



Getting Started: 5 steps to mobilizing your community

With Paul Born www.paulborn.ca



**Getting
Started: 5
steps to
mobilizing
your
community**

*United Way acknowledges
the homelands
of the Indigenous Peoples
of this place we now call
Canada, and honour the many
territorial keepers of the Lands
on which we work.*



United Way
British Columbia

Webinar Instructions

- Feel free to **introduce yourself** in the Chatbox (e.g., name, pronouns, organization, territories you are calling from).
- You can turn on automatic closed captioning using the **CC feature** in the toolbar.
- There will be a **brief question period** at the end – please use the “**Q&A**” feature to ask questions at any time.
- The webinar is being recorded and will be posted on [Healthy Aging CORE](#) – slides will also be made available.



Our Presenter today

Paul Born



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United Way
British Columbia



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Paul Born

Paul loves all things community.

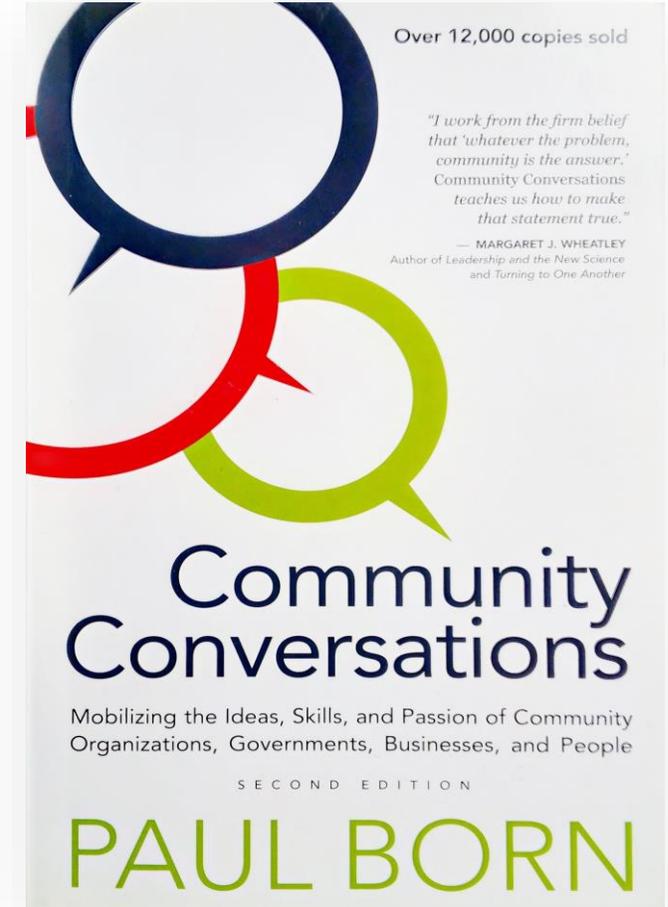
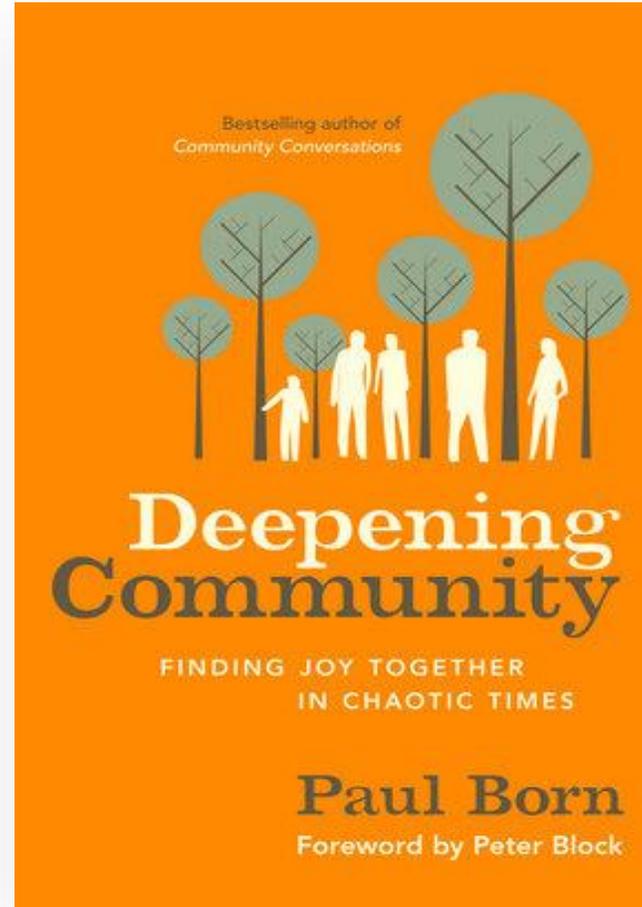
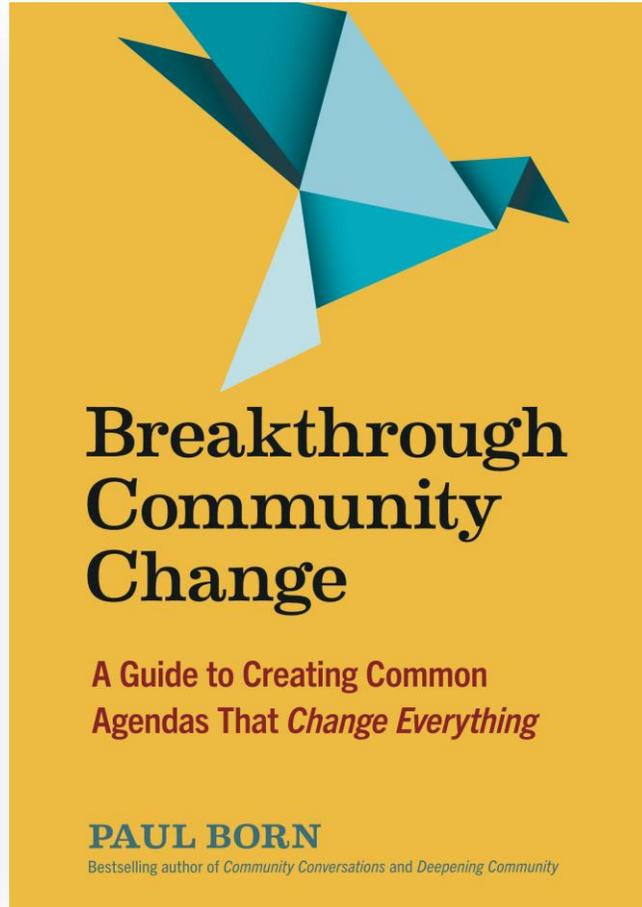
He is the author of five books including two Canadian best sellers.

