

Connect, Collaborate, Integrate:

Creating the Conditions for System Integration



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“Lever”-age Your Opportunities

Leverage –
Influence
or power
used to
achieve a
desired
result

1. Set your aims & be clear what success looks like (Be audacious and practical)
2. Identify what change is needed and how it happens
3. Articulate your value & connect it with your audiences' goals
4. Create the conditions for success
5. Use the levers at hand

Set Your Aims



Get clear on what you want to accomplish

- **System Integration** - Across health, early learning, human services & K-12? Birth to five continuum?
- **Logistical Integration**– Eligibility and enrollment? Professional qualification and learning?
- **Funding Integration** – Stretch existing resources? Enhance sustainability? Expand access? Increase dosage?
- **Quality Integration** – Promote evidence-based programs? Learn and innovate? Reduce unnecessary variation?

Be Audacious and Practical

Audacious –
Confident
and bold

Practical –
Disposed to
action as
opposed to
speculation
or abstraction

- ✓ Are there things that you can do first without buy-in or action of others to create a pathway to greater change?
- ✓ What strategies best fit your capacity and control?
- ✓ Who are the most likely partners/audiences?
- ✓ What are the “natural” opportunities to build resonance with your goals?
- ✓ What are sequencing and timing issues?
- ✓ What is your “theory of action”?

Consider How Changes Happen

	Theory	How Change Happens	When It's Useful
Global Theories	Large Leaps	Seismic shifts when conditions are right	Large-scale policy change is needed & media capacity is available
	Policy Windows	2 or more complementary policies can be advanced together	Political climate is right and you have capacity to act quickly
	Coalition	Coordinated action among people with similar policy goals/beliefs	Sympathetic administration with a strong group of aligned allies
	Power Elites	Working directly with those in power to influence change	One or more powerful allies & incremental change is needed/desired
	Regime	Through support and empowerment of policymakers by close-knit group	A coalition of non-politicians is involved and you can influence them
Tactical Theories	Messaging Frameworks	Identification of the values frames that resonate with target audiences	A goal is increasing awareness and there are opportunities to connect to a larger issue/campaign
	Media Influence	Raising currency of an issue by media focus	A goal is raising awareness/debate and you have media capacity
	Grassroots	Collective action is taken by community members to make change	A distinct group of interested stakeholders can be convened to act
	Group Formation	Identification with a group's needs and interests	Building a base of support among key stakeholders/beneficiaries
	Diffusion	When a critical mass perceives a new idea as superseding prior approaches	Trusted messengers can champion a new idea/innovation

Articulate Value

What benefits do you bring to partners?

- Feeder system to other health and early learning programs
- Opportunity for early identification & intervention
- Cost savings (avoidance of later remediation)
- Ability to impact the social determinants of health/health inequities
- More children prepared for school
- Increase of general community-level capacity
- Opportunity to respond to the needs of diverse families
- Strengthened connections among health, early learning and human services

Connect Your Value w/ Audience Goals

ACTION Related to My Priorities – “I support joint recruiting and enrollment between WIC and home visiting”

CONVICTION that Action Can Be Taken - "Joint recruitment and enrollment/ data sharing could increase enrollment in both home visiting and WIC and save families an extra step.”

