

THE
WEIGHT OF THE
 FOX VALLEY

Tackling Wicked Problems
 29 January 2014
 Kurt Eggebrecht & Peter Kelly

THE
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 FOX VALLEY

Agenda

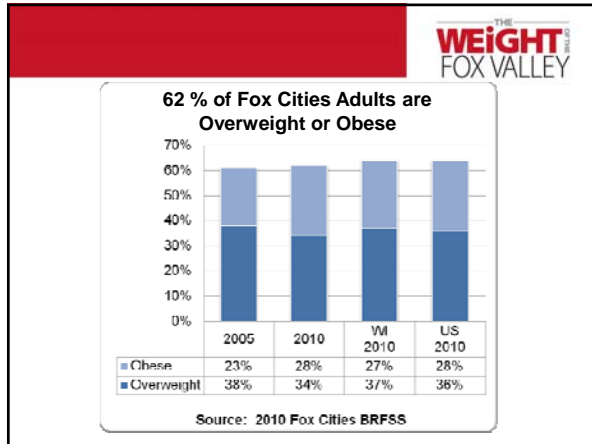
1. Provide background on the creation of the Weight of the Fox Valley Initiative.
2. View WOTFV through the prism of collective impact.
3. Share our learning to-date; learn from all of you.

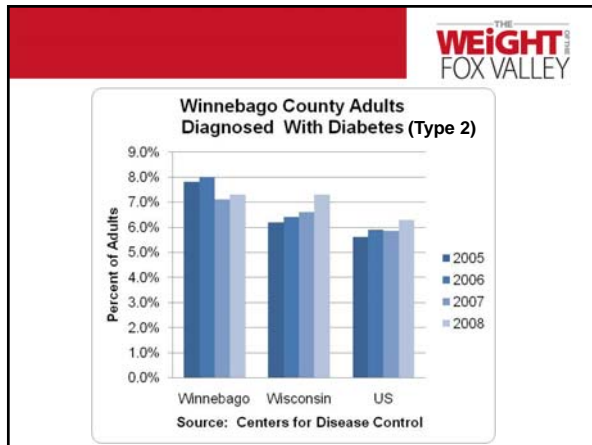
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Our "wicked problem"

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Declining Health Status
Percent of adults rating their health status as "very good or excellent" ...

- 64% in 2000
- 59% in 2005
- 55% in 2010

-Behavioral Risk Factor Survey, 2010



The stars aligned...

- Fox Valley Healthcare Coalition
- LIFE Study
- ThedaCare - led CHAT Team
- United Way



***Channeling Change
Through
Collective Impact***



Thinking in a new way?

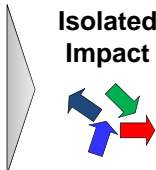
“Large-scale social change comes from better cross-sector coordination rather than from the isolated intervention of individual organizations.”

Source: FSG, Stanford Social Innovation Review, Winter 2011

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Traditional approaches are not solving our toughest, often very complex, challenges.

- Funders select *individual* grantees
- Organizations *work separately* and *compete*
- Evaluation attempts to isolate a particular organization's impact
- Large scale change is assumed to depend on scaling organizations
- Corporate and government sectors are often disconnected from foundations and nonprofits




Isolated Impact

Source: FSG

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Imagine a different approach – multiple players working together to solve complex issues

- All working toward the same goal and measuring the same things
- Cross-sector alignment with government, nonprofit, philanthropic and corporate sectors as partners
- Organizations actively coordinating their actions and sharing lessons learned



Isolated Impact **Collective Impact**

Source: FSG

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Elements of Collective Impact

- Common Agenda**
 - Shared vision for change
 - Common understanding of the problem
 - Agreed upon approach
- Shared Measurement**
 - Collecting data and measuring results
 - Focus on performance management
 - Shared accountability
- Mutually Reinforcing Activities**
 - Differentiated approaches
 - Willingness to adapt individual activities
 - Coordination through joint plan of action
- Continuous Communication**
 - Consistent and open communication
 - Focus on building trust
- Backbone Support**
 - Separate organization(s) with staff
 - Resources and skills to convene and coordinate participating organizations

Source: FSG

Common Agenda

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Weight of the Fox Valley Summit

- Objectives: Educate, build capacity, define possible next steps
- Regional
- Two days in March/April 2013
- **Weight of the Nation** video series from HBO
- Respect and honor current work

Common Agenda
(Continuous Communications)

