

## COLLABORATION MULTIPLIER

# Enhancing the Effectiveness of Multi-Field Collaboration

*Collaboration Multiplier* is an interactive tool for strengthening collaborative efforts across diverse fields. A multi-field approach has proven vital for tackling today's complex social challenges. Whether the goal is promoting health equity, strengthening local economies, reducing greenhouse gas emissions, or enhancing community safety, improving our well-being requires community-wide changes that include strengthening government policies and the practices of key organizations. Multi-field collaboration expands available resources, strategies, and capabilities to achieve outcomes that could not be accomplished by one field alone.

*Collaboration Multiplier* provides a systematic approach to laying the groundwork for multi-field collaboration. The tool guides organizations through a collaborative discussion to identify activities that accomplish a common goal, delineate each partner's perspective and potential contributions, and leverage expertise and resources. *Collaboration Multiplier* is based on the understanding that different groups and sectors have different views of an issue and different reasons for engaging in a joint effort. For example, a collaborative formed to increase access to healthy food in underserved neighborhoods can more effectively engage partners by recognizing that each has their own goals. A grocery store operator might expand fresh food offerings to enhance sales and profits, a health department would support the effort to improve health, and the Mayor might

see enhanced food retail as fundamental for a flourishing community. *Collaboration Multiplier* helps surface these perspectives and forge strategies that advance their objectives simultaneously.

*Collaboration Multiplier* can be used in different stages of collaboration. It can be used by a newly formed or established partnership that wants to strengthen its collective effort, or it can be used by an individual or small set of organizations that recognize the value of a diverse partnership and want to think strategically about whom to invite to the table.

### The Collaboration Multiplier Process

*Collaboration Multiplier* occurs in two phases:

1) Information Gathering and 2) Collaboration Multiplier Analysis

In the first phase, the key sectors and fields that can contribute to a solution are identified. Then key information from the *perspective of each field* (or prospective field) is collected according to a common set of categories. Specific categories vary based on the particular collaboration, but typical examples include:

- **Importance:** Why is this issue important?
- **Organizational Goals:** What are the goals related to this issue?
- **Audience:** Who is the primary audience/constituency?
- **Expertise:** What unique expertise does this field bring to the collaborative?

Partner	Importance	Organizational Goals	Expertise	Assets & Strengths	Key Strategies	Desired Outcomes	Partnership	Organizational Benefit

- **Assets/Strengths:** What resources (skills, staff, training capacity, funding) can be brought to the table?
- **Key Strategies:** What key strategies/activities are currently implemented relevant to this issue?
- **Desired Outcomes:** What specific results/outcomes are desired as a result of this collaboration? What does success look like?
- **Data:** What data is collected, and how?
- **Partnership:** Which partners/participants can be brought to the table to enhance outcomes?
- **Organizational Benefit:** What is the benefit of participating in this collaborative?

Compiling this information can provide a “big picture” snapshot for partners and lays the groundwork for a collaborative discussion.

In the next phase, the collaborative engages in a “collaboration multiplier analysis” to discuss the implications based on the information collected. Some key areas of discussion can include:

- What partner strengths can the collaborative utilize? How do you leverage each partner’s expertise?
- What results and outcomes can be achieved together?
- What strategies/activities can two or three partners work together on?

*Collaboration Multiplier* serves as a starting point for appreciating what different fields can bring to the table and for building effective interdisciplinary efforts through partnership. After completing the two-phase process, partners can begin developing a comprehensive strategy to achieve their shared vision. To support strategic efforts, *Collaboration Multiplier* is designed to complement and inform Prevention Institute’s *Spectrum of Prevention*, a tool for developing multifaceted activities for effective prevention, and *The Eight Steps to Effective Coalition Building*, a step-by-step guide for coalition development and sustainability. Effective collaboration can be a powerful force for mobilizing individuals to action, bringing health and safety issues to prominence, forging joint solutions, and developing effective policies. By working through *Collaboration Multiplier*, partners will see the fruits of their efforts grow exponentially.

For more information, visit Prevention Institute’s website at [www.preventioninstitute.org](http://www.preventioninstitute.org) or e-mail [virginia@preventioninstitute.org](mailto:virginia@preventioninstitute.org).

## COLLABORATION MULTIPLIER EXAMPLE: TRAFFIC SAFETY COALITION

### Goal: Decrease traffic-related crashes and fatalities

#### Phase I: Information Gathering

(This is a sample; expected levels of detail would be greater)

	Expertise	Desired Outcomes	Strategies
<b>Public Health</b>	Population-based prevention approaches and data collection of injury rates	Reduce unintentional injuries among all travelers, including drivers, pedestrians, bicyclists, disabled, elderly	Facilitate environmental and policy changes (i.e., pedestrian/bicycle-friendly street design, car seats, seat belts, driving under the influence, bicycle helmets)
<b>Law Enforcement</b>	Expertise in legal requirements and crash investigations and has the authority to enforce traffic laws	Increase compliance to traffic safety laws	Enforce traffic laws, patrol neighborhoods, implement check points, cite reckless drives, and participate in educational campaigns
<b>Transportation Engineering</b>	Road and sidewalk design that provides safe travel for multiple modes of transportation	Prevent traffic crashes and reduce severity of injuries if a crash occurs	Promote safety regulations for occupants and vehicles n Implement street designs that promote safety
<b>Optometry</b>	Understanding of how people visualize traffic signs and signals	<ul style="list-style-type: none"> <li>• Improve vehicle displays, traffic signals, and road signage</li> <li>• Better driver assessment for licensing purposes</li> </ul>	Utilize color and design features to increase driver attention to traffic signals and signs

## Phase II: Collaboration Multiplier Analysis

### Public Health

**Expertise:**

Population-based prevention approaches and data collection of injury rates

**Desired Outcomes:**

Reduce unintentional injuries among all travelers, including drivers, pedestrians, bicyclists, people with disabilities, elderly

**Key Strategies:**

Facilitate environmental and policy changes (i.e., pedestrian/bicycle-friendly street design, car seats, seat belts, DUI, bicycle helmets)

### Law Enforcement

**Expertise:**

Expertise in legal requirements and crash investigations and has the authority to enforce traffic laws

**Desired Outcomes:**

Increased compliance to traffic safety laws

**Key Strategies:**

Enforce traffic laws, patrol neighborhoods, implement check points, cite reckless drivers, and participate in educational campaigns

**Shared Outcomes**

- Improved transportation infrastructure and systems
- Ability for motorists, bicyclists, pedestrians, people with disabilities, and elderly to travel easily and safely
- Decrease in traffic-related injuries and deaths

**Partner Strengths**

- Subject matter expertise
- Authority and ability to implement policies and environmental changes
- Understanding of motor vehicle patterns and individual transportation behaviors
- Knowledge of street and vehicle design

**Joint Strategies/Activities**

- Incorporate health and safety elements into transportation planning
- Promote complete streets policies
- Connect roadways to complementary systems of trails and bike paths
- Implement smart growth strategies, including transit-oriented developments

### Transportation Engineering

**Expertise:**

Road and sidewalk design that provides safe travel for multiple modes of transportation

**Desired Outcomes:**

Prevent traffic crashes and reduce severity of injuries if a crash does occur

**Key Strategies:**

- Promote safety regulations for occupants and vehicles
- Implement street designs that promote safety (e.g., traffic calming)

### Optometry

**Expertise:**

Understanding of how people visualize traffic signs and signals

**Desired Outcomes:**

- Improved vehicle displays, traffic signals, and road signage
- Better driver assessment for licensing purposes

**Key Strategies:**

Utilize color and design features to increase driver attention to traffic signals and signs