



CAP ACTION EBLAST



Do Something! Do One Thing! One Thing Counts!

The Child Abuse Prevention Action Committee is a collaborative group involved in the planning and promotion of child abuse prevention efforts throughout Oklahoma.

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Child Abuse Prevention and Collective Impact

Bringing Collective Impact to Oklahoma

Collective Impact is defined as the commitment of a group of individuals from different sectors to a common agenda for solving a complex social problem. In order to create lasting solutions on a large scale, organizations – including those in government, civil society, and the business sector – need to coordinate their efforts and work together around a clearly defined goal.¹



Margaret Brumberg, Center for Public Partnerships and Research with the University of Kansas, recently presented on this topic to various Oklahoma groups interested in prevention and early childhood initiatives and surmised that *collaboration* – while not only challenging at times – could also be ineffective and feel somewhat like “[herding cats](#)” (an impossible task). While collaboration might have a well-defined mission or path and bring people to the table year after year, in many cases there is a struggle to see progress, experience change, or actually move the needle with actual outcomes.

Collective Impact is more rigorous than collaboration among organizations with five primary conditions that, together, lead to meaningful results, they are:

- A Common Agenda
- Shared Measurement
- Mutually Reinforcing Activities
- Continuous Communication
- A Backbone Organization

In order to solve complex problems that have infinite variables, one organization cannot do it alone. Collective Impact challenges us to bring multiple individuals together to solve the complex problems through a different, more structured approach.

Collective Impact is working together for good... and, if nothing else, leaving the situation better than we found it, moving the needle forward.

Learn more about *Collective Impact* by visiting one of the links below.

Join the *ITF/Essentials of Childhood* planning meetings as Oklahoma continues to build and improve prevention efforts, which will include Collective Impact strategies and more. To be added to the meeting notice list, contact sheriet@health.ok.gov.

Margaret Brumberg: www.cppr.ku.edu/

What is Collective Impact:

www.fsg.org/OurApproach/WhatsCollectiveImpact.aspx?qclid=CI3fydUkMACFQto7AodwXcAvQ

Essentials of Childhood:

www.cdc.gov/violenceprevention/pdf/efc-01-03-2013-a.pdf

www.cdc.gov/ViolencePrevention/childmaltreatment/essentials/index.html

¹http://www.fsg.org/OurApproach/WhatsCollectiveImpact.aspx?qclid=COe6x_TBjsAC_FSbl7Aod7SwAGg

Initiative Spotlight

For over 15 years, Turning Point, an initiative through the Oklahoma State Department of Health, has been seeking input from communities to help identify community priorities and implement local solutions. The OSDH Turning Point is a good example of collectively working together toward a common goal. Rather than a top down approach to public health, Turning Point has partnered with communities all across Oklahoma to work on local innovations such as community health centers, child abuse prevention activities, extensive walking trails, community gardens, improved school health activities, as well as advocacy for health improvement policies. Three Oklahoma Turning Point coalitions have now grown into approximately 65 coalitions. For more information or to find a Turning Point coalition near you, go to www.okturningpoint.org or contact Lana Shaffer, Turning Point Assistant Manager, lanas@health.ok.gov.

Do just one thing! Your one thing counts!

- ✓ Attend a civic, chamber and/or city council meeting and learn about the issues close to where you live or work.
- ✓ Partner with existing organizations that have similar interests.
- ✓ Know your county's health rankings and understand how it impacts your community.
 - www.ok.gov/health/Community_Health/Community_Epidemiology/County_Health_Profiles/index.html
 - <http://www.ok.gov/health/pub/boh/state/SOSH%202014-County%20Rankings.pdf>
- ✓ Join your local Turning Point coalition.
 - www.okturningpoint.org

Upcoming Events

The 17th Annual Turning Point Conference and Policy Day:

When: September 2 – 3, 2014

Where: Reed Conference Center in Midwest City

2014 Theme: “Going for the Gold in Health”

Keynote Presentation ~ Shannon Miller

America's most decorated gymnast has an inspirational story of cancer survival as well as an important message on maintaining an active, healthy lifestyle.

To register online go to: <http://okturningpoint.org/conference/>



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TIP SHEETS**

MORE RESOURCES

2015 Child Abuse Prevention (CAP) Action begins now! Sign Up today to join efforts!