Paul is the Co-founder and for 20 years was the CEO of Tamarack Institute and Vibrant Communities Canada.

He currently supports communities as a coach, consultant and community conversations facilitator. His latest book is *Breakthrough Community Change. A guide to creating common agendas that change everything.*

Paul is a global faculty member of the Asset Based Community Development Institute (ABCD) and a senior fellow of Ashoka, the world's largest network of social innovators. Paul was appointed to the Order of Canada in 2019.

Email: paul@paulborn.ca Web: www.paulborn.ca Follow me on [LinkedIn](#)



Books are available on amazon and all other leading bookstores

5 steps to mobilizing your community

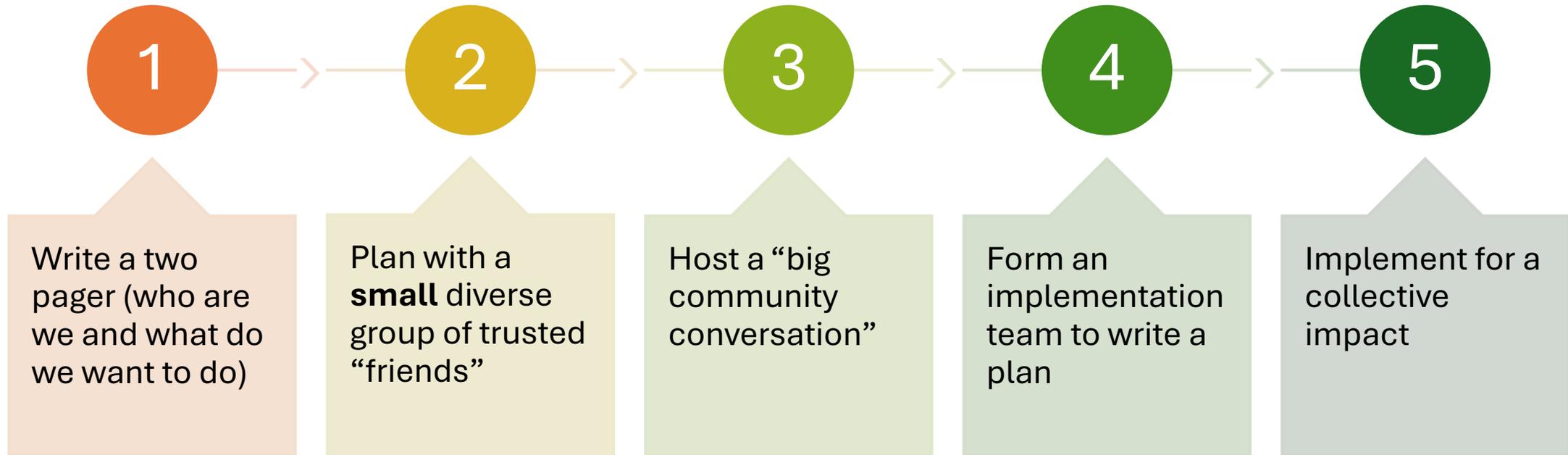
My Story

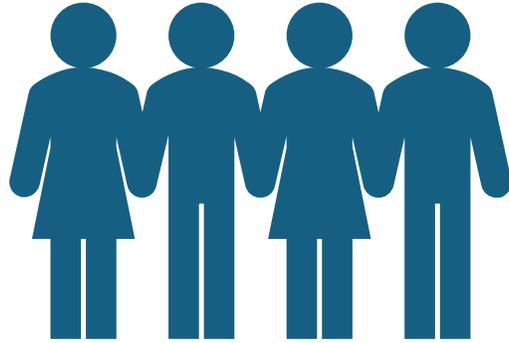
Incremental community change comes from the everyday acts we complete well. If we want a breakthrough we need to mobilize our communities.

Paul Born (www.paulborn.ca) will lead us through a 5-step process that will help us identify the people needed and the actions that will mobilize our community.

Mobilizing our community has never been easier and more effective.

5 Steps – Mobilizing your community





But first let's think together about

Uniting Your Community

SOCIAL PRESCRIBING



Excellent Guide!

**See pages 30-45 about
collaboration**

July 2024

IMPLEMENTATION GUIDE



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Working with communities in
BC's North, Interior, Lower Mainland,
Central & Northern Vancouver Island

Why is Collaboration Important?

From The Social Prescribing Implementation Guide

Enhanced Service Delivery. Collaborative approaches lead to more comprehensive and accessible services, maximizing impact through the pooling of expertise and efforts.

Increased Creativity and Innovation. Bringing together varied perspectives fosters an environment ripe for innovation, allowing for the development of creative and effective solutions to complex issues.

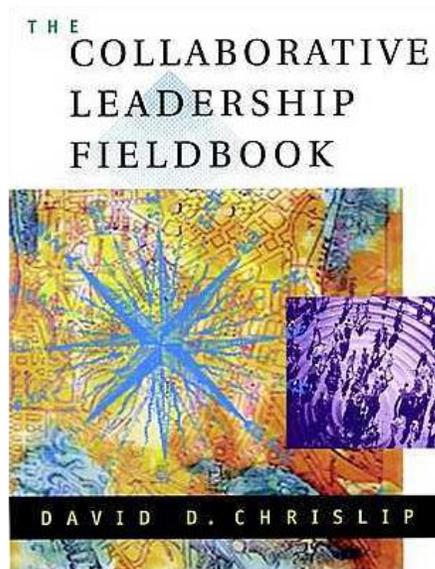
Efficient Resource Use. Sharing resources among organizations leads to greater efficiency and prevents the duplication of services, ensuring efforts are complementary and impactful.

Strengthened Community Networks. Collaboration builds robust networks, enhancing the community's capacity to support its members and adapt to emerging challenges.

Amplified Advocacy. A united front among organizations can more effectively influence policy and decision-making, advocating for the needs and rights of older adults.

Learning and Capacity Building, Collaborative environments offer unique opportunities for shared learning and development, enhancing the collective skill set and service quality.

The Collaborative Premise



If you bring the **appropriate people** together in **constructive ways** with good information, they will **create authentic visions** and strategies for **addressing the shared concerns** of the organizations and the community.

