**Collective Impact Draft Work Plan**

***October 2016***

**MCF:** Heather and MCF staff will work with the LRT, Listening Team, Action Team, and Data Teams to write the community plan, including a common agenda, shared measurement strategy, mutually reinforcing activities, and governance structure. MCF staff will also lead the creation of a plan for continuous communication.

*To Do:*

1. Work with MCF Community Engagement team to develop an engagement strategy (i.e. newsletter, website, online platform for connecting and sharing ideas, etc.)
2. Draft common agenda and present to members.
3. Create shared measurement system with data team.
4. Write community plan with budget, governance strategy, and mutually reinforcing activities.

**Leadership Roundtable:** Individuals representing lived experience with cancer, business, government, and non-profit organizations who will engage in the sense-making of the results of the listening team, action teams, and data team to create a common agenda and guide the strategic planning process.

*To Do:*

1. Identify and gain commitment of ~8-12 additional individuals representing the 4 sectors to serve on the LRT.
2. Identify additional funding sources.
3. Develop governance strategy.

*Members:*  Gayle Brazeau, Dana Lesniak, Laura Davis, Peggy Belanger

*Potential Members:*

**Listening Team:** Individuals across Maine who can recruit conversation participants, convene conversations, and/or facilitate conversations.

*To Do:*

1. Identify individuals and gain commitment to take on this role.
2. Conduct at least one community conversation in each Public Health District.
3. Identify key stakeholders and have specific conversations, both face to face and through surveys.
4. Create a call to action and train Listening Team members and other champions to conduct community conversations.
5. Listening Team, LRT, and Heather write summaries of the conversations including how the conversation was conducted, major themes, and outliers pertinent to that community.

*Potential Members:* Nicole Avery (Cancer Community Center); Anne Breggia (MMC); Barbara Deshenes (Cancer Resource Center of Western Maine); Jo Ellen Kelley (Healthy Aroostook); Roger Pomerlau (Free ME from Lung Cancer); Dawn Roberts (Healthy Aroostook); Bev Thorpe (MMC Cancer Institute); Public Health District Coordinators and/or Liaisons; Maureen Higgins (Dempsey Center), etc.

*Potential Participants:* Public Health Districts, Cancer Community Centers, Event participants, Hospitals, Faith community, Business associations, FQHCs, Education sectors, Consumers for Affordable Health Care, MCF grantees, etc.

**Action Team:** Work groups and other stakeholders who can engage in quick win projects.

*To Do:*

1. Stay up-to-date on Work Group activities and discretionary grant projects to determine alignment with collective impact.
2. Identify and engage other stakeholders who can implement quick win ideas that arise during community conversations.
3. Work Groups and stakeholders write papers based on projects and quick wins outlining what was learned during the projects for either scalability and/or to inform the strategic planning process.

*Members:* MCF Work Groups and multi-sectoral leadership (ex: business leaders)

*Potential Members:* Large Maine employers, Let’s Go, State tobacco sub-contract recipients, etc.

**Data Team:** Individuals with expertise and experience in cancer data and data evaluation across Maine. This group will be responsible for identifying data currently available and the data needed to track and evaluate the collective impact work, as well as, putting the data in a user friendly format and creation of the shared measurement system.

*To Do:*

1. Identify 5-8 individuals and gain commitment to take on this role.
2. Identify qualitative and quantitative data we currently have and need.
   1. Population level data
   2. Community capacity – what is the current capacity (medical, gov’t, early detection, access, support, etc.) to prevent and treat cancer?, how are we improving capacity?, what are the factors that increase capacity? what capacity do we need?
   3. Policy level data – what are the large level changes that we have contributed to? how have we decreased negative behaviors? what have been larger policy changes?
3. Translate data into lay language and for health literacy.
4. Identify key data points needed for tracking based on the common agenda.
   1. What are we learning?
   2. How does it contribute to the outcomes – population, capacity, policy (outcome evaluation)?
   3. How are we evaluating how MCF/LRT and teams are actually getting the work done (process evaluation)?

*Potential Members:* Tim Cowan (MaineHealth); Melanie Feinberg (MaineHealth); Paul Han (MMCRI-CORE); Molly Stewart (Cancer Community Center); Helen Hsu (EMMC); Molly Schwenn (Maine CDC Cancer Registry); Peter Rinck (Rinck Advertising); Amy Beveridge (WMTW); Bethany Hartford (St. Mary’s); Jessica Shaffer (Maine CDC)

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|  | **Overarching Work** | **Who?** | **Community Conversations** | **Who?** | **Data** | **Who?** | **Quick Wins** | **Who?** |
| **October** | * Finalize Work Plan with Paul and LRT | MCF, LRT | * Recruit Listening Team | MCF, LRT | * Finalize Data Team members | MCF, LRT |  |  |
| * LRT Meetings (on-going) | MCF, LRT | * Identify stakeholder groups for specific conversations | MCF, LRT, Listening Team |
| * Meetings with Paul (monthly) | MCF | * Map out conversations | MCF, LRT |
| **November** |  |  | * Begin scheduling conversations (on-going) | MCF, Listening Team | * Identify data we have and need | Data Team | * Begin identifying and implementing quick wins from conversations (on-going) | LRT, individual organization and stakeholders |
| * Translate data into lay language | Data Team | * Stay up-to-date on Work Group projects (on-going) | MCF |
| **December** |  |  | * Draft conversation survey | MCF, Listening Team | * Develop tool for tracking activities | Data Team |  |  |
| **January** |  |  | * Finalize and field conversation survey | MCF |  |  |  |  |
| **February** |  |  | * Collect and analyze survey results | MCF | * Begin tracking activities using tool | All |  |  |
| **March** |  |  | * Submit final papers for strategic plan writing | MCF, Listening Team | * Submit final papers for strategic plan writing | Data Team | * Submit final papers for strategic plan writing | LRT, individual organizations and stakeholders, Work Groups |
| **April** | * Draft and send common agenda and strategic plan | MCF |  |  | * Draft shared measurement system | MCF, Data Team |  |  |
| **May** | * Spring Conference/Common Agenda presentation and strategy development | MCF, LRT |  |  |  |  |  |  |
| **June** | * Disseminate common agenda and strategic plan | MCF, LRT |  |  |  |  |  |  |