



Mobilizing Communities, Changing Policy, Rethinking Investment

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AGENDA



- Why United Way exists today -quick overview
- Keeping Communities Engaged after CHNA
- Changing Policy
- Rethinking investment for community impact
- Summary

WHY UW EXISTS



Mission

To **improve lives** by **mobilizing** the caring power of communities around the world to advance the **common good**.

Value Proposition

We **galvanize and connect** a diverse set of individuals and institutions, and mobilize resources, to create **long-term change**.



WHAT UNITED WAY DOES



Advancing the Common Good — Creating Opportunities for a Good Life for All

EDUCATION

Helping Children
& Youth Achieve
Their Potential

INCOME

Promoting
Financial Stability
& Independence

HEALTH

Improving
People's
Health

Community and Volunteer Engagement
Inclusion

Community Investment

2-1-1

Public Policy

Resource Generation
Partnerships

Donor Relationships

UNITED WAY BUSINESS MODEL



United Way mobilizes for Community Impact

**Engage and
align with the
community**

**Create &
deepen
relationships
with
individuals &
institutions**

**Develop
strategies
and focus
actions**

**Mobilize
resources**

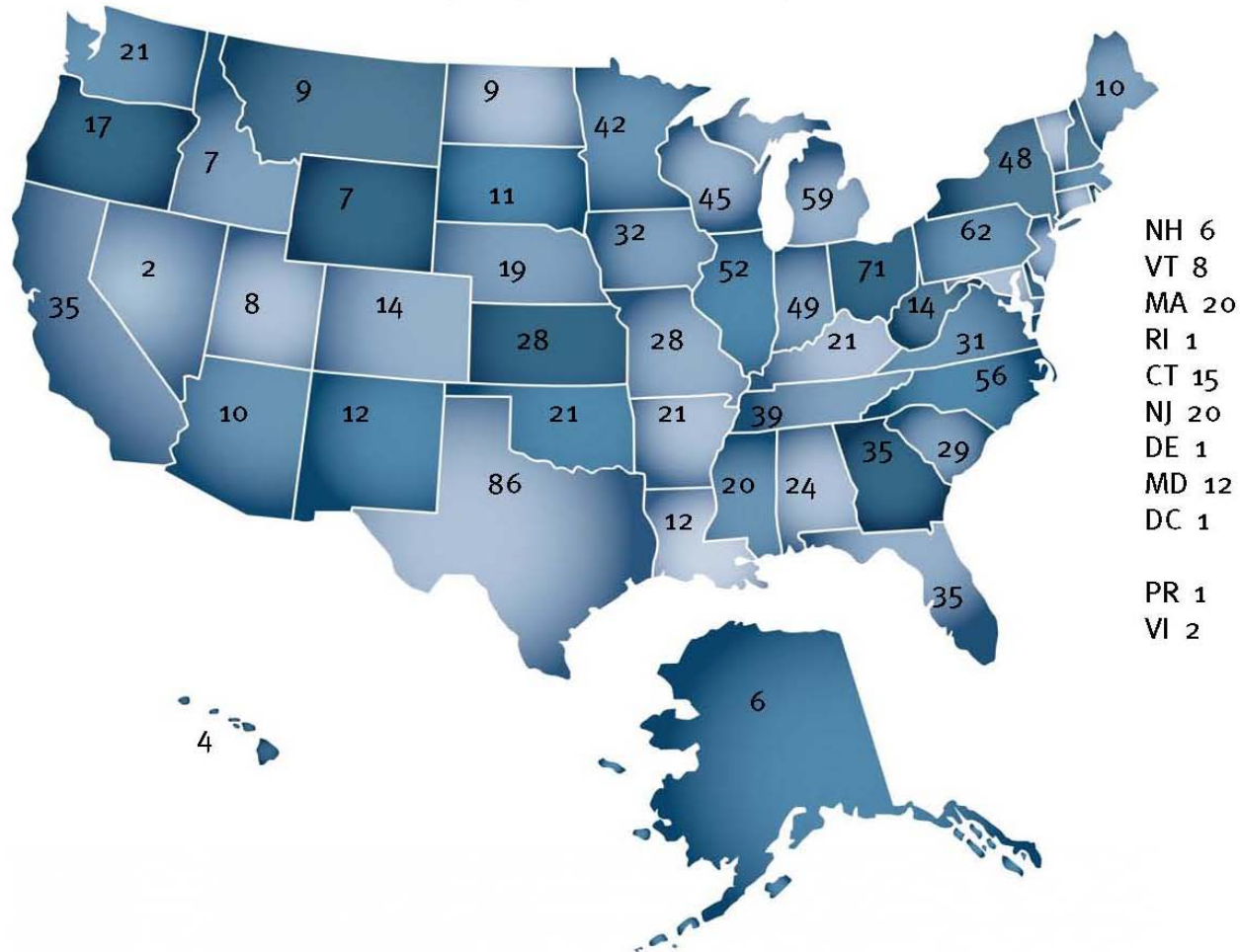
**Align and
execute on
plans and
strategies**