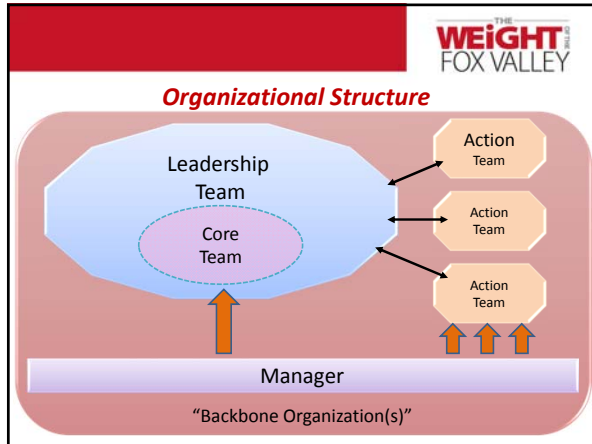
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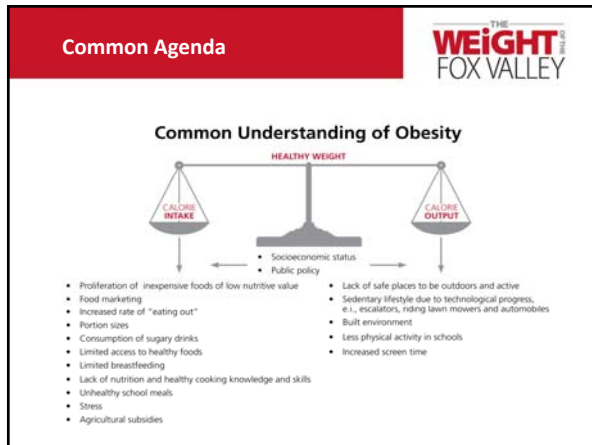


Common Agenda
(Continuous Communications)

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THE WEIGHT FOX VALLEY

Common Agenda

Vision Statement

A community that together achieves and maintains a healthy weight at every age.

Shared Measurement

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Use of Overarching Metrics

- Four health system collaborating to report and ideally map BMI in the three county area.
- Action Team goals/metrics will align

Shared Measurement

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Partnerships



Mutually Reinforcing Activities

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How do we decide where to focus?

Alignment and Action Team Selection

Mutually Reinforcing Activities

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Wisconsin Nutrition, Physical Activity and Obesity Plan

Early Care & Education School Active Communities Healthcare Worksite Food System

Mutually Reinforcing Activities

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"Buckets of Passion" Overlap

Early Care & Education School Active Communities Healthcare Worksite Food System

- Breast feeding
- Focus on children
- Children's relationship with food
- Start early
- Role of school
- Farm to school
- Safe routes to school
- Physical activity at school
- Build activity into daily living
- Active transportation
- "Complete streets"
- Built environment
- Invest in prevention
- Tackle health disparities
- Chronic disease management
- Permanent substantial weight loss
- Wellness in workplace
- Cost to employers
- Tools for employee wellness
- Getting business leaders together
- Access to food for low-income
- Healthy foods at restaurants
- Community Supported Agriculture
- Public policy

Mutually Reinforcing Activities

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The first two Action Teams for WOTFV will be ...

Active Communities

Improve the built environment to provide more recreational opportunities to be active and increase the number of trips by active modes of transportation such as walking and biking.

Worksite

Improve employee and family health through effective worksite wellness programs that reduce risk factors.

Mutually Reinforcing Activities



Action Team Orientation & Launch

- Healthy Wisconsin Leadership Institute
- Inspiration
- Relationship building
- WOTFV Vision/Structure/Alignment
- Action Team Goals, Objectives and Action Plan

Continuous Communication



Marketing Communications Goals

- Generate **awareness** in the tri-county area of
 - the local impact of obesity/overweight; importance of healthier lifestyles
 - the Weight of the Fox Valley initiative
 - progress of the Action Teams and efforts taking place
 - how to get involved
 - WOTFV as the “go to” source for information related to healthy weight
- Support Program Manager in establishing **communication processes among Action Teams**

Backbone Support




Backbone Support

- Keren Rosenberg, Program Manager



Backbone Support



Backbone Support


- Keren Rosenberg, Program Manager
- Oshkosh Area United Way and United Way Fox Cities
- Convene, coordinate, and support the work of WOTFV initiative



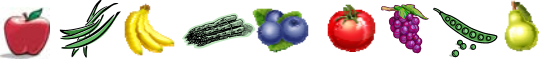
Important Learnings

1. Take time to build trust and relationships
2. Seek advice from others who have traveled this path
3. Develop a strong leadership team
4. Addressing a wicked problem requires a long-term commitment
5. Don't let perfect get in the way of good

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Thank you



WOTFV Core Team

Kurt Eggebrecht	Paula Morgen
Peter Kelly	Sue Panek
John Mielke, M.D.	Julia Salomón