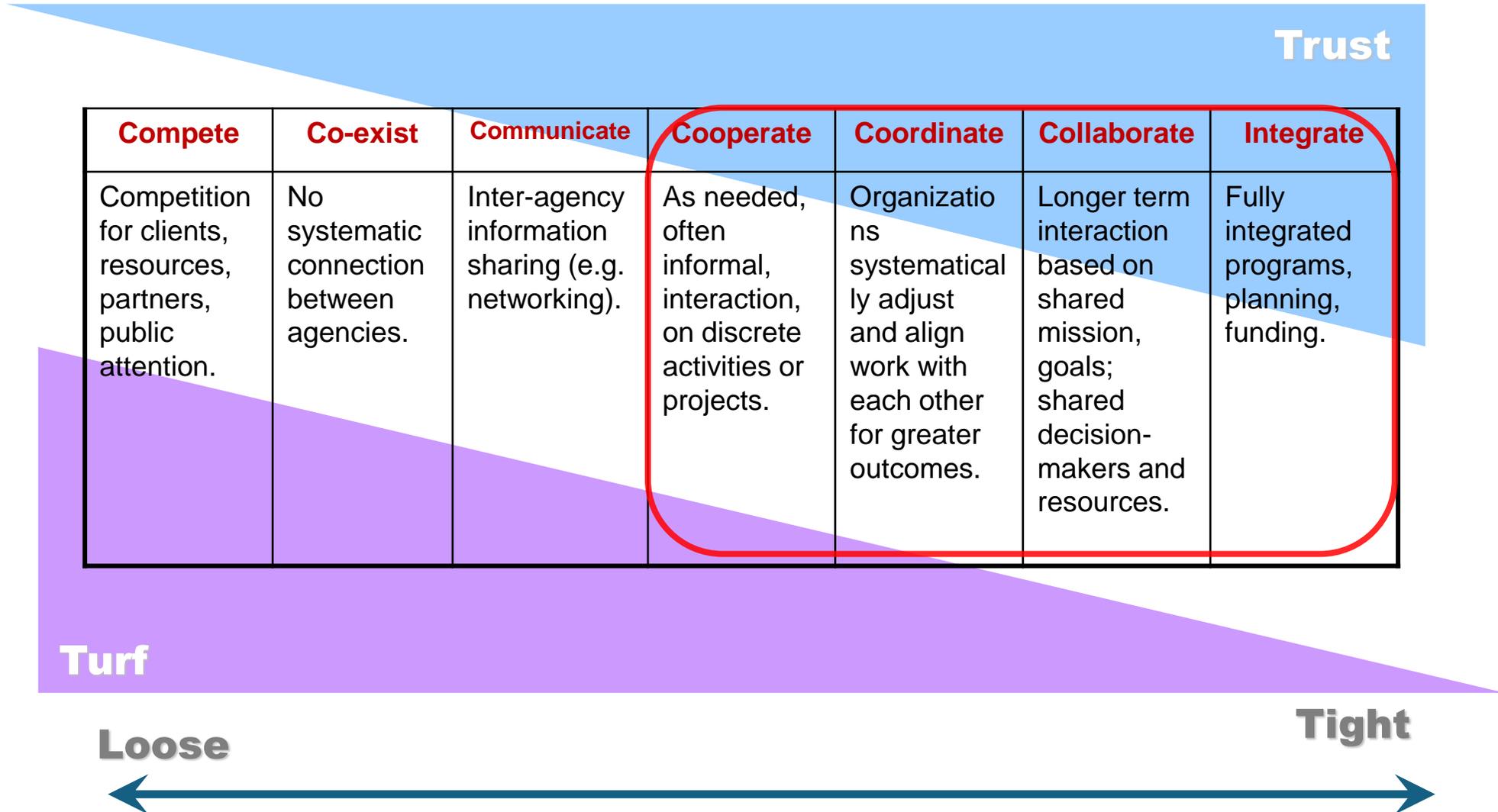
- David Chrislip, The Collaborative Leadership Fieldbook

What do we do to collaborate?

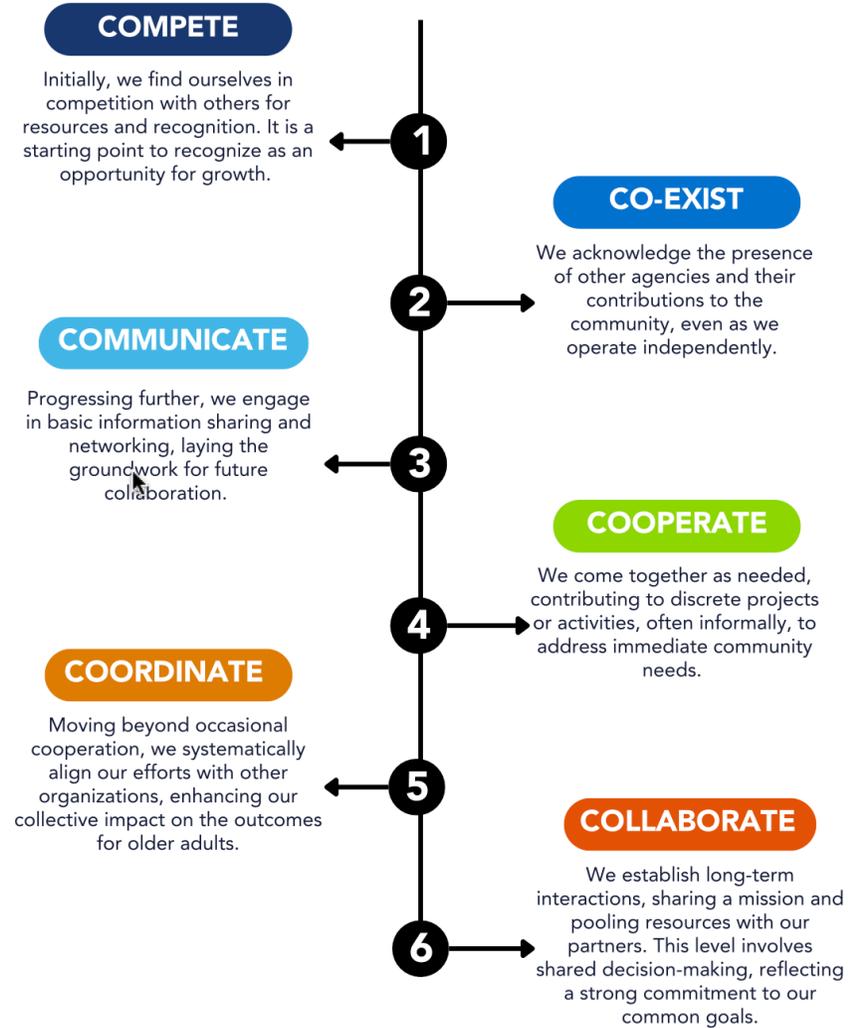
- Talk Together about Shared concern
- Agree to work together
- Determine how to work together
- Build Shared Understanding of data
- Shared definition of the problem
- Agreement on solutions
- Agreement on action steps