**Measure,
evaluate &
communicate
results**

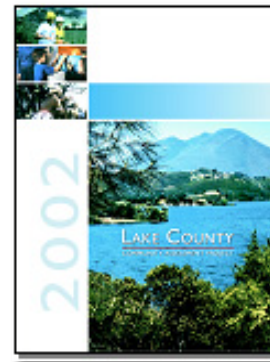
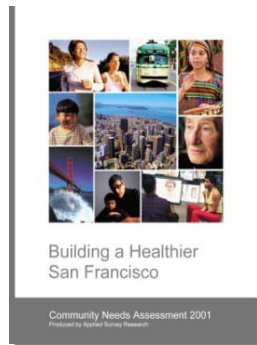
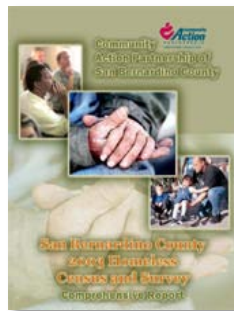
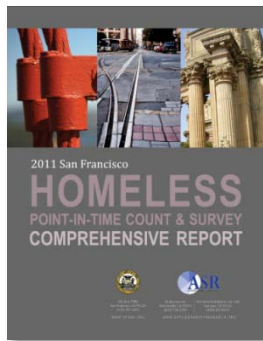
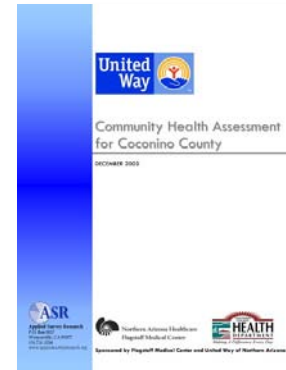
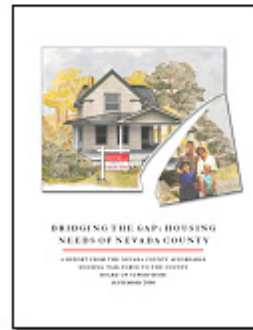
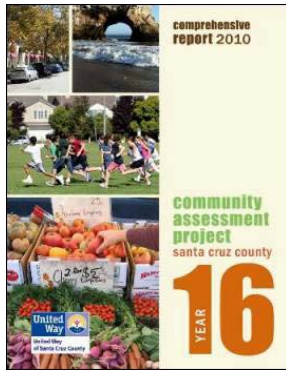
U.S. FOOTPRINT – 92%



