

Alliance for Healthy Homes & Communities: Building the Network December 10, 2012

Presenter: Dan Newman, SRC

**Facilitators: Janne Flisrand, MN Green
Communities
Marjean Hoeft, SRC**

**Special thanks to Tony Parrish and MacNeil
Environmental Inc.**



Agenda

- **State of the Alliance:
Accomplishments and Assets**
- **Why a Network Approach?**
- **Opportunities for Engagement**
- **Wrap up and Q&A**

Accomplishments and Assets

Alliance for Healthy Homes and Communities

The central concept is a three-year effort to build bridges and coordination between the different sectors that play a role in creating a state where all Minnesotans have the opportunity to live healthy lives.

Accomplishments and Assets

Mission Statement

The mission of the Alliance for Healthy Homes and Communities is to promote, support, and provide healthy homes and communities for all Minnesotans.

Accomplishments and Assets

Definition of Healthy Homes and Communities

A Healthy Home is built/renovated, designed, and operated in ways that support the health of people living there.

A Healthy Home is:

- Dry
- Clean
- Pest-free
- Contaminant-free
- Well-maintained
- Well-ventilated
- Safe
- Energy-efficient
- Affordable to the occupant

A Healthy Community provides the economic, social, and physical environment that allows all people the opportunity to achieve and maintain physical health, well-being, and a high quality of life.

A Healthy Community has:

- Transportation Choices
- Clean Air and Water
- Safety
- Social Connectedness
- Healthy Housing Choices
- Opportunity for Physical Activity
- Healthy Food and Health Services
- Economic and Educational Opportunity
- Affordability

Accomplishments and Assets

Membership

- **324 individuals on distribution list**
- **34 individual members**
- **21 organizational members**
- **2013 Goal of 75 individuals or organizations**

Accomplishments and Assets

Volunteers and their Project Areas

Program development:

- Connect people, programs and sectors: 7
- Develop and support policy changes: 10
- Educate public and public officials: 8

Governance/Organizational Planning : 11

Recruitment of Partners: 8

Accomplishments and Assets

Priority Strategies

- **Connect people, programs, and sectors**
- **Develop and support policy changes**
- **Educate the public and public officials**

Accomplishments and Assets

Priority Strategies

A. Connect people, programs and sectors

Strategy 1: Create opportunities for cross-sector collaboration and coordination

Strategy 2: Provide education and training classes, specific to different audiences.

Strategy 3: Provide a central location to access information and services on healthy homes and communities.

Accomplishments and Assets

Priority Strategies

B. Develop and support policy changes

Strategy 1: Develop/adopt a healthy housing standard.

Strategy 2: Develop standard screening, assessment, and inspection criteria, protocols and training.

Strategy 3: Identify opportunities to apply standards and advocate for their adoption, focusing on programs and projects that use public funding

Accomplishments and Assets

Priority Strategies

C. Education for the public and public officials

Strategy 1: Help reshape the public narrative, creating more unified and simpler messages

Strategy 2: Target education efforts to public officials and policy leaders. Involve the communities most affected to help address equity and environmental issues.

Strategy 3: Create a central website to share information such as public education materials, programs, events, and contact information. An initial website has been created at www.alliancehhc.org.

Accomplishments and Assets

Draft of Operating Guidelines/Guiding Principles

(Presented at the Alliance Planning Session at the June 28 Convening)

- Broad, voluntary coalition of organizations and individuals
- Work will be coordinated through a steering committee
- Members committed to communicating relevant activities and developments
- Formal communications are consensus-based
- If policy positions are adopted by steering committee, members may opt out of supporting those positions

88% of the planning session attendees agreed with the statement that the “guiding principles look good to me.” 12% thought some minor changes were needed, and no one saw the need for major changes.

Accomplishments and Assets

Draft of Steering Committee proposal

- Nominations will be sought from members of the Alliance
- The first members of the Committee will be appointed by organizing partners of the Alliance
- Members selected to represent the diversity of HH&C work
- Initial term is one year; 10 – 20 members
- First task will be to develop Alliance Guidelines

50% of the attendees agreed that the steering committee proposal 'looks good to me,' 48% thought that some minor changes were needed, and 2% thought that major changes are needed

Accomplishments and Assets

Educational Materials: posted on Alliance website at

www.AllianceHHC.org

Four factsheets provide data and examples of why healthy homes and communities matter. They include a general overview, plus documents for three target audiences:

- Overview: Health is Rooted in Our Homes and Communities
- Developers and Apt Mgrs: Healthy Housing is a smart investment.
- Employers: Profitable Businesses Rely on Healthy Workers
- Healthcare Providers: Good Health is Rooted in the Homes and Communities of All Minnesotans

Accomplishments and Assets

Educational Materials: posted on Alliance website at
www.AllianceHHC.org

- Summary of the June 28 Convening, featuring Dr. Tony Iton, includes the detailed agenda and break-out session PowerPoints, presenter bios and sponsor information
- Assessment and Planning Tool to create a framework around healthy homes and communities

Accomplishments and Assets

Funding!

Blue Cross Blue Shield Foundation approved \$75,000 to support the Alliance in 2013

- Awarded to SRC
- Grant supports communications, education, networking building, policy advocacy and statewide convening
- Proposal positioned as 3 year project

BCBS Grant Goals for 2013

- 1) Build the Alliance network at the state and regional levels.
- 2) Work with Alliance members and supporters to organize activities that address the three priority areas.
 - Connect people, programs, and sectors
 - Develop and support policy changes
 - Educate the public and public officials
- 3) Enact guiding principles and establish a Steering Committee to help coordinate and guide the work of the Alliance.

