Stronger Together: Working Collaboratively with Other Organizations

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Collective Impact

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What is Collective Impact?

The commitment of a group of important actors from different sectors to a common agenda for solving a specific social problem.
Mental Health Provider Diabetes Education Program

Collective Impact at Work between organizations
Common Agenda

• Identified need for licensed mental health providers with experience treating persons with diabetes
  • ADA Position statement on “Psychosocial Care for People with Diabetes”

• Leverage longstanding work of both organization

• Establish process for interorganizational collaboration “Two big ships”

• Deliberate decision-making to best serve the program
Common Progress Measures

• The goal is to train providers
  • The perceived need is a lack of mental health providers knowledgeable about diabetes.
  • Rate of depression in diabetes is 2X the general population.

• Number of mental health providers who complete training (the third partner Helmsley has set a number).
Mutually Reinforcing Activities

• Meet the need for APA members – to help develop clinical skills, build their practices.

• Meet the needs for ADA physicians & nurse educators – find mental health resources for their patients.

• Meet the needs of ADA members who are patients – more skilled mental health providers.
Communications

• Establish Common language
  - i.e. “Persons with Diabetes not Diabetic patients”

• Created messaging campaigns

• Approval by relevant stakeholders internal to each organization

• Lead chosen w/ dissemination vehicles for greatest reach
Backbone Organization

• Joint endeavor; There is no “I” in “team” attitude

• The American Diabetes Association obtained the funding for start-up work.

• Shared commitment necessitates that the American Psychological Association staff lead based on availability, expertise, and/or strength to achieve necessary program objectives.
Taking Collective Impact Further

<table>
<thead>
<tr>
<th>Components for Success</th>
<th>Phase I: Generate Ideas and Dialogue</th>
<th>Phase II: Initiate Action</th>
<th>Phase III: Organize for Impact</th>
<th>Phase IV: Sustain Action and Impact</th>
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<tbody>
<tr>
<td>Governance and Infrastructure</td>
<td>Convene community stakeholders</td>
<td>Identify champions and form cross-sector group</td>
<td>Create infrastructure (backbone and processes)</td>
<td>Facilitate and refine</td>
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<td>Strategic Planning</td>
<td>Hold dialogue about issue, community context, and available resources</td>
<td>Map the landscape and use data to make case</td>
<td>Create common agenda (common goals and strategy)</td>
<td>Support implementation (alignment to goal and strategies)</td>
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<td>Community Involvement</td>
<td>Facilitate community outreach specific to goal</td>
<td>Facilitate community outreach</td>
<td>Engage community and build public will</td>
<td>Continue engagement and conduct advocacy</td>
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<td>Evaluation and Improvement</td>
<td>Determine if there is consensus/urgency to move forward</td>
<td>Analyze baseline data to ID key issues and gaps</td>
<td>Establish shared metrics (indicators, measurement, and approach)</td>
<td>Collect, track, and report progress (process to learn and improve)</td>
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Things to consider

• Start with outcome first, work backwards
• Which organizations can impact the desired outcome?
• How is progress measured?
References