United Ways by State • January 2011



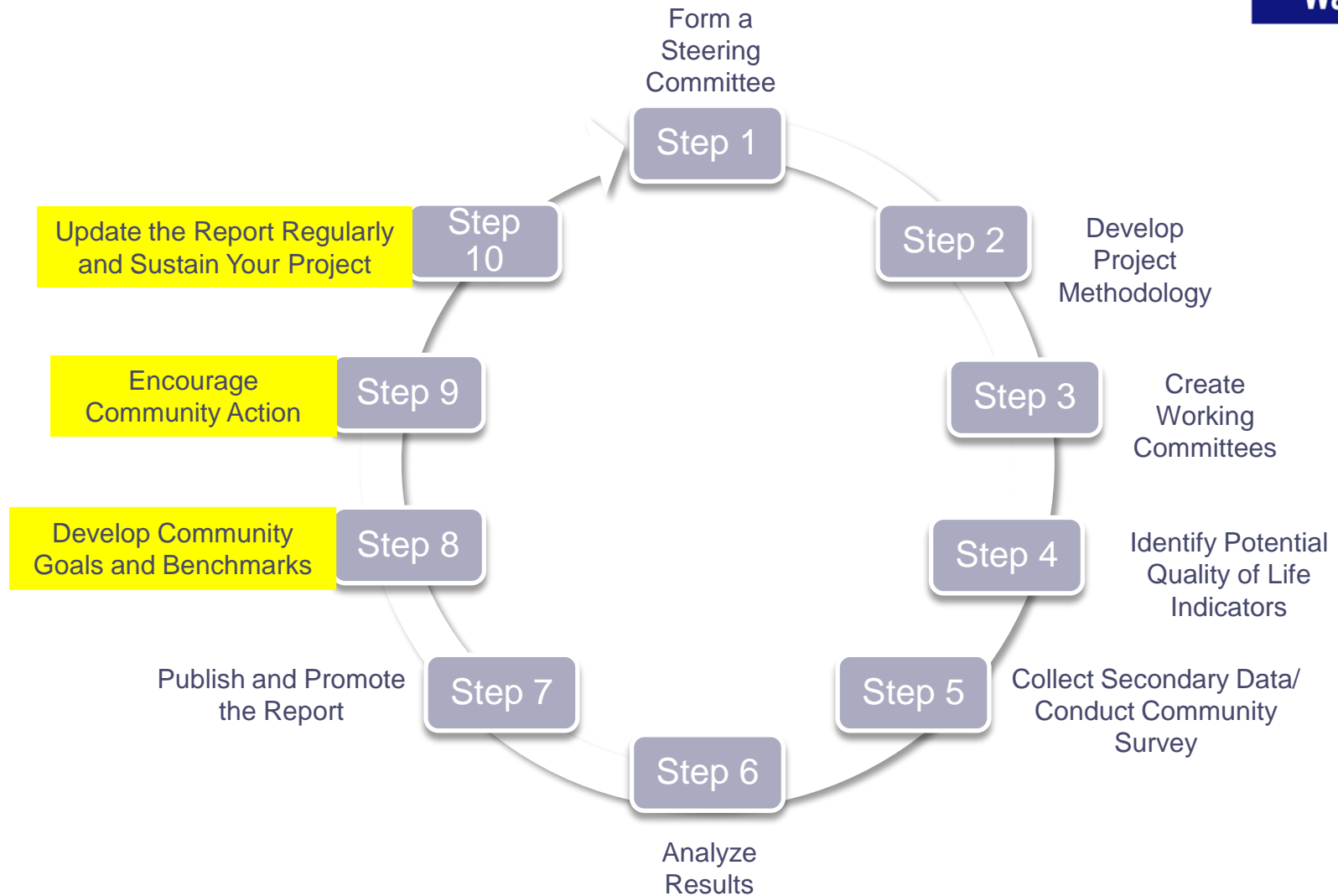
COMMUNITY ASSESSMENT EXAMPLES



CHNA is only the beginning

FROM CHNA TO CHANGE

COMMUNITY IMPROVEMENT CYCLE FOR CHNA



ENGAGING FOR RESULTS



- The process and publication of the needs assessment bring communities together and build trust across stakeholders
- The results help the community identify and rally around priority community health issues
- The results provide an opportunity to create change initiatives
- The resulting alignment (and realignment) of human, financial and organizational resources can lead to larger policy, systems and environmental changes

CHILDREN AND YOUTH INITIATIVES RESULTING FROM CAP

(SANTA CRUZ COUNTY EXAMPLES)



Initiative	What it does?	Who it serves?	Key CAP Indicators
Healthy Kids	Provides universal health care for children	Children 0-18 who are from low-income families regardless of immigration status	Access to health care Low income health care Health insurance Birth weight Breastfeeding Immunization levels Dental care
Together For Youth	To decrease drug and alcohol use	Teens	Binge drinking Acceptance of adult alcohol provision Acceptance of marijuana use Tobacco use Substance use by students Methamphetamine concerns
Go For Health	To decrease childhood and youth obesity	Children and Youth	Breastfeeding Physical activity Fruit and vegetable consumption Obesity Diabetes
Safe Schools/Healthy Students	Decrease drug/alcohol use; decrease violence and gang activity; improve educational outcomes	19,000 High School Students in One District	Binge drinking Tobacco use Substance use by students High school dropout rates Satisfaction with school system School safety