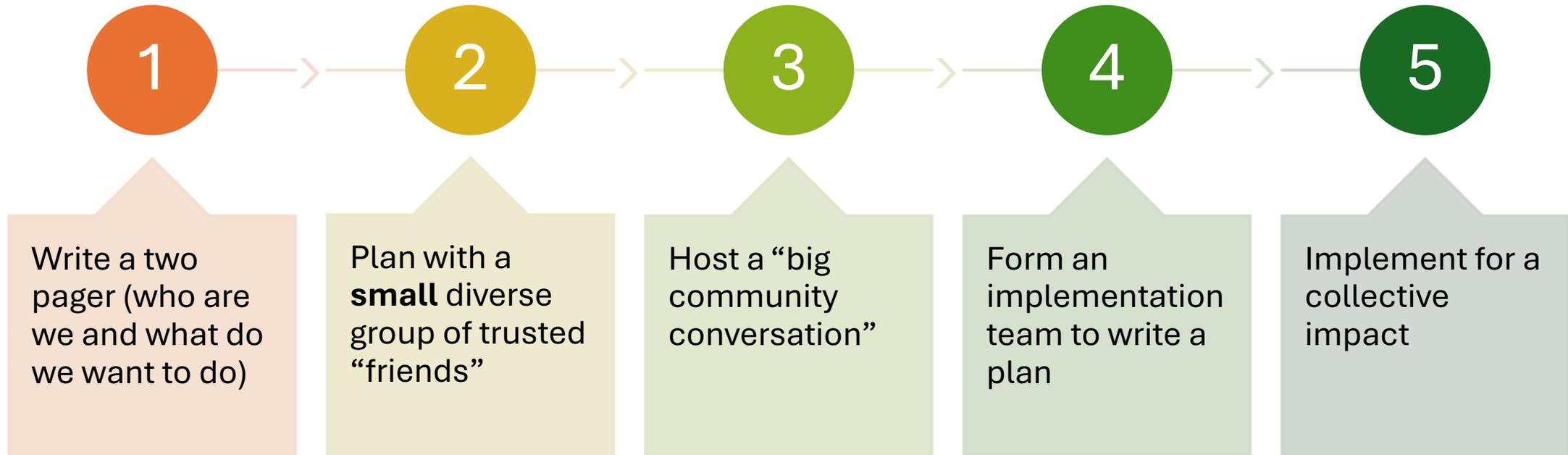
The Collaboration Spectrum



The following statements are helpful to assess where your community may be presently located on this spectrum.



5 Steps – Mobilizing your community



1. Write a two pager

1. Who are we?
2. What is the change we want to see?
3. How do we work together?



I have samples of these. When you are ready reach out and I will send copies so you can replicate.
paul@paulborn.ca

Who are we?

Social prescribing is a means for healthcare providers and other trusted individuals in health and community settings to connect participants to a range of non-clinical services in the community to improve their health and well-being. Rather than simply treating symptoms of illness, social prescribing can help to address underlying causes of health and well-being issues. Social prescribing is a holistic, person-centred, community-based strategy aimed at addressing the social determinants of health.

What is the change we want to see?

Envisioning a future where community collaboratives strengthen partnerships and enhance the Community Based Seniors Service (CBSS) sector's ability to support older adults, UWBC promotes collaborative efforts among agencies and partners. This includes improving access to services, referrals, and coordination across sectors, with Community Connectors playing a pivotal role in providing streamlined access to a broad range of services for older adults.

How will we work together?

Collaboration lies at the heart of United Way British Columbia's approach to fostering a supportive environment for older adults. It's the catalyst that unites community agencies, healthcare providers, and local governments, creating a cohesive network dedicated to enhancing the well-being of seniors. Through strategic partnerships and shared goals, these collaboratives exemplify how working together can lead to a more efficient, effective, and empathetic approach to community health.

