

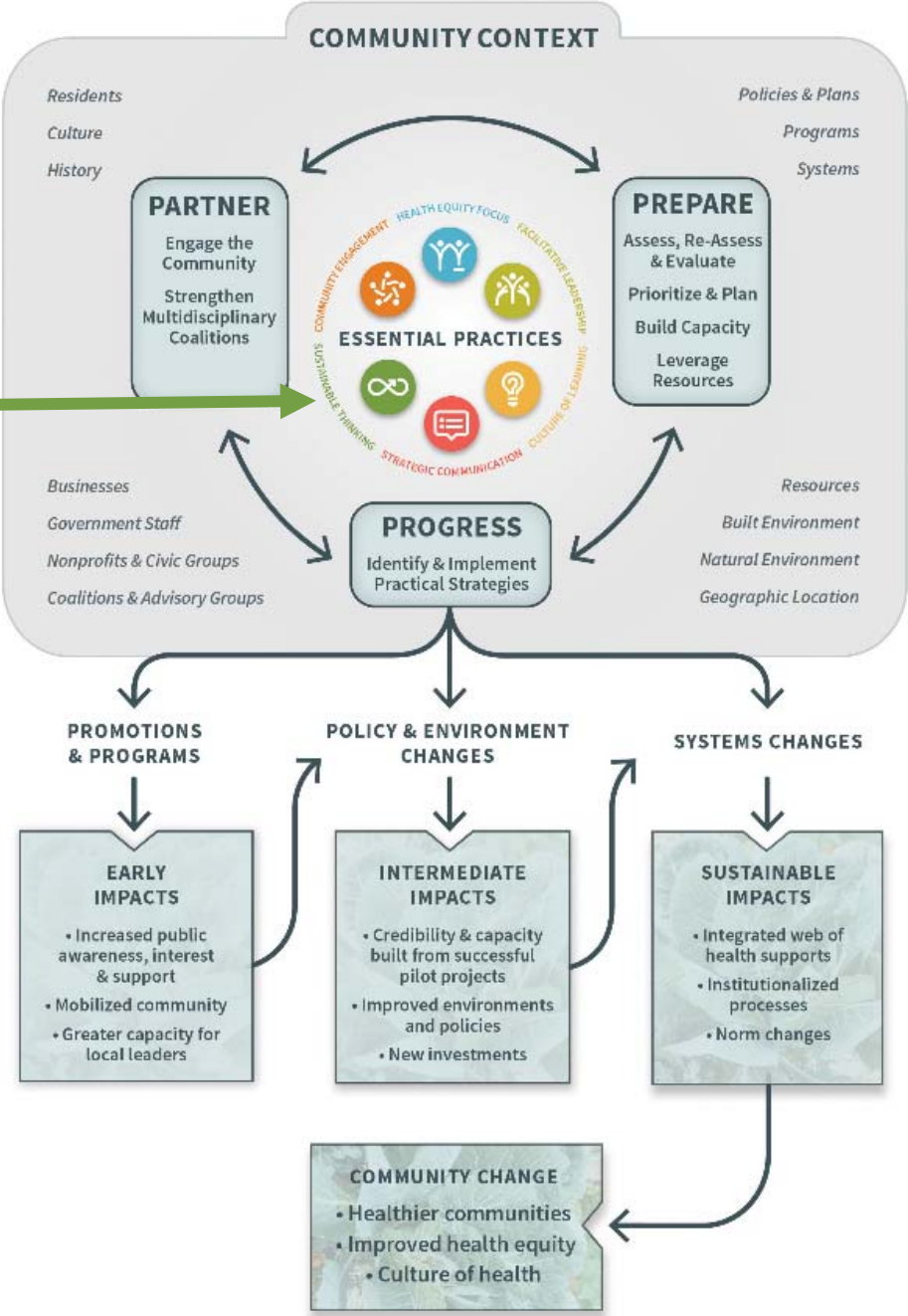


Creating Lasting Community Change

Exploring Sustainable Thinking

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Risa Wilkerson
Executive Director



Sustainable Thinking



A consideration of the social, environmental, and economic assets and opportunities that are necessary for successful and lasting community change.

- Think about sustaining work long before end of a project or grant period.
- More likely to see investments renewed, replicated, and continued.
- Requires strategies that focus on policies, systems, and built environments.
- Leverage human, in-kind, and financial resources.