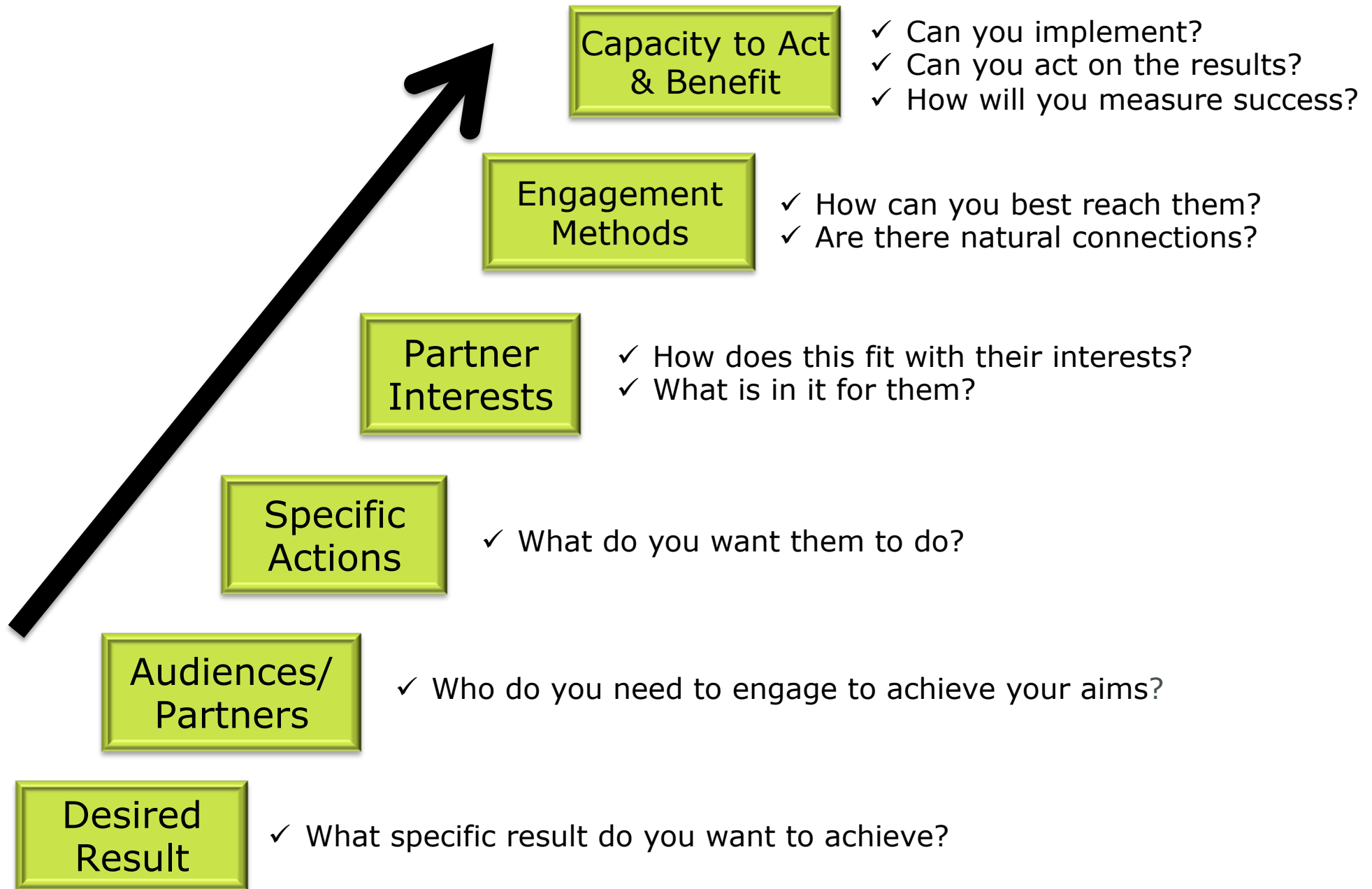
COMPREHENSION of Specifics – “Since many families are eligible for both programs we are asking for the same information twice. This causes us to lose some families who don't act on the referrals.”

AWARENESS of Impact – “I see that many of the families WIC serves are also served in home visiting programs”

UNAWARENESS – “We need to do our own enrollment. I don't see any ways to make it easier”

POTENTIAL PARTNER GOAL - Efficient administration of WIC and improved family well-being”

Practice Purposeful Engagement



Create a Theory of Action

RURAL HOME VISITING PROJECT THEORY OF ACTION



If the Home Visiting Services Account invests in these **RESOURCES & ASSETS** ...

... so Thrive, its grantees, and partners can implement these **STRATEGIES** ...

... then local communities and the Washington early learning system can build and sustain these **CAPACITIES** ...

... and vulnerable families in rural communities can achieve these **RESULTS**

Facilitation and Support

Rural Home Visiting Specialist guides development of tools and facilitation to engage rural and frontier communities in considering interest, fit and capacity for EBHV:

- *Home Visiting Continuum of Preparedness & Strength*
- Engagement processes
- Action Plan for capacity building
- Connection of community efforts

Expertise

- National Implementation Resource Network (NIRN) and model lead guidance using implementation science to inform home visiting model implementation
- Rural community experience assessing requirements, fit, feasibility and supportive capacity needed
- Data collection, analysis and presentation to guide decision-making

Communication

- Materials communicating “opportunity”

Funding

- Community engagement & planning funding
- Evidence-Based Home Visiting

Create a place-based and model-informed approach to:

- Co-convene planning, promote buy-in, engage local leadership and build capacity
- Complete community home visiting planning processes
- Facilitate community meetings and Parent Cafés
- Integrate technical assistance to build capacity into preparedness and action planning
- Prepare selected communities for competitive evidence-based home visiting implementation grants by 11/15/13