2. Plan with a **small** diverse group of trusted “friends”



- Review the two pager together and agree – who are we?
- Agree on what do we want to do together. (may take several meetings)
- Do the Top 100 Exercise together to identify who you need to bring together/influence (invite)
- Plan the “big community meeting”

I have samples of these. When you are ready reach out and I will send copies you can replicate. paul@paulborn.ca

Top 100 exercise

Identify the top 100 leaders needed to work together for complex change- “if they agreed things would change”

Goal: Comprehensive Systems Engagement

Challenge today: Identify the key “door openers” to each sector of the system.

Top 100: The 100 people that if they bought into the change and plan desired we are confident change would occur. Sort by Ability and Will to engage.

Next steps: Build a data base of those we most desire to engage with the constituency they represent. Host enough conversations for systems wide engagement and develop a communication system that keeps them linked in.

Now... we identify the Top 100 – share organizations and names, titles.

Write to me and I will send you the exercise.

System Roles for Different Sectors

Business Sector

- Expertise, credibility and voice, connections, funding and other resources, leadership

Government Sector

- Expertise, connections to elected officials, funding and other resources, policy change, leadership

Social Sector

- Expertise, experience on the ground, service delivery, ability to ramp up change efforts

Citizens with Lived Experience

- Expertise about the issues, practical and relevant solution, leadership, connections to other citizens

3. Host a “big community conversation”

1. Select your 3-4 inviters
2. Send invite (need place, time, etc.)
3. Develop an agenda (see samples)
4. Agree on a conversation host
5. Research key data to present
6. Host the conversation day (see questions)
7. Invite participants to join the collaboration
8. Send out notes from meeting
9. Select your implementation team



I have samples of these. When you are ready reach out and I will send copies so you can replicate. paul@paulborn.ca

THREE PRESENTATIONS FOR THE GROUP

1. Social Prescribing in our community – The data
2. What assets does our community have to do this collective work?
3. Share 3 examples of communities similar to ours who have been successful?

- *These presentations give the participants the data and the confidence to have an informed conversation.*



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BC's North, Interior, Lower Mainland,
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OUR COMMUNITY CONVERSATION QUESTIONS

1. Who am I and why important I am here today?
2. What is happening now?
3. What is the change I want to see
4. What can we do if we work together?
5. Brainstorm "to do" ideas.

- *In groups of 8-10*
- *Keep groups diverse from the four sectors*
- *Plenary debrief questions 3 and 4.*
- *Notetakers at each table*



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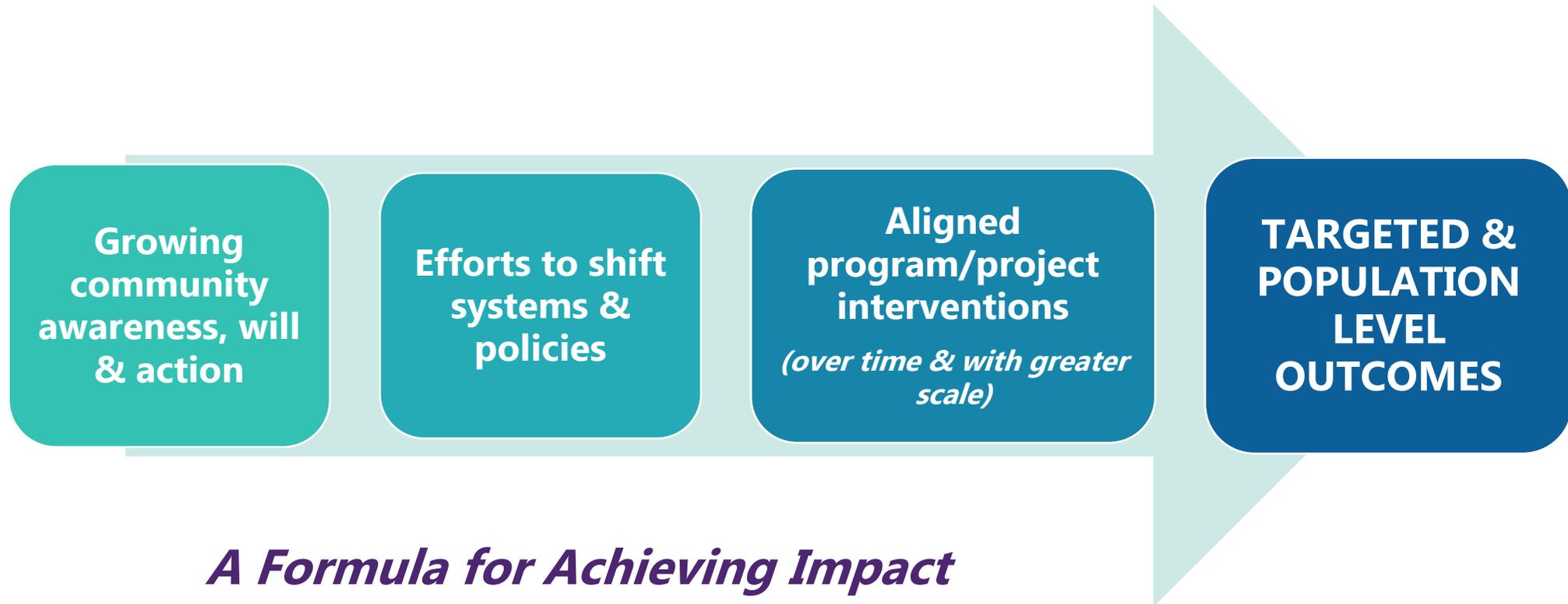
4. Form an implementation team to write a plan

