LIVING CITIES:
Lessons from 500+ Cross-Sector Partnerships
March 16, 2016
Logistics

• Ask questions! Use the “questions” box during presentations

• Tweet! Questions and insights: #xsector

• Webinar is being recorded

• Slides and recording will be sent out to all registrants
Presenters

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Quick Poll

• Which of the following best describes the organization you work for?
Why Cross-Sector Partnerships?
Cross-Sector Partnership Assessment

Complete the Assessment at:

http://surveyanyplace.com/s/lc-cross-sector
How is your cross-sector partnership organized?

- There are procedures, roles and commitments, but they are implicit and not established or documented (37%, 226)
- There are established procedures, roles and commitments, which are codified through operating documents (63%, 378)
How long will your cross-sector partnership operate?

- 79% (475) We don't know
- 21% (129) A specific period of time
Have you coordinated with other similar partnerships or initiatives?

- **Yes, formally**: 45% (270)
- **Yes, informally**: 40% (241)
- **No**: 15% (93)
How often do you re-consider those involved in your cross-sector partnership?

- Around every two years: 37 (6%)
- Around every year: 155 (26%)
- Around every six months: 113 (19%)
- We haven't yet: 299 (50%)
Which best describes your cross-sector partnership's shared result?

- General or broad: 345 (57%)
- Specific enough that it has a metric: 180 (30%)
- I'm not sure: 79 (13%)
What level of support do you have committed to your cross-sector partnership?

- Funded: 310 respondents, 51%
- Little to no funding: 248 respondents, 41%
- Funding has run out: 46 respondents, 8%
What’s your approach to achieving the goals of your partnership?

- Programmatic change: 219 (36%)
- Programmatic + organization change: 219 (36%)
- Organization behavior change: 166 (27%)
Quick Poll

• Where do you see the biggest opportunities for improvement at this point in time with your cross-sector work?
Why and Where Seattle-King County is Working Across Sectors

To identify geographic areas of need, King County census tracts were rank-ordered from highest to lowest percent of adults by the indicators noted above. The tracts were then divided into 10 groups. Dark reds show tracts with the highest rates; dark blues show tracts with lowest rates (note: the Life Expectancy map ranks shortest in dark red to longest in dark blue). 

www.kingcounty.gov/coo
Goal: Improve outcomes in communities with much to gain

- 20% of the county
- Prevention focus
- Health, housing, economic development and community cohesion intersections
- Cross-sector collaboration, community ownership, catalyze additional resources
- Place-based investments, system and policy changes, toolkit and inclusive learning community
- Living Cities’ Integration Initiative site
Communities of Opportunity

Working on these complex issues is not new. It’s how we are working that is transformative.

FROM less of:
• Acting in isolation
• Protecting status quo
• Protecting current roles
• Imposing solutions
• Paying for outputs
• Downstream services

TO more of:
• Embracing innovation and partnerships
• Sharing power and credit
• Community-led and owned solutions
• Paying for outcomes
• Upstream solutions
INVEST IN YOUR COMMUNITY

4 Considerations to Improve Health & Well-Being for All

WHAT
Know What Affects Health

- Socioeconomic Factors: 40%
- Clinical Care: 20%
- Physical Environment: 10%
- Health Behaviors: 30%

WHERE
Focus on Areas of Greatest Need

Your zip code can be more important than your genetic code. Profound health disparities exist depending on where you live.

WHO
Collaborate with Others to Maximize Efforts

- Nonprofits
- People
- Community Developers
- Health Insurance
- Public Health
- Healthcare Providers
- Faith-Based Organizations
- Philanthropists & Investors
- Education
- Businesses
- Government

HOW
Use a Balanced Portfolio of Interventions for Greatest Impact

- Action in one area may produce positive outcomes in another.
- Start by using interventions that work across all four action areas.
- Over time, increase investment in socioeconomic factors for the greatest impact on health and well-being for all.

VISIT www.cdc.gov/CHInav FOR TOOLS AND RESOURCES TO IMPROVE YOUR COMMUNITY'S HEALTH AND WELL-BEING

MARCH 2015
IAP2 Spectrum of Public Participation

**Inform**
We promise to keep you informed.

**Consult**
We will keep you informed, listen and acknowledge concerns and provide feedback on how public input influenced the decision.

**Involve**
We will work with you to ensure your concerns are directly reflected in the alternatives developed and let the public know how they influenced the decision.

**Collaborate**
We will look to you for direct advice for formulating solutions and incorporate the recommendations into the decisions.

**Empower**
We will implement what you decide.

Source: International Association for Public Participation, [www.iap2.org](http://www.iap2.org).
Similar approach used in the King County Community Engagement Guide, under Tools and Resources at [www.kingcounty.gov/equity](http://www.kingcounty.gov/equity).
Rainier Valley, pop 41,350: Food innovation district, including healthy food businesses and business incubation; youth wellness, including violence prevention; multi-cultural community center and cultural anchors; strong non-profits; affordable, healthy housing and co-op multi-family housing; prevent resident and business displacement; activate public spaces, increase physical activity.

White Center, pop 17,760: Increase access to healthy foods, physical activity for youth; prevent resident and business displacement; improve housing quality/home repair, including asthma prevention; business incubation; affordable/mixed income healthy housing and ownership opportunities.

SeaTac & Tukwila, pop 46,321: Food innovation district, including healthy food businesses; commercial kitchens; small business technical assistance; food advocate leadership development; urban agriculture and affordable healthy housing.

Policy and System Change Partners working in same results framework
Draft Artist Rendering for Food Innovation District at Rainier Beach Station, South Seattle
Sustainability and Resources

Best Starts for Kids Levy: ~ $65 million/year for 6 years
- 50% Prenatal to age 5
- 35% Ages 5 to 24
- 10% Communities of Opportunity (~$6.5 M/yr)
- 5% Evaluation and infrastructure to understand & invest in what works

Seattle Foundation and other private foundation partners
Approximately $1.5 million to $2 million per year
After Two Years, Some Evolution

- Re-considering governance structure & membership now—based on Results-based Accountability and identifying partners who can turn a curve
- Shared results in four cross-cutting areas: health, housing, economic opportunity and community connection
- Other partnerships—building on existing partnerships, moving to greater coordination with other projects and partnerships doing similar work in the region
Q&A
More resources!

• Take the Cross-Sector Partnership Assessment at:  
  http://surveyanyplace.com/s/lc-cross-sector

• More on LivingCities.org

• Contact us at xsector@livingcities.org