

# Partnering with Community Based Organizations

**Tuesday, March 16**  
**12:15-1:15PM**



# Housekeeping



1. Attendees will be muted for the duration of the presentation
2. Please utilize the chat function to submit your questions for the Q&A session
3. A recording will be distributed & posted online <https://championprovider.ucsf.edu/webinars>

# Agenda

- 12:15 – 12:35PM: Programming Updates & Partnering with CBO primer
- 12:35 – 1:10PM: Concurrent Breakout Sessions\*  
Session #1: Food Security with Nourish CA  
Session #2: School Wellness Policy with Alliance for a Healthier Generation  
Session #3: Park Access with Children and Nature Network
- 1:10 – 1:15PM: Closing Remarks

# Breakout Room Logistics

- Attendees have been pre-assigned to a breakout room based on their selection made at registration
- Alana Pfeffinger will be in the main room to help assign, unassigned individuals
- Each breakout room will have a CPF team member present to help with TA and to monitor the chat:
  - Session #1: Muriel Bañares Miller
  - Session #2: Wagahta Semere
  - Session #3: Mike Miller

# Programming Updates

- ❑ **Tuesday, March 23, 12:15 – 1:45PM**  
Persuasive Narrative Series Session #2
- ❑ **Thursday, April 8, 9AM – 3PM**  
Champion Provider Fellowship Mini College
- ❑ **Tuesday, April 27, 12:15 – 1:15PM**  
Persuasive Narrative Series Session #3