1. Gather the notes from community conversation
2. Write the community plan
3. Keep your community informed
4. Mutually reinforcing ideas



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HOW CAN COLLECTIVE EFFORTS ACHIEVE AN IMPACT

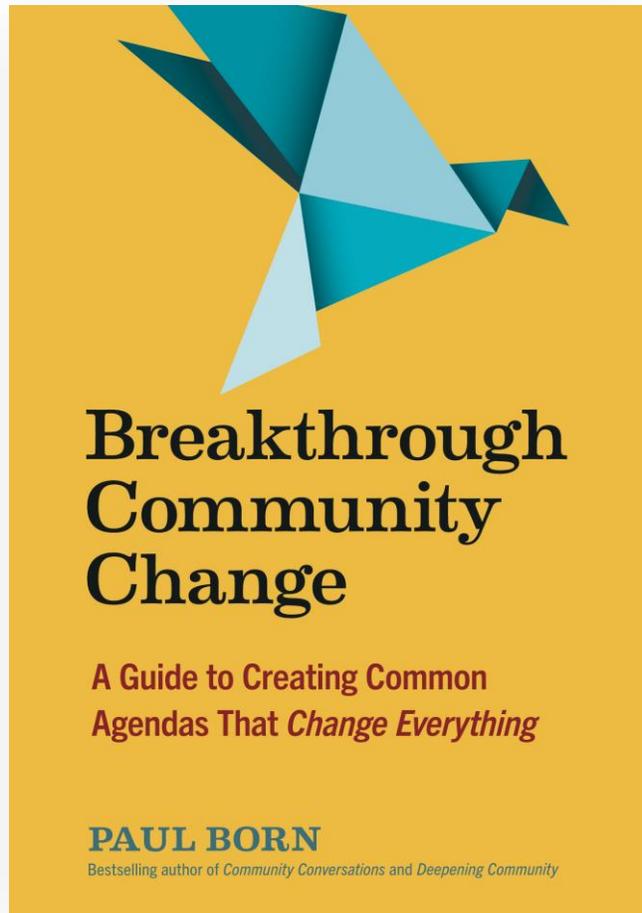


5. Implement for a collective impact



1. Implementation team starts the work
2. Collective Impact is a r useful approach
 - Your plan is your common agenda
 - Mutually reinforcing ideas
 - Continuous communications
 - Shared measurement
 - Back Bone organization to support the work

I have samples of these. When you are ready reach out and I will send copies so you can replicate. paul@paulborn.ca



- Page 145 for an overview of Collective Impact
- Page 175 on Collaborative Leadership
- Page 181 re evaluation for collaborations

This book is your guide to better understanding the work of mobilizing your community step-by-step gives you a step-by-step approach to the ideas I shared in the Webinar today.

Also: I have samples of Agendas, letters of invite, two pagers That other communities have written that I can send you When you are ready to implement.

When you are ready reach out and I will send you copies so you can r&d them

paul@paulborn.ca



Impact Tracking: What is the change?

3 **outcomes** to consider tracking

1. People have better lives
2. What are we learning? How will this produce better outcomes?
3. What systems/policies are shifting

