Thinking & Acting Differently: The Collective Impact Opportunity

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Amelia Psmythe
Deputy Director

Pace & Scale for Impact

- Approach Collective Impact at a pace and scale that works for your organization
- Not necessary to fundamentally change, hire a consultant, or go “all in”
- Minor shifts in perspective, using the right tools at the right time, can make a difference
- Build to suit, using “min specs” as a guide
- Understand why & when to apply principles for lasting systems change
Policy Change Example

*Think of an example of a breastfeeding policy change you were involved with that came about in the last five years...*

*Could be national...state...or local...*

Pathways to Policy Change

- **Large Leap** – significant changes when right contextual conditions are in place
- **Coalition** – coordinated activity among range of stakeholders with same core policy brief
- **Policy Windows** – effectively define a problem, solutions, take advantage of contextual factors that encourage “action”
- **Messaging & Frameworks** – frame issues and policy options in a way that reflects worldview/preferences of decision-makers
- **Power Politics (Power Elites)** – develop relationships and work with those in positions of power and influence
- **Grassroots (Community Organizing)** – those directly affected by issue work together, including pressuring decision-makers
Pathways to Action

- **Large Leap** – Affordable Care Act
- **Coalition** – Paid family leave
- **Policy Windows** – SGCTA national framework; FAM Act (airport accommodations)
- **Messaging & Frameworks** – Breastfeeding cost analysis shifted frame; NC Medicaid cost analysis
- **Power Politics (Power Elites)** – Federal “Break Time” provision of ACA; Federal appropriations
- **Grassroots (Community Organizing)** – Breastfeeding in public – many state examples

Roadmaps for Change

1. **The Surgeon General’s Call to Action to Support Breastfeeding**
   - 2011
   - U.S. Department of Health and Human Services
Grassroots to Treetops

Pathways to Change: Six Theories about How Policy Change Happens

- Effective cross-sector collaborations include:
  - Individuals with lived experience
  - Community organizations providing direct services
  - State-level coalitions advocating for policy, systems, and environmental change
  - National organizations leading and supporting trends and opportunities

USBC SPHERES OF INFLUENCE
"Collective Impact" Webinar

10/27/15

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USBC Backbone Support Sphere

USBC-Affiliated Constellations/Action Teams
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For the next Collective Impact webinar:

- Identifying cross-sector stakeholders to influence policy/practice change
- Focused on state level partners
- TOOL: “Top 100 Partners”
- Looking for a state breastfeeding coalition volunteer to serve as an example