TAKING COORDINATED ACTION

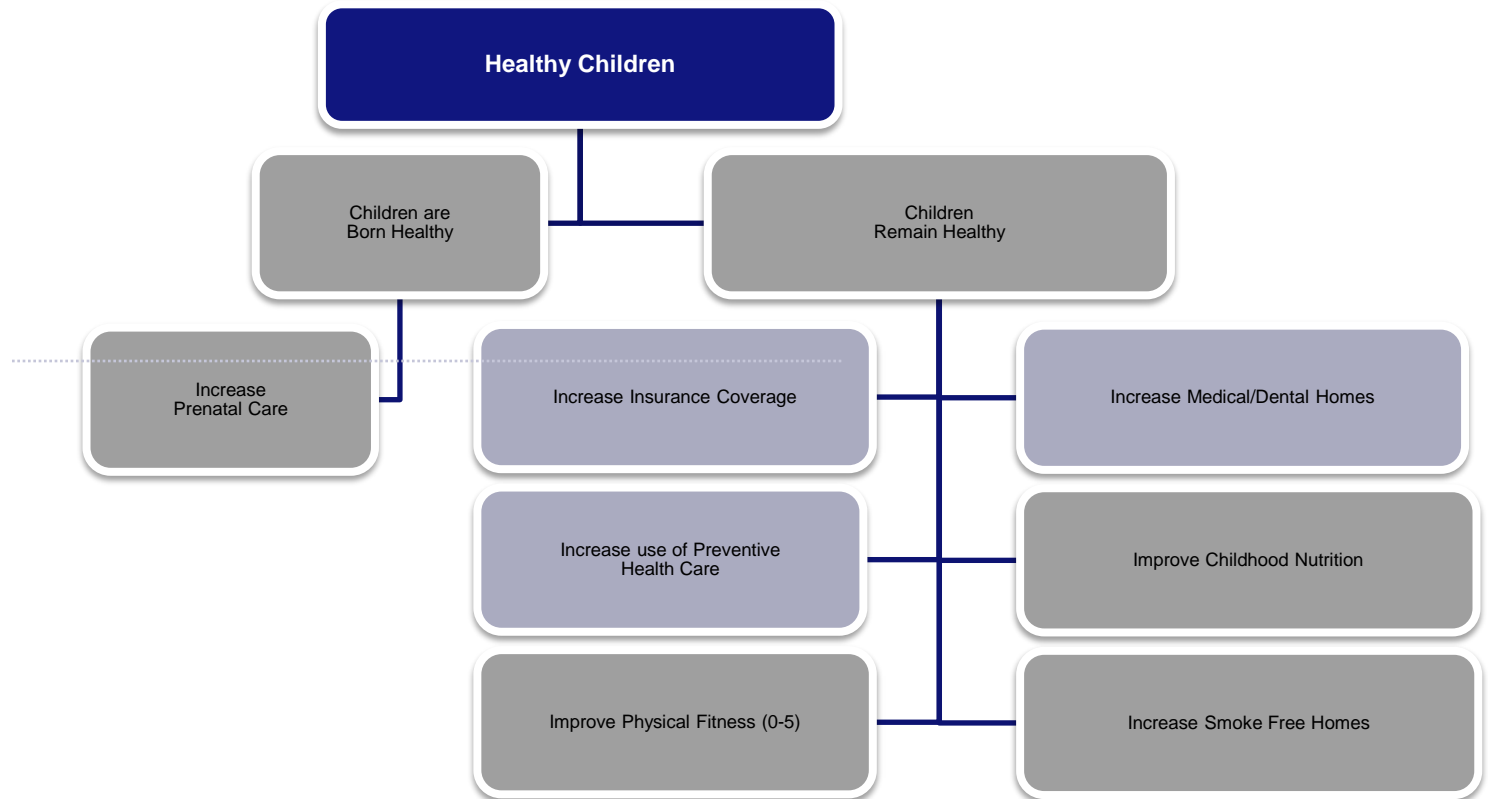
(ONE SANTA CRUZ EXAMPLE)



