Transforming Public Policy into Community Change

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If it takes a village to raise the child then:

- What does the village need to do?
- Who helps the village?
Place-Based Community Change Initiatives in Context

- Long history of attempts
- Varied success
- Applied to a wide range of social issues
- National, state, and local initiatives
- Federal government and foundations, major supporters in US
- Internationally used
Definitions of Place-Based Community Change Initiatives

- An identifiable set of activities pursued by a community in a defined area to increase collective capacity.
- Initiatives that take a comprehensive approach to change communities at many levels (individual, family, institutional, and community-wide) in order to improve the well-being of residents.
Features of Place-Based Community Change Initiatives

- **Comprehensive strategies** and programs that seek to address multiple causes of social problems at **multiple levels**
- **Participatory and collaborative** approaches to planning and implementation of the initiative that involve diverse groups of stakeholders
- **Governance** structures based at the neighborhood or community level designed to support collaboration across sectors
- **Systematic approaches** to reform that aim to influence how resources are distributed and used creating a healthy environment
- Technical assistance and other **capacity-building** supports to sustain the community’s long-term ability to improve outcomes.
How Can Place-Based Community Change Initiatives Change a Place?

- Building a system that enables a community to have the capacity to change the social, environmental, and systemic determinants of health
- Changing systems and factors in the environment that impact on desired outcomes
- Promoting the Five C’s (Community, Control, Cash, Connections, and Collective Action)
- Facilitating a bottom-up, top-down, meet in the middle response by the community. Find common ground.
- Start with small wins, build momentum. It’s a movement, not a program
COMMUNITY POLITICAL, ECONOMIC, CULTURAL, SOCIAL CONTEXT

Institutional & Individual Initiative Participants
- Knowledge
- Skills
- Will
- Management
- Resources
- Relationships

Meaningful Engagement of People, Organizations, and Other Institutions

Community Strengthening Factors
- Community
- Connections
- Control
- Cash
- Collective Action

Capacity Building System

Effective Sustainable Strategies at Scale with Scope

Levels of Change
- Changes in Organizations, Government Policies, Procedures, & Practices
- Improved Relations between Institutions & Residents (accountability)
- Leadership Support & Relations
- Public Support & Constituency Development

Changes
- Environmental
- Physical
- Educational
- Social-Cultural
- Political
- Economic
- Service

Target Health Outcomes Among Children
- Specified Improvements in Health, Safety, and Readiness to Learn

CHANGING CONTEXT - STUFF HAPPENS
EMBRACE COMPLEXITY!
Examples:

- Promise Neighborhoods (DOE)
- Choice Neighborhoods (HUD)
- Healthy Communities/ Community Transformation Grants (CDC)
- Children’s Mental Health Initiative (SAMHSA)
- Drug Free Communities (SAMSHA)
Some Roles for Intermediary (Contractors)

- Performance measure setting and reporting
- Data and evaluation capacity building
- Monitoring Systems
- Evaluation
- Multiple reports for multiple purposes and audiences
Roles for Psychologists

- Researcher
- Evaluator
- Technology Transfer
- Capacity Building
- Initiative managers and implementers
CROSS CUTTING STRATEGIES

- A single broker and keeper of the vision (Local Intermediary)
- Clear, well defined roles and responsibilities
- Alignment and fit with the initiative’s focus
- Meaningful community engagement
- Leadership and staff capacity
- Strategic connections between the community and the public sector
Opportunities and challenges

- Monitoring the progression of change and managing expectations
- Changing context and its powerful influence
-Aligning the evaluation with foundation, community, and grantee planning and implementation
- Managing all the pieces and players (local and state)
Opportunities and Challenges

- Scope
- Scale
- Sustainability
- Capacity Building
SCOPE- Breadth

- Integrated strategies that “connect the dots”
- Effective planning and management
- Flexible funding (“blending and braiding”)
- Having the right partners at the table
First Choose the Scale And Then Determine:

- Effective strategies appropriate and sufficient to scale
- Build capacity at scale for implementation, capacity for systems change, and the capacity for getting to scale.
- Effective implementation
- Alignment (mutually reinforcing, catalytic, and focused)
SCALE- Achieving the numbers

- Clearly articulated measures of change
- Intentional development of the capacity for scale
- Use of data to drive the initiative and influence policy and systems change
- Leveraging private, public, and other investments
- Link community with larger levels of government and other forces (e.g., city, county, regional, city, and federal)
Population Impact Formula

\[ PI = \frac{EASI \times Sc \times Su}{C} \]

Where:
- \( PI \) = Population Impact
- \( EASI \) = Effective and Aligned Strategy Implementation;
- \( Sc \) = Scale;
- \( Su \) = Sustainability; and
- \( C \) = Contextual factors negatively affecting implementation and impact.
SUSTAINABILITY-Depth and Length

- Plan from the beginning.
- Build sustainable capacity within community institutions using affordable strategies
- Develop community ownership from the start
- Establish long-term sustainable funding within institutional budgets
SUSTAINABILITY

- Maintain regional linkages and bridges
- Create public demand
- Prepare for turnover with intensive training, career paths, and documentation of roles and responsibilities
CAPACITY FOR CHANGE

- LEVELS OF CAPACITY
- COMMUNITY CAPACITY
- KEY CAPACITIES
Levels of Capacity

- Individual
- Organizational
- Community (among organizations)
Community Capacity

The capacity of public, private, non profit, and civic organizations to individually and collectively create effective and lasting change.
Key Capacities

- Community and systems change planning
- Collaboration
- Community organizing
- Advocacy
- Other system and environmental change strategies
Questions?