*Consider what you
want to sustain*

Sustaining Healthy Communities



STREAMS		INFORMAL ←					→ STRATEGIC & INTENTIONAL
PARTNER	PARTNER-SHIPS	Let interested partners initiate collaboration.	Develop collaborative/partnership informally or reactively.	Identify and implement strategic communication channels.	Build resilience within partnerships by distributing leadership among members.	Share resources between partners and maximize and deploy existing strengths and assets.	Integrate partners' visions and expertise into existing systems, operations, and budgets.
	LEADER-SHIP	Let leadership develop by osmosis.	Send staff, partners, community leaders, and elected officials to learning and networking opportunities.	Plan and implement grassroots and grass-tops capacity building efforts.	Create opportunities for partners and residents, especially youth, to become champions for community health and contribute lasting energy and ideas.	Develop and implement a plan to provide ongoing support and training to elected officials and decision makers.	
PROGRESS	ENVIRON-MENTS	Wait for environmental/physical changes to happen.	Seek opportunities to influence new capital and physical projects.	Seek systematic changes in policies, standards, and practices related to long-term upgrades and maintenance.	Ensure that relevant policy/systems changes are implemented.	Ensure that healthy environments become the norm across the community.	
	POLICIES / SYSTEMS	Wait for policies and systems to evolve.	Assess needs and conduct audits of policies and systems.	Advocate for priority policy practices, standards, resources, and supports.	Ensure implementation of relevant systems changes that advance/reinforce central policy objectives.	Select strategies that are mutually reinforcing, including a mix of "quick wins," mid-term milestones, and those with potential for long-term support.	Maintain and expand the grassroots and grasstops capacity that support policy/systems.
PREPARE	RESOURCES	No clearly defined process for seeking additional funds.	Ask partners for ongoing commitments of in-kind support.	Write grant proposals for state, federal, and foundation funding and support.	Approach and develop relationships with a variety of funders for larger, longer-term support.	Develop and implement a strategic fundraising plan that tracks performance measures and capacity to secure resources.	Sustain ongoing funding stream.

