Mar 22nd, 9:30 AM

Building Sustainability in Times of Uncertainty

Matthew Sadof

*University of Massachusetts Medical School-Baystate*

---

**Repository Citation**

---

**Creative Commons License**
This work is licensed under a Creative Commons Attribution-Noncommercial-Share Alike 3.0 License.

This material is brought to you by eScholarship@UMMS. It has been accepted for inclusion in Community Engagement and Research Symposia by an authorized administrator of eScholarship@UMMS. For more information, please contact Lisa.Palmer@umassmed.edu.
Building Sustainability in Times of Uncertainty

Matthew Sadof MD
Associate Professor Pediatrics

Baystate Health
University of Massachusetts Medical School
Objective

• Participants will learn how to develop a sustainability plan for grant funded programs
• Lessons learned will be shared by the presenter and elicited by the group
Outline of workshop

Work sheets to help you organize for your thoughts and strategy
Building Your Base in Your Community

• Informal asset mapping
• Who is doing the work in your community
• What do they need?
• What do you need?
• Identify common interest with complimentary assets
• But Where do you start?
INVEST IN YOUR COMMUNITY

WHAT
Know What Affects Health

- 40% SOCIOECONOMIC FACTORS
- 20% CLINICAL CARE
- 30% PHYSICAL ENVIRONMENT
- 10% HEALTH BEHAVIORS

WHERE
Focus on Areas of Greatest Need

Your zip code can be more important than your genetic code. Profound health disparities exist depending on where you live.

WHO
Collaborate with Others to Maximize Efforts

- NONPROFITS
- HEALTH INSURANCE
- PEOPLE
- COMMUNITY DEVELOPERS
- BUSINESSES
- PUBLIC HEALTH
- FAITH-BASED ORGANIZATIONS
- EDUCATION
- HEALTH CARE PROVIDERS
- GOVERNMENT
- PHILANTHROPISTS & INVESTORS

HOW
Use a Balanced Portfolio of Interventions for Greatest Impact

- Action in one area may produce positive outcomes in another.
- Start by using interventions that work across all four action areas.
- Over time, increase investment in socioeconomic factors for the greatest impact on health and well-being for all.

VISIT www.cdc.gov/CHInav FOR TOOLS AND RESOURCES TO IMPROVE YOUR COMMUNITY'S HEALTH AND WELL-BEING
Exercise- list experts in your community

- Patients
- Organizations
- Community groups
- Business advocates
- School advocates
- DPH
- Politicians
- Insurers
- Your institution
- Neighboring institutions
- Think local think state
Stakeholder development

• Get to know your stakeholders
• Tailor your program to their needs
• Find common goals and build
• Strengthen old and build new alliances
Charting your path to sustainability

- Meet regularly and keep minutes
- Think Big – but think modular
- Clarify the task of each team member
- What works
- What did not work
- What is essential to your mission
Logic model

https://www.cdc.gov/eval/steps/step2/index.htm

- Inputs: The resources needed to implement the activities
- Activities: What the program and its staff do with those resources
- Outputs: Tangible products, capacities, or deliverables that result from the activities
- Outcomes: Changes that occur in other people or conditions because of the activities and outputs
- Impacts: [Sometimes] The most distal/long-term outcomes
- Moderators: Contextual factors that are out of control of the program but may help or hinder achievement of the outcomes
The Grant Cycle

1. Develop grant with stakeholders
2. Receive grant, reconvene, recommit
3. Grow stakeholder engagement
4. Sustainability resistance
5. Publish present findings