Focus Area

Community Goals

Results



CHNA TO CHANGE INITIATIVES

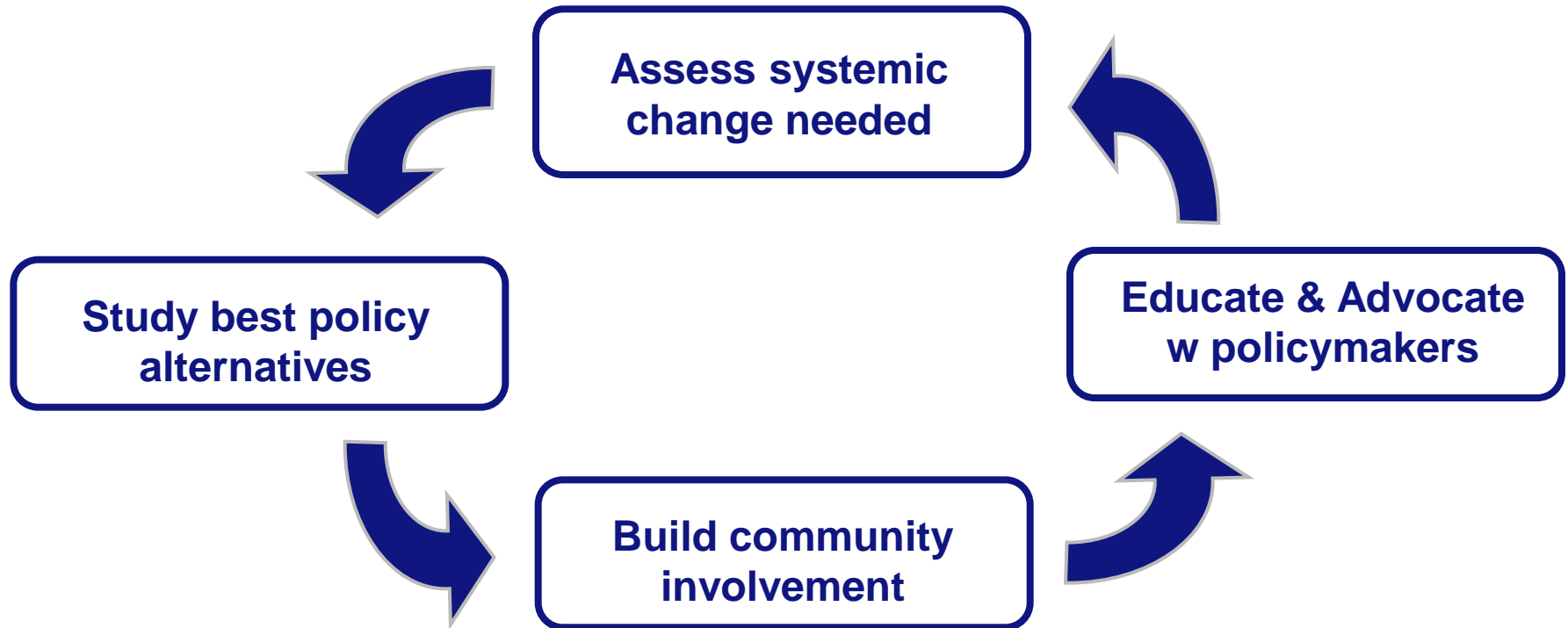


Healthy
kids

SANTA CRUZ COUNTY



CHANGING POLICY IS PART OF THE WORK



POLICY CHANGE AS RESULT OF CHNA



Go For Health

- School Wellness Policies
- Walkable Communities

Together for Youth

- Shoulder Tap Ordinance
- Alcohol Licensing

Healthy Kids

- Health coverage access

Determine proper level - whether local, state or federal

1. CHNA is only first step!
2. Hospitals, foundations, United Ways and others are investing in public policy change.
3. It is crucial to have excellent outcome data and good trends to justify investments.
4. Policy change takes time; need to build capacity and work within the prevailing environment.
5. Can be uncomfortable refocusing at first.

SUMMARY



- Consider how to invest in communities to support goals derived from CHNAs.
- Community collaborations can unite nonprofit hospitals with diverse community partners to create plans for community health improvement, that target best practices and change policies.
- Share the ownership of goals, action plans and policy development. Keeps folks at the table. Each has a role.
- Community engagement is time consuming but worth the effort.
- Advocacy for policy change needs to take place at local, state and federal level.
- Rethink investments

UNITED WAY AS A PARTNER



- Strong brand
- Span the country
- Millions of supporters & volunteers
- Health is a major impact area
- Convene and engage with communities and bring people together
- Build coalitions of multi-sector, diverse partnerships
- Non-partisan advocacy for policy change



Thank You