CONNECTING & EXPLORING OUR QUESTIONS

- What questions are arising?
- Share comments about the approach

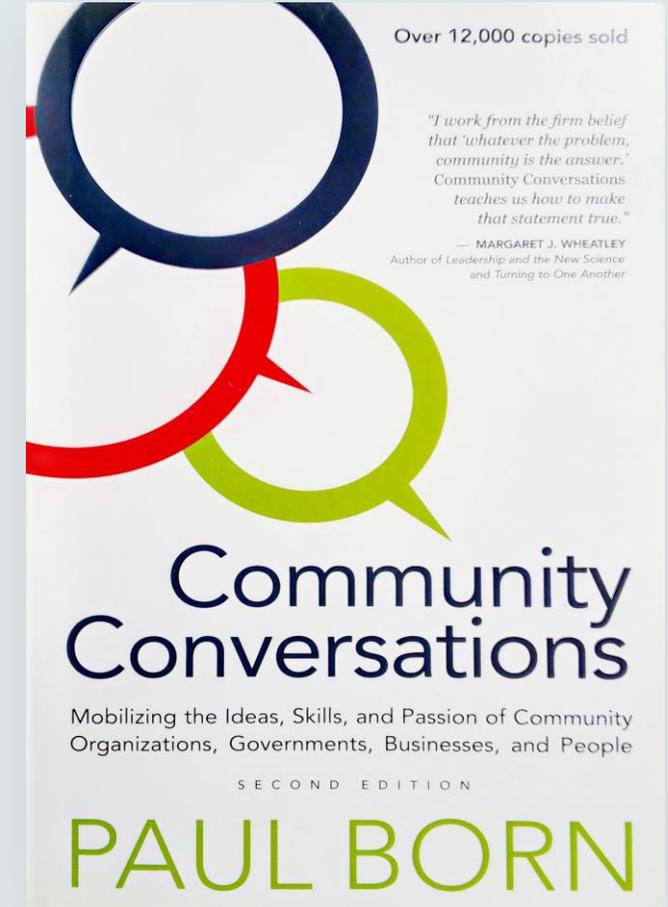
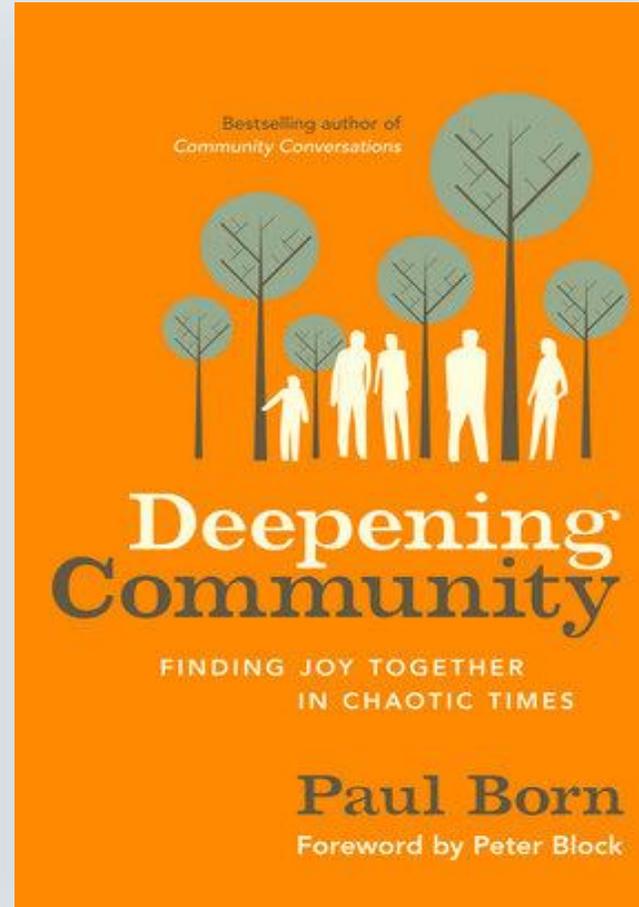
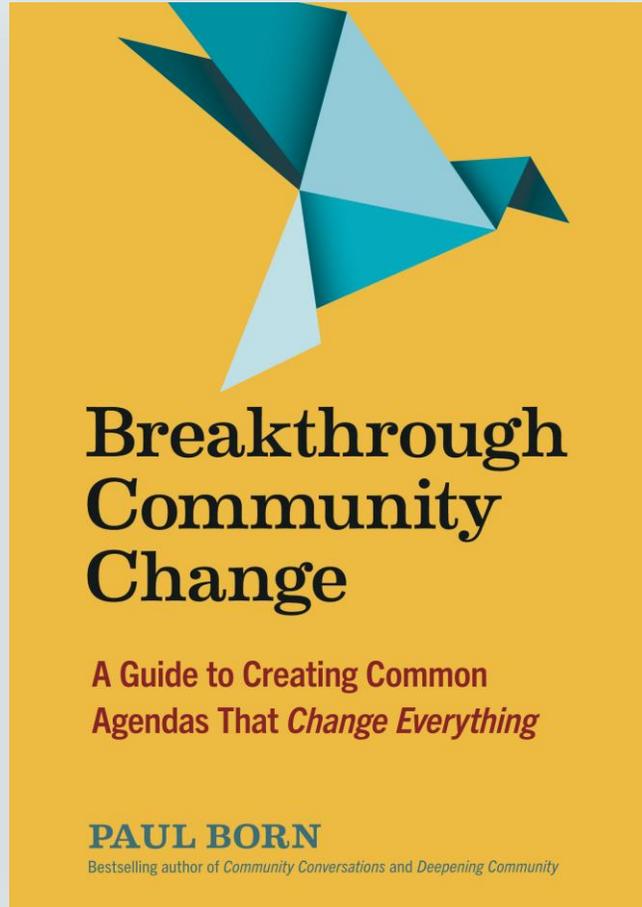
- *Short group discussion/ask questions*
- *Place in chat box*



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