

# **Bridging the Gaps: Eliminating Disparities in Teen Pregnancy and Sexual Health**

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**June 4-6, 2014**

Maximizing Resources Through  
Cross-Sector Partnerships:  
Lessons Learned

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# Disclaimer

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- The views expressed in written training materials, publications, or presentations by speakers and moderators do not necessarily reflect the official policies of the Department of Health and Human Services; nor does mention of trade names, commercial practices, or organizations imply endorsement by the U.S. Government

# Objectives

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- 1) By the end of this session, participants will be able to describe best practices related to effective cross-sector partnerships (especially government-nonprofit partnerships relating to sex ed and teen pregnancy prevention)
- 2) By the end of this session, participants will be able to evaluate their existing level of cross-sector partnerships and potential opportunities (especially government-nonprofit partnerships relating to teen pregnancy prevention efforts)

# Definition of Cross-Sector Partnerships

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- Formal and informal partnerships where parties from the government, nonprofit and/or for-profit sectors are collaborating toward a common goal and aiming to maximize the impact of available resources
- In this session, focus is on government – nonprofit collaborations

# What the “Literature” Says... A Lot

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Federal Times - Sep. 15, 2013

*The age of public-private collaboration*

By WILLIAM EGGERS and PAUL MACMILLAN

“Today’s biggest societal problems are beyond the reach of any individual entity or sector.

Collaboration is not just helpful, but essential, for true progress.”

**Collective Impact**

**Nonprofit Collaboration**

**Collaborative Entrepreneurship**

**Public Private Partnerships**

**Strategic Alliances**

**Interagency Collaboratives**

# “Lit” Review - Successful Partnerships Have:

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- Relationships (trust, communication)
- Shared missions and values
- Clear and aligned objectives; accountability
- Effective leadership
- Shared investment of resources
- Understanding of roles and responsibilities
- Sensitivity to respective competencies, skills and networks
- Self-interest

# Specific to Nonprofit/Government

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- *“Government-Non-profit Partnerships*  
These partnerships can be seen as effective but involve tensions because governments have much more power. .... Partnerships are successful when there is clear communication and democracy is perceived.” - Network for Business Sustainability

# Specific to Nonprofit/Government

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“Cross-sector partners—nonprofits, businesses and governments, have different:

- World views
- Time frames for results
- Decision-making styles; and
- Expected outcomes and metrics for success.

Thus, clear communication is even more important among entities that have different perspectives and motivations.” – Susan Ross