<https://championprovider.ucsf.edu/events>

**Why partner with community based organizations?**

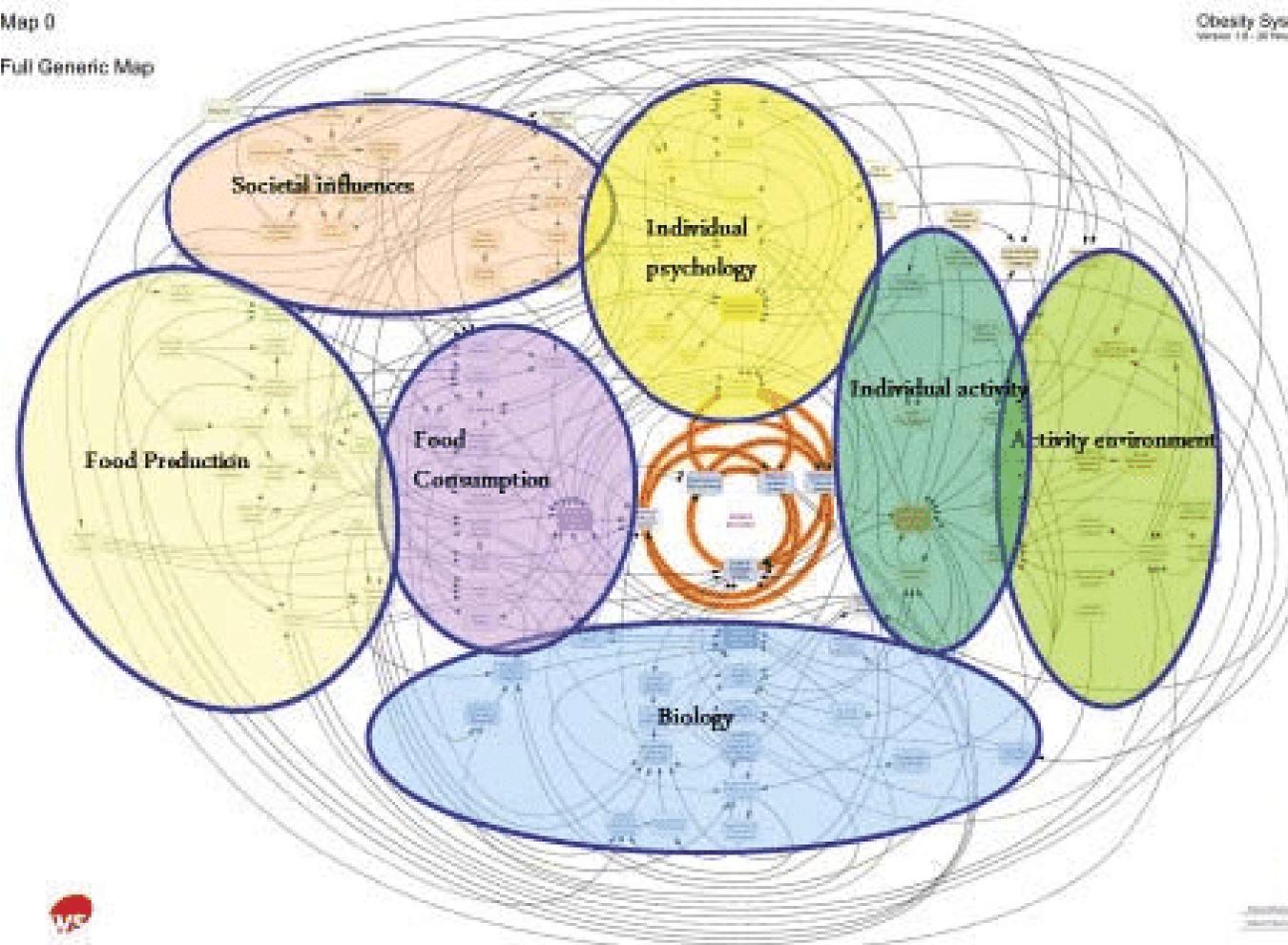
# It's a complex issue

Map 0

Full Generic Map

Obesity System Map

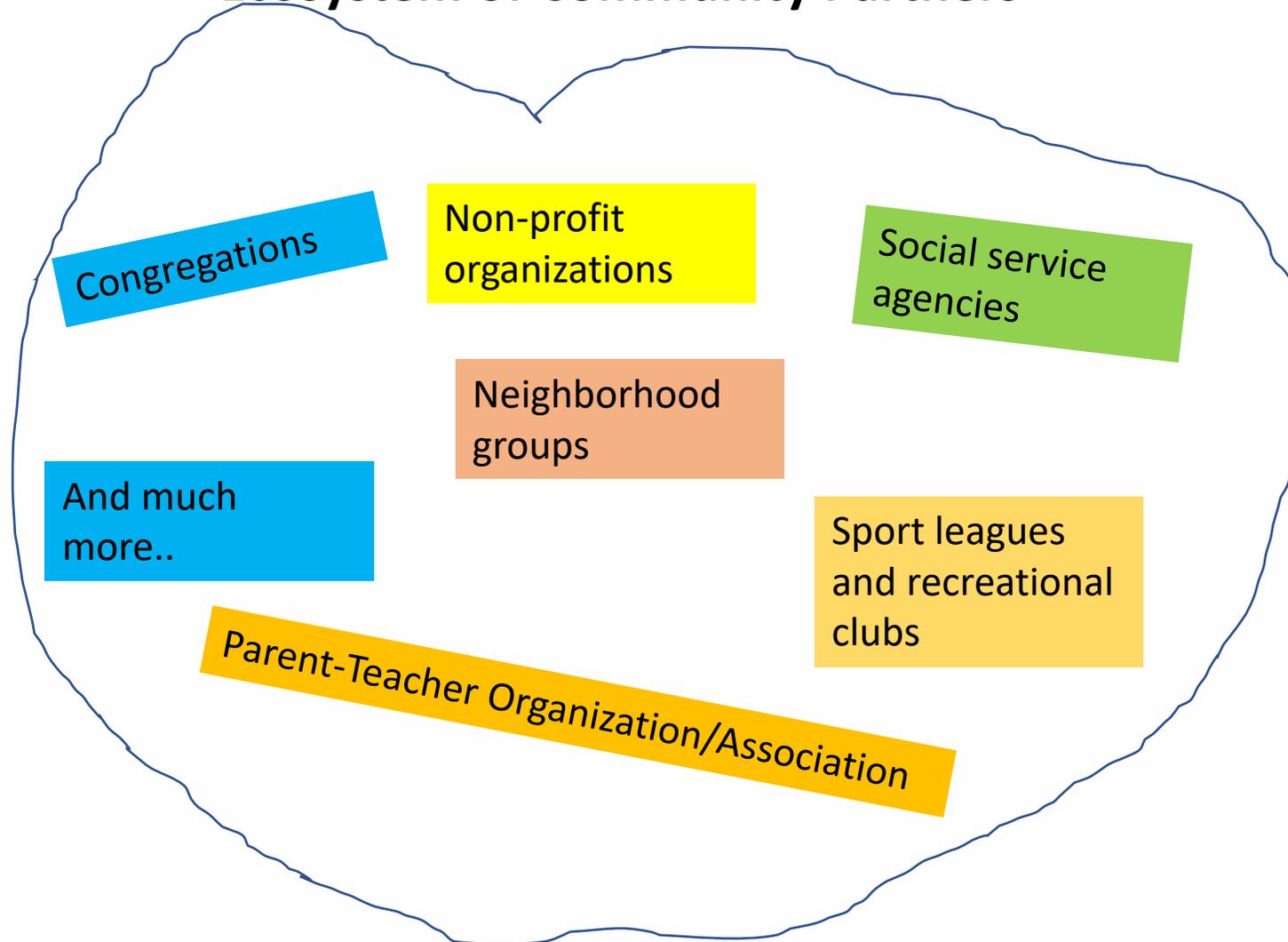
Version 1.0, 20 November 2008



Blundell et al. (2017). Variations in the Prevalence of Obesity Among European Countries, and a Consideration of Possible Causes. *Obesity facts*. 10. 25-37. 10.1159/000455952.

# Complex issues are uniquely predisposed to collective impact

## Ecosystem of Community Partners



- Non-profit organizations dedicated to bettering the quality of life in the community
- Many provide services and support to those that are most vulnerable or marginalized
- Many might already be engaged in care delivery addressing patient social needs

# Partnering with CBOs: Challenges

- Organizational capacity
- Priority alignment
- Understanding/adapting to a new organizational culture
- Time investment

# There is value in partnership

- Resources/resource sharing
- Problem identification & insight
- Data
- Communications
- Partners
- Advocacy
- Amplification of efforts
- Credibility



# Partnership Building Considerations

- Understand the CBO landscape
- Understand past partnership history
- Utilize an asset based approach
- Establish mutual understanding, respect, trust and bidirectional communication early on
- Develop aligned vision, goals and metrics for success
- Create a process for decision-making
- Expectation setting – know what you can and cannot offer



# Objectives for the breakout session

- Learn about the organizational mission and policy priorities of three organizations working in the areas of food security, school wellness policy, and nature/park access
- Identify areas where physicians and dentists can partner with organizations to influence relevant policy issues at the local, regional, and/or state level
- State one action step you can take to move forward a policy initiative

# Q&A & Reflections

# Thank you



[www.championprovider.ucsf.edu](http://www.championprovider.ucsf.edu)  
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