Partnerships – Collaboration is Key

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From the first session…

- Partnership is a collaborative relationship between two or more parties based on trust, equality and mutual understanding for the achievement of a specified goal.

- Collaborative efforts between government, health and community organizations to improve health are essential to improving population health status.

- Working together, sharing resources and experiences, and recognizing strengths and assets enhance the opportunities and likelihood for achieving positive health outcomes.

Presentation at a glance

- How collaborative partnerships support a population health approach
- The components of effective partnerships
- The current context
- Collaboration versus partnerships
- A focus on partnerships
- What makes partnerships work
- Possible challenges and solutions

Polling question

Rational for this key element

- A population health approach calls for shared responsibility and accountability for health outcomes with multiple sectors and levels whose activities directly or indirectly impact health, or the factors known to influence it.
- Intersectoral action makes possible the joining of forces, knowledge and means to understand and solve complex issues whose solutions lie outside the reach of a single sector.
- Intersectoral action takes different forms such as cooperative initiatives, alliances, coalitions or partnerships.

Health is everyone's business

- The population health approach recognizes that all Canadians have a responsibility to promote health and therefore seeks to engage citizens.

Health Canada - Population Health Development Division. *Taking Action on Population Health. A position paper for health promotion staff and programs branch staff.* Ottawa, Ontario.

Components of this key element

- Engage partners early on to establish shared values and alignment of purpose
- Establish concrete objectives and focus on visible results
- Identify and support a champion
- Invest in the alliance building process
- Generate political support and build on positive factors in the policy environment
- Share leadership, accountability and rewards among partners

Health Canada, Population and Public Health Branch – Strategic Policy Directorate. *The Population Health Template: Key Elements and Actions that Define a Population Health Approach.* (July 2001). Retrieved from
https://www.canada.ca/content/dam/phac-aspc/documents/services/health-promotion/population-health/population-health-approach/discussion-en.pdf

How does this connect to the other elements?

- It allows for the implementation of a range of investments, interventions and
- It opens the door for public involvement

Public Health Agency of Canada.(April 20, 2016). *Key Element 6: Collaborate Across Sectors and Levels.* Retried from https://cbpp-pcpe.phac-aspc.gc.ca/population-health-approach-organizing-framework/key-element-6-collaborate-sectors-levels/

The current context – Health Accord NL

Ground rules for The Blueprint for Implementation of Health Accord NL: (Rule #12)

"Collaboration: Governments at provincial, federal and municipal levels and the governments of Indigenous communities will be encouraged to work together with groups already active in the community to find efficiencies and new ways to work together to reimagine how roles and responsibilities as well as financial resources can be realigned to fully achieve the vision of Health Accord NL."

What is collaboration?

- The word 'collaboration' can be interpreted in several ways. There is a continuum of different collaborative approaches. As groups move along the continuum, they must pay attention to activities that build trust amongst the partners.
- "Collaboration should never be the goal. It is a means to the goal."

Video

Waterloo Crime Prevention Council – Good Collaboration (2:30)

- https://www.youtube.com/watch?v=KT2TQGFWcko

Who should we collaborate with? Who are our partners?

Defining Partnerships

- "An on-going working relationship where risks and benefits are shared"

- "A partnership is defined as a relationship where two or more parties, having compatible goals, form an agreement to do something together. Partnerships are about people working together in a mutually beneficial relationship, oftentimes doing things together that might not be able to be achieved alone."

Government of Newfoundland and Labrador. Office of Public Engagement. *Making the Case for Partnerships*.

Frank, Flo and Anne Smith. (2000). *The Partnership Handbook.* https://publications.gc.ca/collections/Collection/MP43-373-1-2000E.pdf

What partnerships are not….

- "simply a gathering of people who want to do things;
- not effective if there is a hidden motivation;
- there is an appearance of common ground, but many agendas exist;
- there is tokenism, or the partnership was established just for appearances;
- one person has all the power and/or drives the process; or
- there is no sharing of risk, responsibility, accountability and benefits."

Frank, Flo and Anne Smith. (2000). *The Partnership Handbook.* https://publications.gc.ca/collections/Collection/MP43-373-1-2000E.pdf

Why partnerships?

- do more or better with less by sharing costs or skills;
- integrate ideas, activities and goals with others;
- make good use of shared knowledge, know-how and ideas;
- eliminate duplication or overlap between similar groups.
- cross-sector collaboration can be highly effective and sustainable when it is designed, developed and managed in a systematic way.

Frank, Flo and Anne Smith. (2000). *The Partnership Handbook.* https://publications.gc.ca/collections/Collection/MP43-373-1-2000E.pdf
Tennyson, Ros. (2011). The Partnering Toolbook. http://thepartneringinitiative.org/wp-content/uploads/2014/08/Partnering-Toolbook-en-20113.pdf

Common Community Partnerships

Consultative or Advisory   Contributory   Operational   Collaborative

Partnership Brokers Association, (September 2019). *Brokering Better Partnerships*.