Accomplishments and Assets

Minnesota Department of Health

- “Minnesota Healthy Homes Strategic Plan” published in November
- Strategic plan includes Alliance Priority Strategies
- Hired a Healthy Homes Coordinator
- Inter-agency Healthy Homes Initiative proposed

Accomplishments and Assets

None of these accomplishments would have been possible without YOU!

In a quick poll, please let us know the various ways in which you've participated over the course of 2012

Poll

In which way(s) have you participated in the Alliance for HH&C? (Check all that apply)

- Attended a Regional Meeting or Alliance Statewide Convening
- Became a member of Alliance (you are your organization)
- Volunteered for one of the projects
- Read the MDH State Plan cover to cover
- Other

Network Weaver Handbook by June Holley

**Much of the following discussion has been derived
from June Holley's
Network Weaver Handbook: A Guide to
Transformational Networks**

Photos shared by June Holley

Why Networks?

- **Improve Information Flow**
- **Increase communication and awareness of relationships**
- **Open new resources**
- **Expand and support leadership**
- **Encourage collaboration, innovation and learning for breakthroughs**
- **Increase inclusion and bridge divides**
- **Result in better outcomes**
- **Facilitate scale and impact**

When Networks?

- **The problem or opportunity is big**
- **You need new ideas**
- **The solution is not clear or you need to build a new system**
- **You need to engage people from different backgrounds**

A Network Approach brings system change by:

- Improving the quantity and quality of **RELATIONSHIPS**
- Mobilizing more **LEADERSHIP**
- Providing and framework for effective **INTENTIONAL NETWORKS**
- Generating more actions that lead to **BREAKTHROUGHS**

Intentional networks have the following characteristics

- **They have a focus**
- **Participation is voluntary**
- **People in the network are peers**
- **The network fosters engagement**
- **The network mobilizes action**

Network building we want to do together:

- **Outreach to stakeholder groups**
- **Communicating with members and others about what the Alliance members are doing to provide healthy homes and communities**
- **Providing online tools to exchange stories, best practices, new developments, etc.**
- **Assisting the development of local and regional networks through events, community assessment, planning and network development training**
- **Logistical support for work groups, web and social networking communications, and the overall Alliance project**

Four Aspects of Networks

- **Relationship Network**
- **Intentional Network**
- **Action Network**
- **Support Network**

Relationship Network

- **Connecting people**
- **Building trust**
- **Bringing new people into the network**

Intentional Network

- **Focusing on an opportunity, problem or issue**
- **Engaging people to develop strategies and actions**

Action Network

- Encouraging people to take initiative
- Clustering people interested in the same project
- Fostering collaboration

Support Network

- **Setting up communications systems and platforms**
- **Helping people use social media and the web**
- **Restructuring resources to support networks and collaboration**
- **Setting up evaluation and reflection**
- **Support Network Weavers**



What is
Network
Weaving?



Network Weaving
means

Paying attention to others...

...seeing them as a beautiful
jumble of gifts, needs and
challenges



And helping
them do
something
innovative
together!



Network Weaver Roles

- **Connector - connects people, gets network building started**
- **Guardian – helps put in place all systems needed; communications, training, support, resources**
- **Self-organized project coordinator – helps coordinate self organized projects**
- **Facilitator – helps convene people to set up a more explicit and focused network**

POLL

Which of these roles is most interesting to you?

- **Connector**
- **Guardian**
- **Self-organized project coordinator**
- **Facilitator**

Analyzing and Visualizing Your Network

**Mapping – creating a visual
representation of relationships**

- **Individuals**
- **Nodes**
- **Links**
- **Current collaborations**
- **Information flows**

Assessing your Network – Examples from the Handbook

The Alliance is a network of networks:

- **Local**
- **Regional**
- **State**

The Relationship Network

Enough people in the network

5 4 3 2

Too few people

1 DK

Diverse groups are represented

5 4 3 2

Network not inclusive

1 DK

Good access to resource/expertise

5 4 3 2

Need more access

1 DK

The Action Network

Lots of collaboration among orgs

5

4

3

2

Not much collaboration

1

DK

People initiate new projects

5

4

3

2

Seldom initiate

1

DK

Lots of action by network

5

4

3

2

Disorganized/little action

1

DK

The Intentional Network

Sees itself as a network

5 4 3

Doesn't see itself as network

2 1 DK

Network has clear goals

5 4 3

Network has no set goals/purpose

2 1 DK

Work divided; all develop leadership

5 4 3

1 group does most of work

2 1 DK

Supporting the Network

Communication flows well

5

4

3

Communication not flowing

2

1

DK

People have networking/collaboration skills

5

4

3

2

1

They don't

DK

Many breakthroughs, much learning

5

4

3

2

1

Not much

DK

Opportunities for Engagement

Type “yes” in your Questions/Chat box if you may be interested in hosting a mapping and assessment session with your network, with support and training from the Alliance

Or send an email to m.hoeft@src-mn.org

Poll: Which would you be willing to initiate?

- Meet w/ people in 2 other sectors to listen to each other
- Brainstorm w/ colleague local people whose work affects HH&C
- Host breakfast/happy hour for local people working on HH&C
- Contribute information to the Alliance website
- Present HH&C information at community events and conferences

Poll: Opportunities for Engagement

If you know of others who may want to join the distribution or membership list, send email to m.hoeft@src-mn.org

Follow Up

- This session will be available in a recorded format. A link will be emailed in the next day or two. Please share with others who may be interested.
- PPT of this presentation will also be available on www.AllianceHHC.org website

Thank you for participating today!