



YEAR ONE Pilot Proposal



SIX-MONTH REPORT July – December 2019

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**HEALTHIER
TOGETHER**
Hope & Progress for All

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TO OUR PARTNERS

Introduction

"One day Alice came to a fork in the road and saw a Cheshire cat in a tree. 'Which road do I take?' she asked. 'Where do you want to go?' was his response. 'I don't know,' Alice answered. 'Then,' said the cat, 'it doesn't matter.'" - Lewis Carroll

On July 1, 2019, the HEALTHIER TOGETHER Council of Partners began implementing a pilot project to support the efforts of six work groups dedicated to a vision of working together to improve the health and quality of life for communities within St. Clair County and the metro east region. These six groups, which now comprise over 85 volunteers representing 45 service organizations, are collectively focused on improvements in the following areas:

1. Chronic Diseases
2. Community Safety
3. Education
4. Maternal & Child Health
5. Mental Health
6. Substance Use Disorder

"A vision is not just a picture of what could be; it is an appeal to our better selves, a call to become something more."

- Rosabeth Moss Kanter

Achieving this kind of focus took years of preparation - and a generous mix of patience, experience and inspiration – before we came through our own proverbial looking glass to know which road to take. That road is chosen with a very intentional destination related to a very big vision of becoming healthier together by the year 2025.

"Determine that the thing can and should be done and then we shall find the way."
- Abraham Lincoln

"You've got to think about big things while you're doing small things, so that all the small things go in the right direction."
- Alvin Toffler

None of us think it will be easy, yet all of us believe it is worthy of our best efforts. Those efforts began with a list of things both big and small that are unified under an agreement and a willingness to apply the five principles of Collective Impact every step of the way. The pages that follow are intended to update our partners on the progress that we have made together over the last six months. We begin with a summary list of strategic, financial and operating highlights.

Strategic Highlights

- Established a volunteer-based oversight Council of Partners structure consisting of co-chairs, a steering team, and three ad hoc teams for logistical support.
- Developed a 12-month budget and timeline for collectively working to accomplish benchmark activities.
- Developed a messaging, logo and branding strategy for the HEALTHIER TOGETHER movement.
- Introduced an application-based protocol for reviewing and approving Work Group requests for support.
- Launched the [HEALTHIER TOGETHER](#) website and three social media sites to highlight Work Group activities and support the movement.

Financial Highlights

- Operationalized a fiscal agreement with the United Way of Greater St. Louis to deposit and disburse funds.
- Developed campaign presentation materials for recruitment and support.

Operating Highlights

- Hired a part-time Director and Work Group Support Coordinator.
- Conducted two Work Group training and feedback sessions.
- Reviewed and approved five Work Group applications for support totaling a combined amount of \$25,795.
- Hosted an update and celebration event for community leaders.
- Provided 447 hours of direct support and 315 hours of indirect administrative support to the six Work Groups.
- Published six Work Group stories through the website and maintained three social media platforms for Facebook, Twitter and Instagram.

Thanks again for your partnership and support. We look forward to continuing our work together to make the second half of our pilot year even stronger than the first.

Dr. Desarie Holmes & Reverend Robert Dyer
HEALTHIER TOGETHER Council of Partners Co-Chairs
January 1, 2020

*The success of these last six months would not have been possible without the countless hours of dedication, planning and expertise provided by so many over the last two years. The HEALTHIER TOGETHER movement is indebted to those organizations and individuals who heeded the 2017 Health Summit call to action to be **All in for Impact**; and, those who also joined the journey to keep moving forward towards and beyond the 2019 Health Summit.*



HEALTHIER TOGETHER

Work Group Project Updates

As of December 31, 2019:

\$25,795

Approved Project Funding

\$14,580

Direct Staff Support

Five applications for project funding were submitted by Work Groups and approved by the Council from July 1 to December 31, 2019. Many of these projects and their activities remain ongoing. Below is an update of their combined progress over the last six months.