# A Simple Framework: Spectrum of Collaboration

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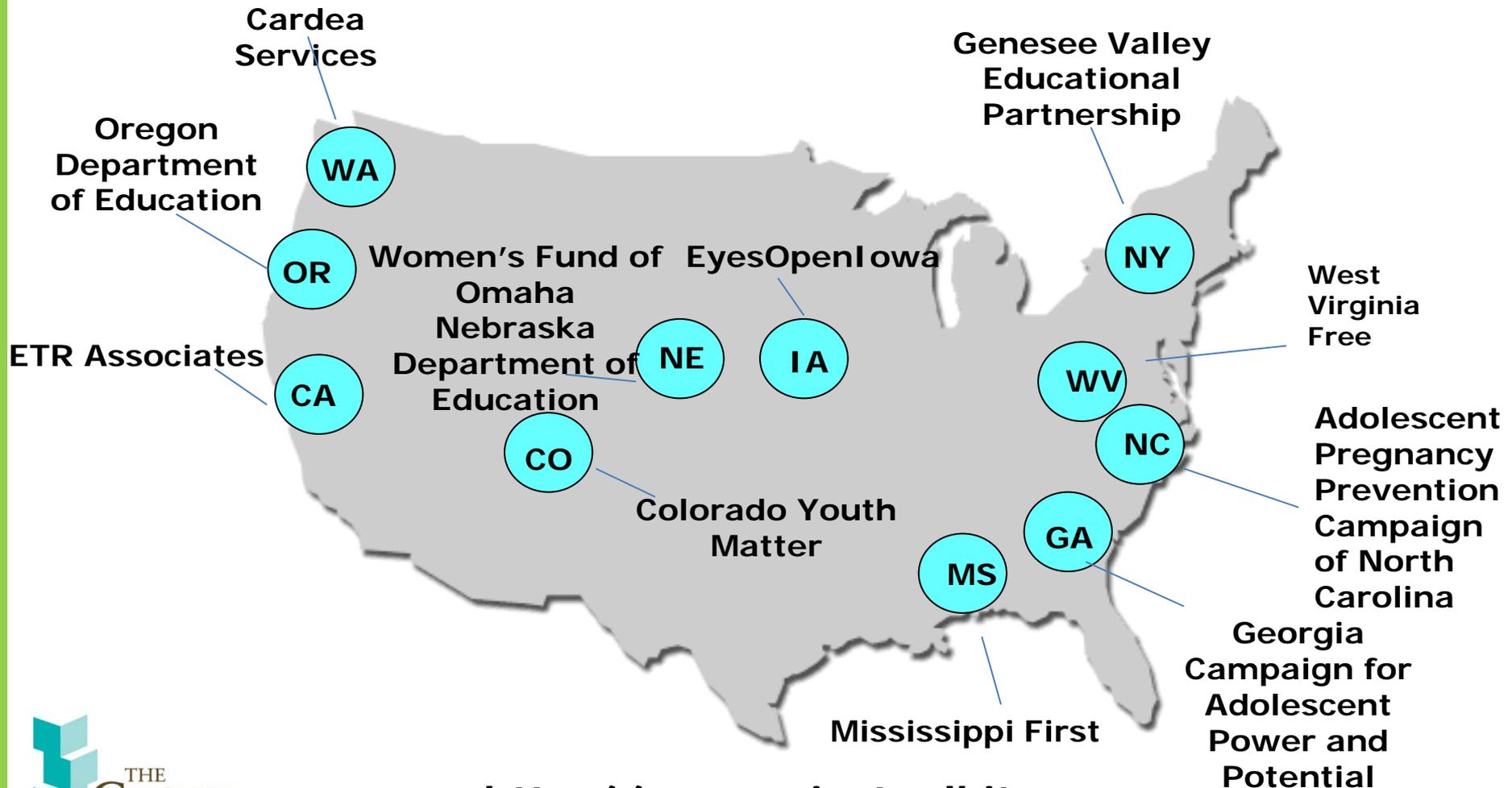
- **Cooperation** – share information only, resources separate; no or low risk
- **Coordination** – more formal relationship, some planning on specific effort, some roles and communication channels established; some risk
- **Collaboration** – full commitment to common mission, comprehensive planning, well defined communication channels and roles, contribution and pooling of resources and shared results/rewards; greater risk