- Communities can readily assess interest and fit of home visiting models
- Strong implementing agencies strengthen local infrastructure and recruitment networks
- Thrive by Five and Department of Early Learning staff are prepared to support future home visiting planning and implementation processes.
- State and local partners can use an implementation science lens to learn and enhance home visiting implementation
- Early Learning Regional Coalitions and other partners can use Project tools for related future initiatives as needed
- HVSA funding partners understand the three rural communities adequately to make supportive grants and provide technical support

- Rural communities with limited or no home visiting services are engaged in home visiting learning and planning
- Three communities have:
 - Selected models, a strong implementing agency and solid recruitment and referral plans
 - An Action Plan to reach full caseload and are prepared for an evidence-based home visiting grant application
 - Capacities to implement models with fidelity

SO THAT

There is this IMPACT

- More children in rural communities participate in high-quality HVSA home visiting
- Programs reach full caseload and high-quality quickly
- Communities consistently identify strengths and requirements, and assist in planning, and making decisions that reflect regional and state priorities
- *Home Visiting Preparedness* and planning processes are available to all rural communities
- Rural community and parent voice inform and influence planning and policy development for

Create Conditions for Success

Don't wait, use the levers you have at hand

- ◉ Take administrative action
- ◉ Partner with other agencies
- ◉ Align and share resources with existing partners

Build sustainability from the beginning

- ◉ Understand what it takes
- ◉ Focus relentlessly on mutual value
- ◉ Create easy partnership opportunities
- ◉ Consider available funding streams

Hone key messages and communicate

- ◉ Make the case for sustainability & desired action
- ◉ Communicate home visiting value to stakeholders

Partner with local grantees

- ◉ Set conditions for them to succeed
- ◉ Use their examples to learn and build support

Create Conditions for Local Partners to Succeed

B27. Sustainability and Fund Development

Fundraising infrastructure is in place and adequate funding for capacity building and implementation funding is secured.

Agency has created a plan that identifies what sources of funding will be cultivated, with what methods and by whom.

Major sources of funding are identified and secured for first two, and preferably three years.

Agency has systems, processes and staffing to cultivate public and private organizational and individual funders. An organizational fund development plan and EBHV fund development plan are in place. Two of three years of funding are secured.

Prospective and potential funding sources are identified. A realistic strategy for obtaining long-term financial support is identified.

Staff and partners use emergent opportunities to cultivate funder support. Resources for third and subsequent years are being sought. Initial implementation is used as an opportunity to cultivate support for the program.

Staff and partners use appropriate program opportunities to cultivate funder support. Resources for third and subsequent years are being sought.

Program is sustainable

Program data and other information, agency communications and fund development support each other. Agency uses varied revenue generation techniques (e.g. grants, cause-related marketing, fee-for-service) to support organizational and EBHV program operation.

Use the Levers at Hand



Promote conceptual consistency

- ◉ Align program standards
- ◉ Coordinate training across fields
- ◉ Use of common frameworks (i.e. trauma, ACE's)

Tap into current policy changes and momentum

- ◉ Birth to Five Continuum
- ◉ Affordable Care Act
- ◉ Help Me Grow
- ◉ Bright Futures protocols

Align planning structures and tools

- ◉ Use your SAC and other statewide structures to build relationships and agreement
- ◉ Create a shared calendar

Use the Levers at Hand

Maximize use of data

- ◉ Adopt common data definitions
- ◉ Share data early
- ◉ Make the case with HomVee data
- ◉ Use data to identify barriers & opportunities



Make the most of existing funding

- ◉ Braid funding to promote quality & sustainability
Remove barriers to larger more stable sources of funding

Strengthen your local partners

- ◉ Revise granting processes
- ◉ Promote state and federal funding (e.g. Medicaid)
- ◉ Help grantees to continuously improve preparedness and strength

Use the Levers at Hand



Coordinate professional development

- ◉ Align training content across B-5 continuum
- ◉ Share reflective practice expertise with other early learning programs
- ◉ Create endorsement processes across B-5

Align intake, referral and transition processes

- ◉ Move toward centralized intake
- ◉ Build toward common referral portals
- ◉ Develop agreements and protocols among HV and other early learning programs
- ◉ Align HV eligibility as feeder to preschool

Engage and communicate

- ◉ Strategically place articles that show success
- ◉ Relentlessly communicate goals through your network

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