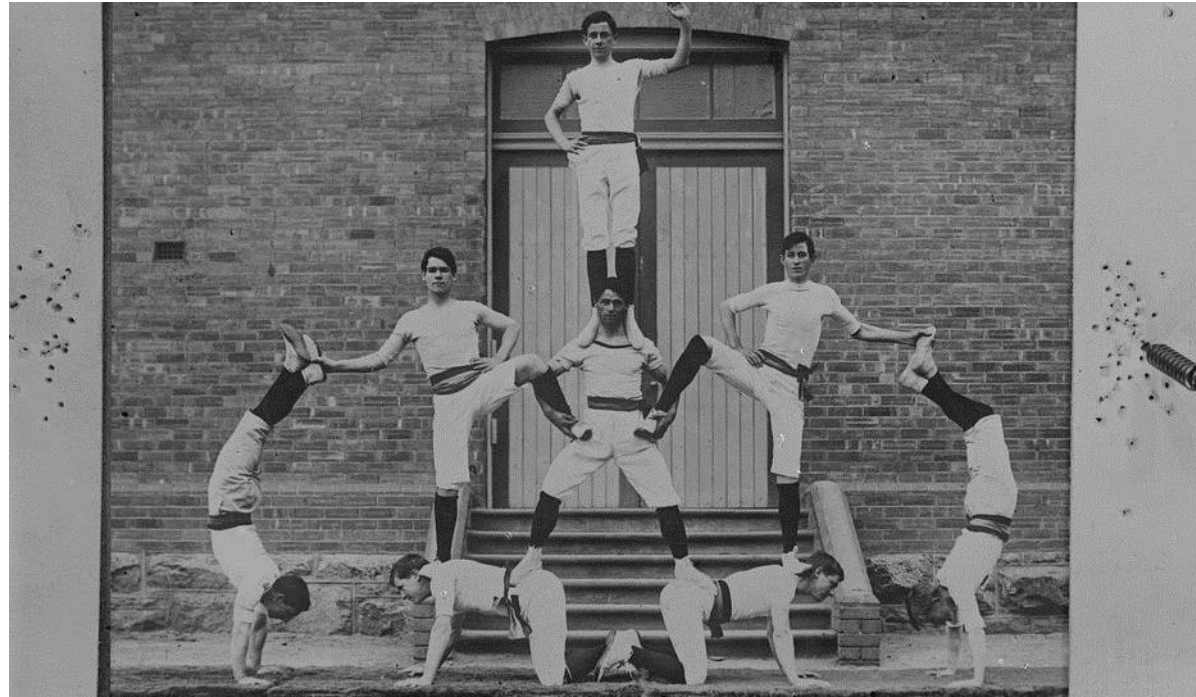
Aligning Priorities, Strategies, and Resources

- What are the key questions that your coalition will have to answer in the next 3–5 years?
- Identification of shared priorities.
- Streamlining resources.
- Defining success – What are the metrics? How do we communicate progress?
- How do operations need to shift to accommodate coordination and joint accountability?



MUTUALLY REINFORCING ACTIVITIES

Participant activities must be differentiated while still being coordinated through a mutually reinforcing plan of action.





Using Your Plan to Achieve Collective Impact

Using Your Strategic Plan to Achieve Collective Impact

In the context of **Collective Impact**, progress means working on the same goals and measuring the same things.

Preconditions for Collective Impact

- ✓ An Influential Champion
- ✓ Adequate Financial Resources
- ✓ Urgency for Change



Continuous Communication



Consistent and open communication is needed across the many players to build trust, ensure mutual objectives, and create common motivation.



BACKBONE SUPPORT

Creating and managing collective impact require a separate organization with staff and a specific set of skills to serve as the backbone for the entire initiative and coordinate participating organizations and agencies.



Key Considerations

Influential Champion

- Leadership and coordination: How will they be sustained?