LESS  
INTENSITY



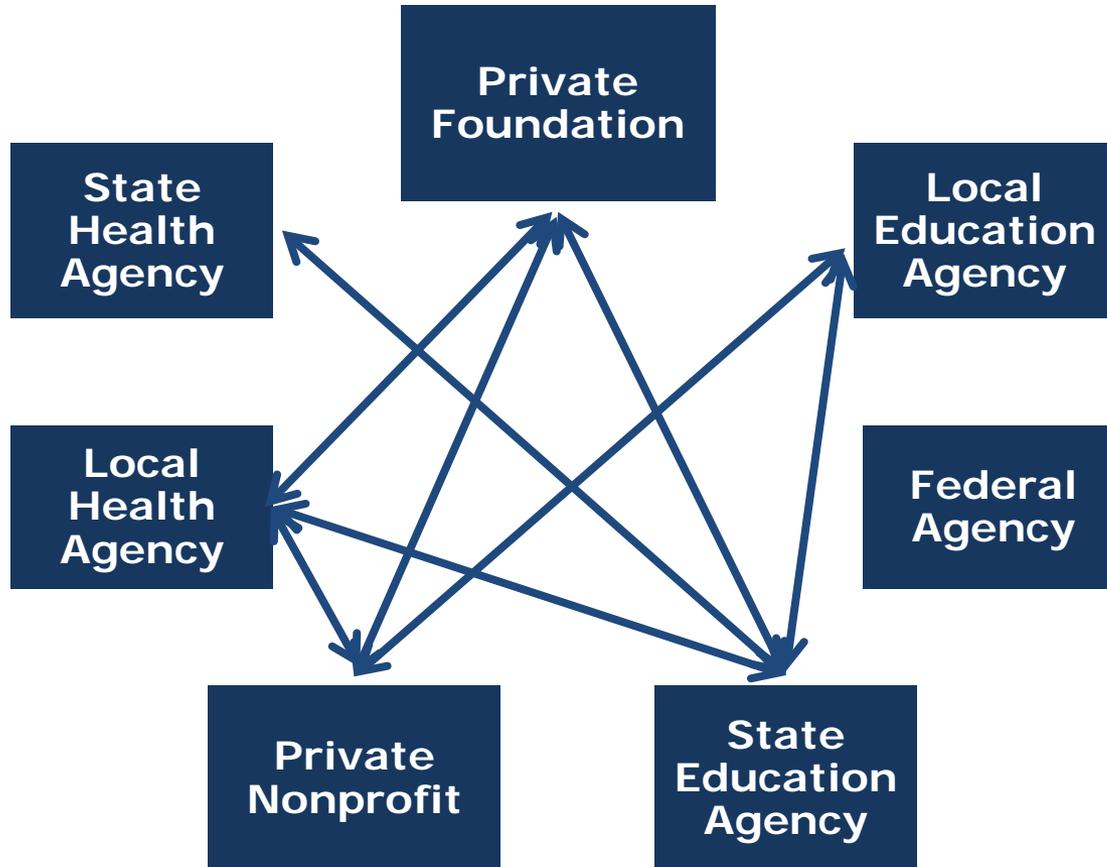
MORE  
INTENSITY

# Overview of WISE – Working to Institutionalize Sex Ed



<http://www.wisetoolkit.org>

# Cross Sector Partnerships in WISE



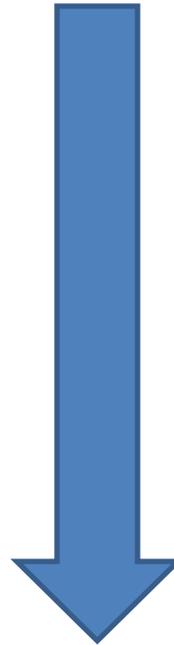
# Additional Dimensions

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Cooperate

Informal

Coordinate



Collaborate

Formal

# Examples of Cross-leveraged Resources

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- Nonprofit and government entity divide tasks in same WISE district (e.g., one does outreach and policy, the other does training and monitoring)
- WISE provides program money for government entity to use (coordinated by government-funded staff)
- In mapping resources and needs in the region, government provides data, WISE site provides contextual information to create one map
- Shared teacher trainings
- Tools developed by government or nonprofit are used by the other to do similar work

# NY Case Studies

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- Buffalo Public Schools Partnerships
  - \* Cooperation to Coordination to Collaboration
- New York City Department of Education Partnerships
  - \* Cooperation to Coordination
  - \* Collaboration with NYCDOE Office of School Wellness Programs

# Lessons from NY

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- Develop a broad based SH Advisory Committee (partnership) and build common foundation and community
- Meaningfully Involve All Stakeholders and incorporate their suggestions
- Build Relationships – Communicate often
- Develop and agree upon shared vision, goals, process (WISE Method), action plan and responsibilities
- Celebrate all successes and acknowledge partners contributions

# Lessons from Across WISE

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- Choose partners carefully
- Relationships can substitute for formality – but be careful
- Know that partnerships evolve
- Long-term commitment to the ISSUE is key
- Cut losses if needed

# Lessons from Across WISE

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- Assets of government: Official, can open doors, powerful
- Assets of nonprofits: Nimble, low overhead, advocacy and social media

Bottom line:

Be strategic and intentional about whom to partner with and how – or not to partner at all

# In Summary: Best Practices

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- Develop relationships and communication channels first
- Map resources, competencies, accountabilities
- Develop shared objectives and clear roles and responsibilities
- Be actively strategic and intentional whether, whom and how to partner (Cooperate? Coordinate? Collaborate? And Formal vs. Informal)

# Assessing Your Potential to Collaborate

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- Independently complete the assessment
- Work with a partner to share learnings
- How might you use this (or a modified version) with your school/community to enhance effective collaborations?

# Sources and Resources

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- The Prevention Institute's Collaboration Tools  
<http://www.preventioninstitute.org/tools/partnership-tools.html>
- Susan Ross, *Expanding the Pie: Fostering Effective Non-Profit and Corporate Partnerships*. Kumarian Press, April 2012.
- Wilder Factors Collaboration Tool  
<http://wilderresearch.org/tools/cfi/>

# Contact Us

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