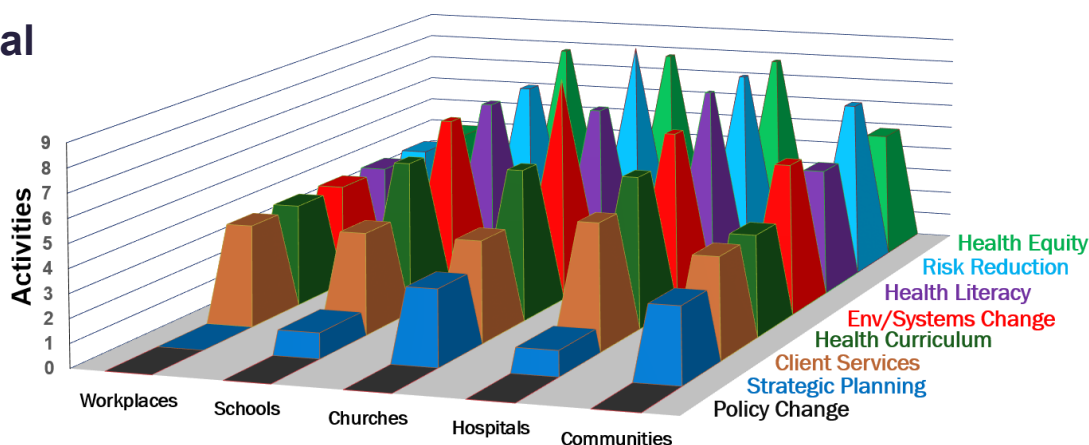


Application Timeline

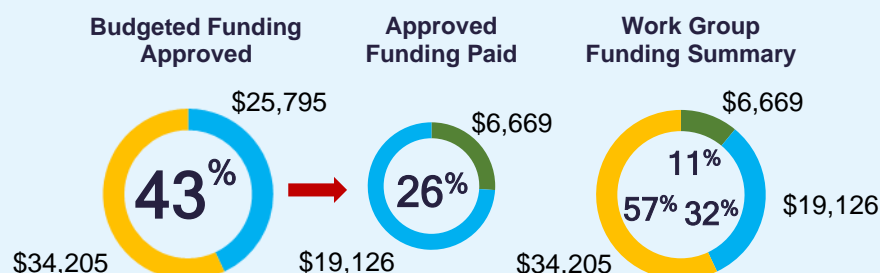


Impact Potential

- Work Group applications presented numerous (187) opportunities for activities using eight (8) approaches that could span across five (5) settings.
- 87% (162) of these involve populations considered "At Risk."



Activity Summary & Highlights



500 families received over 29,000 pounds of nutritious food.



360 newborns and their families receive assistance to sleep well into a long, healthy and productive life.



Suicide Prevention and Escape the Vape campaigns begin in the metro-east area.

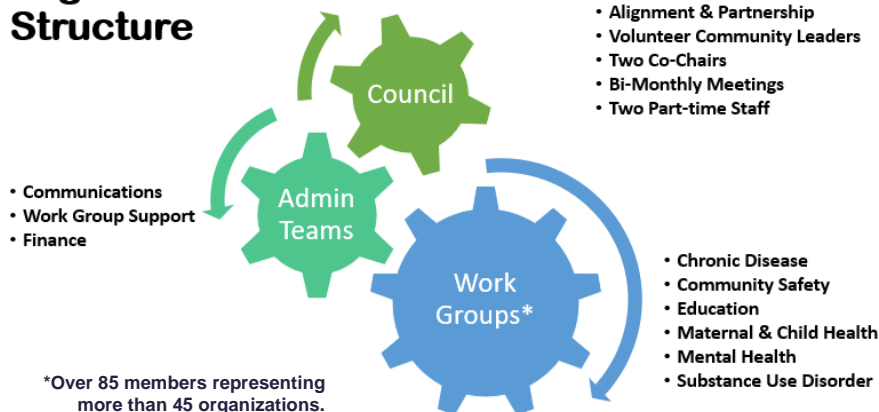


Three new alliances are formed between Work Groups for 2020 expansion projects.

Work Group activities are featured in the *Local Stories* section of the *HealthierTogether.net* website.

BACKBONE SUPPORT SUMMARY

Organizational Structure



The volunteer members of the Council of Partners meet bi-monthly to support identified needs and requests from the Work Groups.

They also participate in the work of three administrative teams related to Communication, Work Group Support (application review) and Finance to recommend and implement practices that address the Benchmark activities established for Year One.

Council members can also serve on any of the six independent Work Groups that meet regularly to address those essential objectives, measures, targets and activities co-determined to be of greatest value to the success of HEALTHIER TOGETHER's collaborative effort.



Collectively, we're showing steady progress in our first two quarters; but, there is still plenty of opportunities to learn and improve.

QTR 1 & 2 Benchmark Progress



Hire & equip part-time Director and Work Group Coordinator.	★ ★ ★ ★ ★ ★
Develop & communicate logo, branding and messaging strategy.	★ ★ ★ ★ ★ ★
Launch & revise Work Group Application for Support .	★ ★ ★ ★ ★
Operationalize Work Group support and feedback system	★ ★ ★ ★
Provide tools & techniques for strategic planning, coordination, learning and alignment among Work Groups.	★ ★
Develop an information system to gauge Collective Impact.	★ ★ ★
Begin sustainability planning for year two.	★ ★ ★ ★ ★
Explore options for targeted community-based health projects.	★ ★ ★ ★ ★



Staff & Social Media Activity



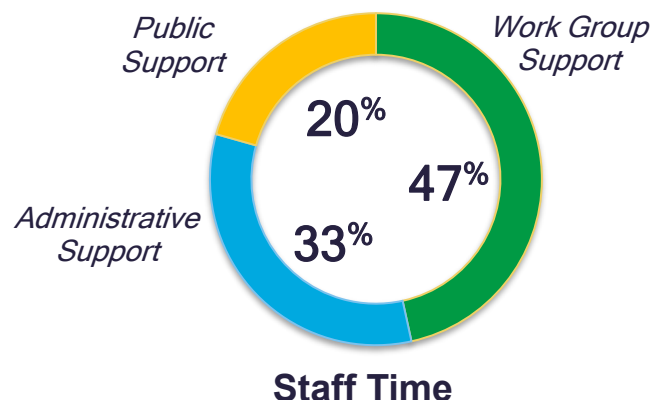
Interactive website launched November 1st with 33 pages.