Word Cloud

"Write some key words or phrases that describe some of your most common challenges with partnerships."

Some common challenges

- Identifying benefits for all partners
- Lack of trust
- Lack of leadership
- Balance of control
- Not Identifying goals earlier in the process
- Being time effective
- Lack of transparency
- Reluctance to change

- Identifying the right partners
- Keeping momentum going
- Managing own agendas
- Small politics
- Responsibility to small few
- Wearing many hats
- Clarification of roles
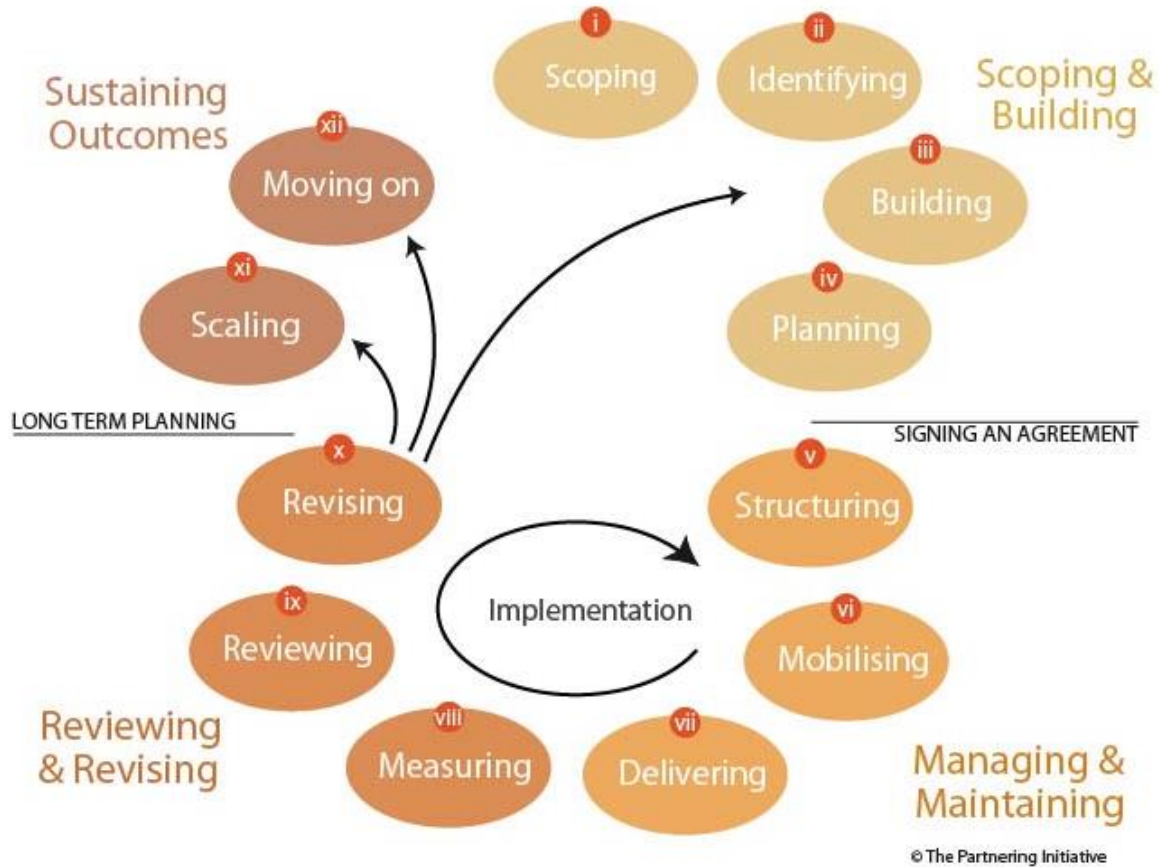
3 Key Principles of Partnering

Equity - Equity is built by truly respecting the views, attributes and contributions of all those involved.

Transparency - Openness and honesty in working relationships are pre-conditions of trust

Mutual benefit - If all partners are expected to contribute to the partnership, they should also be entitled to benefit from the partnership.

The Partnering Initiative. *The Partnering Cycle and Partnering Principles*. Retrieved from https://thepartneringinitiative.org/the-partnering-cycle-and-partnering-principles/

The Partnering Initiative. The Partnering Cycle and Partnering Principles. Retrieved from https://thepartneringinitiative.org/the-partnering-cycle-and-partnering-principles/

Polling question

Further learning

The Partnering Initiative
https://thepartneringinitiative.org/tpi-tools/

Partnership Brokers Association
https://www.partnershipbrokers.org/

Thank you