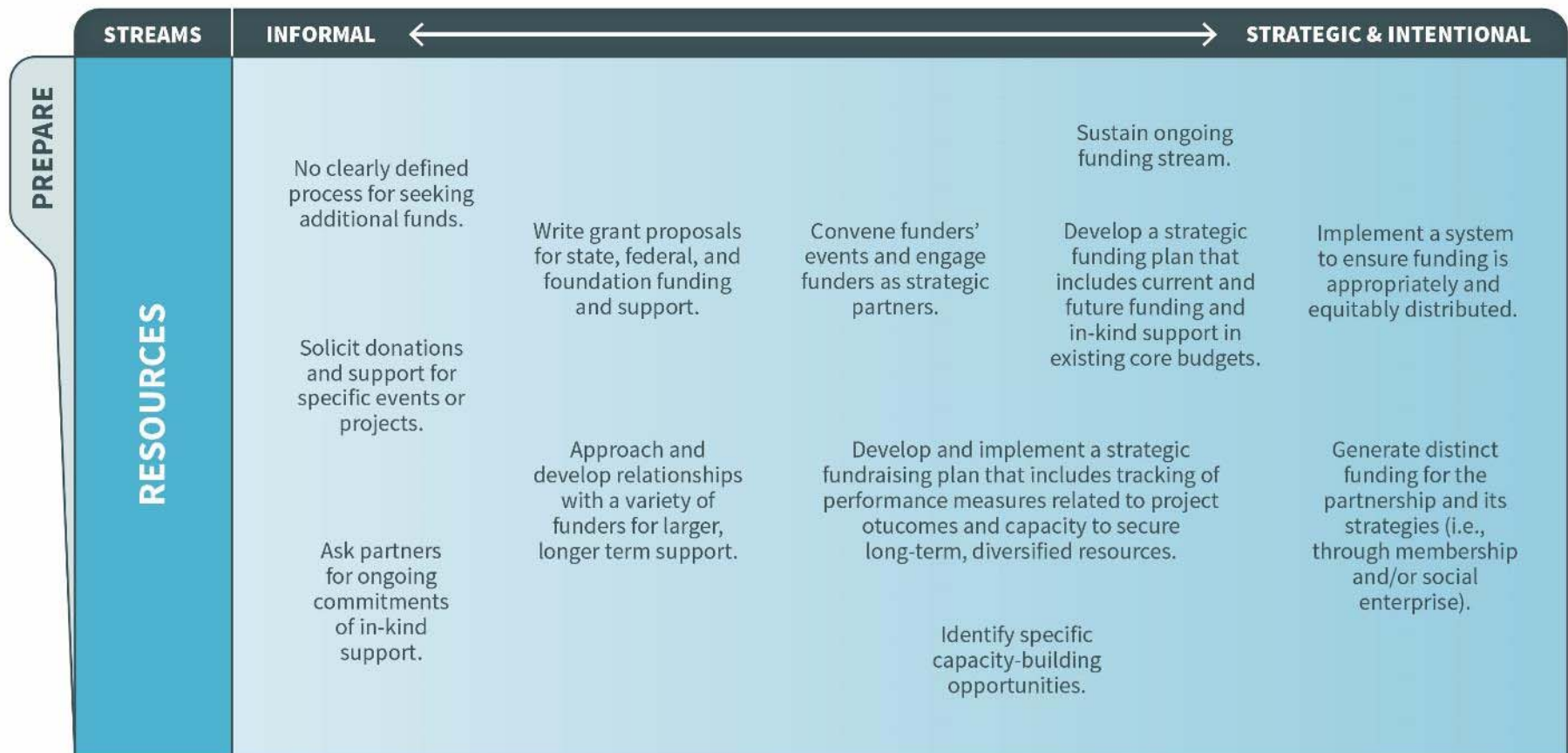
Social Streams

STREAMS		←—————→			
		INFORMAL		STRATEGIC & INTENTIONAL	
PARTNER	PARTNERSHIPS	Let interested partners initiate collaboration.	Formalize partnership with charter agreements, MOUs, and governing structure.	Establish the partnership as an official advisory council or commission to local government.	Integrate partners' visions and expertise into existing systems, operations, and budgets.
		Develop collaborative/partnership informally or reactively.	Build resilience within partnerships by distributing leadership among members.	Partnership becomes an independent organization/entity.	Develop and implement a plan for partners to adopt and integrate the work and vision.
		Develop and implement strategic communication channels like listservs, websites, and social networking sites.	Share resources between partners and maximize and deploy existing strengths and assets.		
LEADERSHIP		Let leadership develop by osmosis.	Send elected officials, staff, and partners to conferences and trainings.	Plan and implement grassroots and grassroots capacity building efforts like resident advocacy training, briefs for lawmakers, and presentations to boards, journalists, or funders.	Implement a system to train and equip leaders to become healthy community champions and influential members of decision-making groups.
		Send staff to conferences and trainings.	Send community leaders, residents, elected officials, staff and partners to learning and networking opportunities, including peer-to-peer site visits.	Create opportunities for partners and residents, especially youth, to become champions for community health and contribute lasting energy and ideas.	Develop or enhance requirements for equitable citizen participation in public decisions.

PSE Streams

STREAMS		INFORMAL ←			→ STRATEGIC & INTENTIONAL	
PROGRESS	ENVIRONMENTS	Wait for environmental/physical changes to happen.	Seek opportunities to influence new capital and physical projects (i.e., parks, markets, street or trail improvements, public transit, gardens).	Seek systematic changes in policies, standards and practices related to long-term upgrades and maintenance.	Ensure that healthy environments become the norm across the community.	
		Support environmental changes in response to requests for specific changes.	Assess needs and conduct built environment audits. Develop a policy or standard for building new facilities across the community.	Ensure implementation of relevant policy/system changes.	Develop and track performance measures to assess project implementation, train professional staff, and secure permanent resources. Include a complete array of healthy community design principles in comprehensive plans and integrate with all related plans.	
	POLICIES / SYSTEMS	Wait for policy and systems to evolve.	Assess needs and conduct audits of policies and systems. Understand and identify policy/system priorities.	Advocate for priority policy practices, standards or resources, and supports. Deepen knowledge about the system supports required for success.	Ensure implementation of relevant systems changes that advance/reinforce central policy objectives.	Develop and track performance measures to assess implementation of policy/systems change.
		Educate partners and residents about the importance of policy change. Seek opportunities to learn from others who are leading policy advocacy efforts.	Build relationships and mobilize leaders and partners at all levels. Identify and support healthy community champions.	Seek systematic changes in practices, standards, resources, and training which advance policy implementation.	Maintain and expand the grassroots and grassstops capacity that supports policy and systems change across the community.	

Resource Stream



Sustainable Thinking Activity



Activity Instructions:

1. Select one of the sustainability streams you'd like to focus on to improve your work.
2. Move to the area of the room that corresponds with your chosen sustainability stream.
3. Organize in conversational groups and spend **30 minutes** discussing:
 - a. *Where are you on the continuum of the sustainability stream?*
 - b. *What opportunities are there to move further to the right towards more sustainable activities/actions?*
 - c. *What examples and lessons learned can you share to help each other develop action steps towards improved sustainability?*
4. Write three action steps towards improved sustainability.



*What sustainability
action step are you
excited to implement?*



Questions?

Culture Change Happens Up Close



Its value is seen when:

- A few young Latinas stand up for the first time to tell an elder gatekeeper what's most important to their babies' health.
- A formerly homeless grandmother presents to a corporate foundation and celebrates getting her first grant.
- Sidelined agency administrators grow from skeptical to bewildered and astonished to, finally, impressed with a resident-led planning process that they had initially expected to run.

See: ALBD Blog by Rich Bell, March 29, 2017 -- www.activelivingbydesign.org



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Thank You!

For more information, contact:

Risa Wilkerson

919-843-3519

Risa_wilkerson@activelivingbydesign.org

Main: 919.843.2523

www.activelivingbydesign.org