Adequate Financial Resources

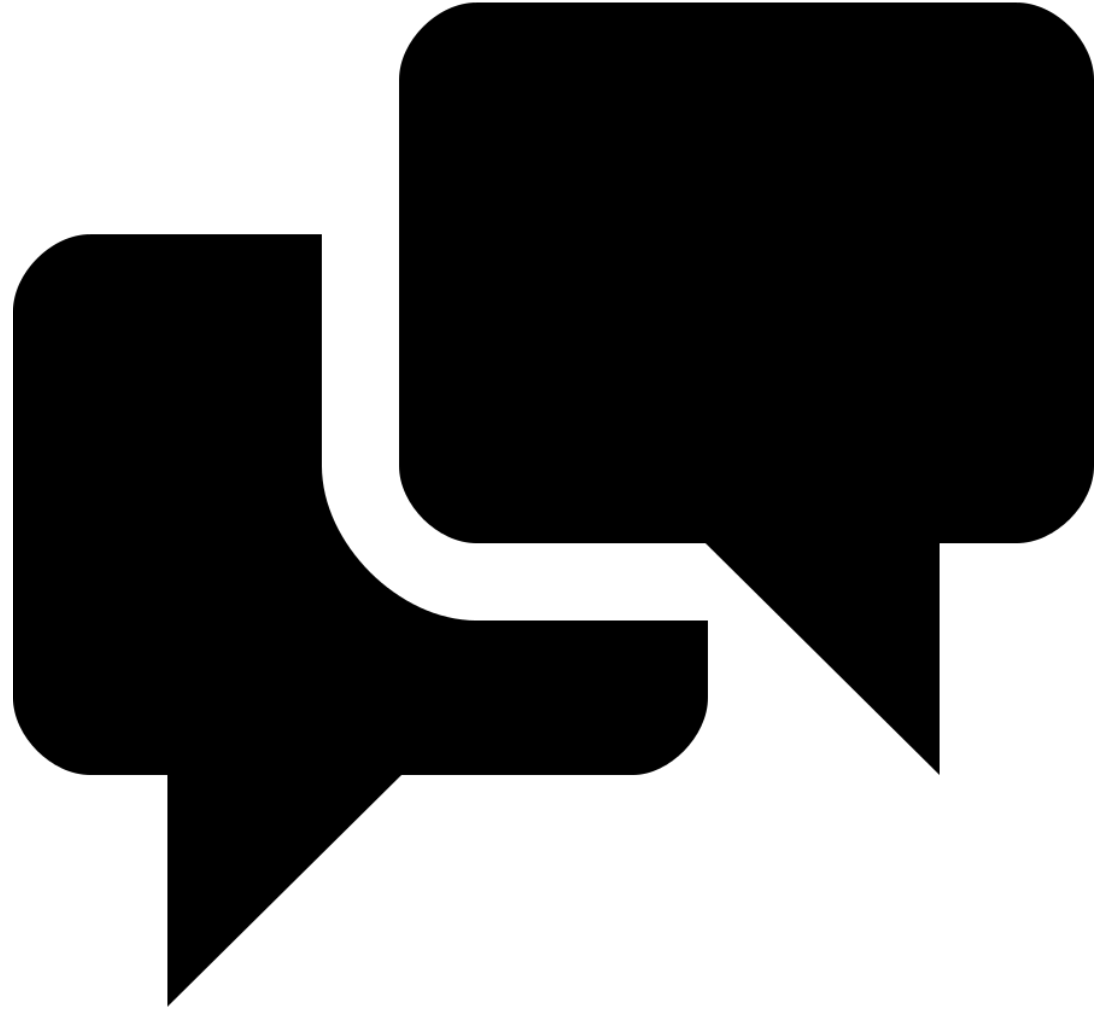
- Exploration of public–private partnerships with an eye on sustainability.
- Snapshot of existing resources: How to maintain a current map over time?

Urgency for Change

- What will be tracked and communicated to decision makers and key stakeholders? How?



Discussion

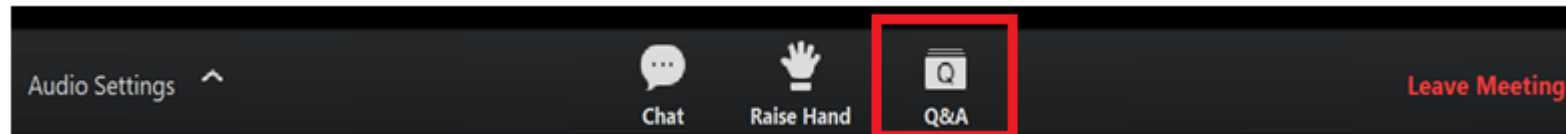


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Thank you

The purpose of RCORP is to support treatment for and prevention of substance use disorder, including opioid use disorder, in rural counties at the highest risk for substance use disorder.

Kari Earle

kearle@jbsinternational.com

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