159 Facebook, Twitter and Instagram followers.



Top posts for reach & engagement (10,190) are School/Faith Partnerships, Washington Park Food Drive, Safe Sleep Campaign & Escape the Vape Campaign.



FINANCIAL SUMMARY

The table below summarizes HEALTHIER TOGETHER's financial transactions received and disbursed through the United Way of Greater St. Louis account as of December 31, 2019. It also includes those *Reimbursable Expense* transactions supported by the St. Clair County Health Department as of the same date.

FINANCIAL REPORT July 1 st through December 31 st , 2019			
DESCRIPTION	TO DATE	BUDGET	% BUDGET
Income			
Contributions	\$ 20,000.00	\$ 0.00	
Program Revenue	\$ 160,000.00	\$ 160,000.00	
Other Revenue	\$ 0.00	\$ 0.00	
Reimbursed Expenses	\$ 6,397.00	\$ 75,000.00	
Total Income	\$ 186,397.00	\$ 235,000.00	
Expense			
Work Group Support*	\$ 6,669.02	\$ 80,000.00	8.3 %
Contractual Staff	\$ 35,597.50	\$ 70,000.00	50.9 %
Consulting	\$ 0.00	\$ 20,000.00	0.0 %
Public communication	\$ 11,433.95	\$ 38,000.00	30.1 %
Development Tools	\$ 2,000.00	\$ 15,000.00	13.3 %
Supplies	\$ 42.00	\$ 4,500.00	0.9 %
Administrative Fees	\$ 0.00	\$ 7,500.00	0.0 %
Total Expenses	\$ 55,742.47	\$ 235,000.00	23.7 %
Net Balance	\$ 130,654.53		
* Between 7/1/2019 and 12/31/2019, Council members received and approved \$25,795 in funding requests to support Work Group activities. As of 12/31/2019, invoices in the amount of \$6,669.02 were processed for payment.			

LOOKING AHEAD

Identifying Work Group Needs

On October 28th, Council members met with Work Group leaders to identify areas where the HEALTHIER TOGETHER backbone could provide additional support for the Collective Impact process.

Four areas listed in the quadrants on the right summarize the needs communicated that day.ⁱ

On November 20th, Council members again hosted a second reception with 36 health, education, business, faith and SAFB leaders from our metro-east communities, to provide a progress report of the HEALTHIER TOGETHER journey since the 2017 Summit; and, to hear updates from the Work Groups about some of their hopes and plans for the new year.

Among the most important comments shared with the participants were the reminders by Dr. Desarie Holmes, Dr. Robert Farmer and Reverend Robert Dyer to keep our eyes focused on the fundamental principles of working together. They also emphasized that when it comes to a shared vision of health for our future, taking care of the small things with integrity and shared accountability will lead to bigger things taking care of themselves.

Project Management - the practice of initiating, planning, executing, and closing the work of a team to achieve specific goals, activities and process measures.

Strategic Planning and Implementation - a process of defining a strategy, or direction, and making decisions on allocating resources and time to pursue this strategy.

Collective Impact is the commitment of a group of partners from different sectors to work towards outcomes based on a shared community aspiration using a structured form of collaboration.

Capacity Building - the process by which individuals and organizations obtain, improve, and retain the skills, knowledge, and tools needed to carry out their work.

Data and information access - to guide decision making, select best practices, measure activity impact, track progress towards desired objectives and provide feedback.

*"Each is given a bag of tools,
a heart, a head and a book of rules.
And each can make while life is known,
A stumbling block or a stepping-stone."*

- Author Unknown

QTR 3 & 4 Benchmark Focus



Expand website & social media reach for broader public and private engagement.

Complete a peer-based review of the current Work Group **Application for Support** and implement revisions accordingly.

Convene a Collective Impact event to introduce and engage Alignment Council members with the new HEALTHIER TOGETHER backbone support structure.

Continue to seek out tools & techniques for strategic planning, coordination, information sharing, learning and alignment among Work Groups.

Select sites and plan for a targeted community-based approach for year two

Complete and implement a sustainability plan for years two and three.

Host a year-end update event to celebrate and continue the journey.

ⁱ Other identified needs from the October 28th session included: (1) dedicated staff to provide administrative support, meeting coordination and preparation of strategic planning efforts for work groups; (2) leadership development to prepare future leaders and group members; and, (3) a system or structure to coordinate volunteers.