

Creating a Movement through Performance Partnerships

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What is a Performance Partnership?

- Organized around a specific, measurable result
- Developed in the 80s in Oregon
- Produced variety of measurable results: from reducing child abuse and teen pregnancy to salmon restoration and bay cleanup

A Way to Stretch Scarce Resources

- Partnerships can be greater than the sum of the parts
- Embraces population-based approaches
- Can make a big dent in wellness indicators

The Four Questions

- Where are we now? (baseline)
- Where do we want to be? (target)
- How will we get there? (multiple strategies)
- How will we know we are getting there? (measures)

Setting the Baseline & Target

- Need a jumping-off point against which to measure progress
- Requires complete agreement on a single *measurable* outcome
- Agreement on the *what* rather than the *how*
- Measure focuses partnership

Multiple Strategies

- No one party owns the answer to “How will we get there?”
- Allows a wide array of strategies– even competing strategies– to be used by the various partners
- Loose governance structure
- Maximizes engagement and commitment among partners

Measures Keep Partners on Track

- Devise a measurement strategy: both process and outcome measures
- If measures are moving in the wrong direction, regroup and rethink strategies
- Publicize progress and celebrate successes to keep partners involved

Catalytic Leadership

- Leadership style based on vision, building partnerships, collaboration, and passion
- The term comes from the work of the late University of Oregon professor Jeff Luke
- Leadership style places outcome and community good over personal gain or recognition

Convener: Brings Partners to the Table

- **Organize your Data:** “Where are we now?”
- **Define the Challenge:** “Why should I get involved?”
- **Scout for Key Partners:** Recruit people who want to make a difference, share your goal
- **Think Ahead toward Sustainability:** Look for partners who provide a mix of resources to sustain effort— funds, leadership support, administrative support, and worker bees
- **Persuade them to Join:** Use data and partners to make the pitch one on one; appeal to altruism

First, Organize Data

- Have a local answer to “Where are we now?”
- Comparison data can be spark competitive spirit
- Look for recent surveys and studies, contact state health agencies, use internet to search for more information
- Think of an inspiring partnership name and build consensus for adopting it

Define Challenge, Find Partners

- Answer the question, “Why should I get involved?”
- Who wants to make a difference?
 - Who cares most about the result?
 - Who can bring resources to the table, including administrative support?
 - Who can work collaboratively?
 - Include unorthodox players— not just the usual suspects

Persuading Partners to Join

- Make the pitch one on one
- Use your data
- Appeal to altruism— it’s the right thing to do
- Explain shared accountability. No one person will has to do it all
- Urge potential partners to bring resources to the table—from funding to person power

After the Action Forum

- Immediately solidify and start implementing the action plan
- Model very fast pace of action
- Plan is a work in progress and can be continually updated
- Hold frequent early meetings or phone calls to sustain momentum

Where are we now?

Simulated Gallery Walk