THE PRACTICAL PLAYBOOK II: BUILDING MULTI SECTOR PARTNERSHIPS THAT WORK

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Partnerships

Improve Community Conditions that Impact Health

Policies    People
WHY WE NEED PARTNERSHIPS
PRE-MEDICAL
MEDICAL
POST MEDICAL

Smith & Wesson

Altria

I’m lovin’ it

KRAFT

PEPSI

BURGER KING

Coca-Cola
Earned Sick Leave
19 cities received a medal

Food Safety/Restaurant Inspection Rating
15 cities received a medal

Alcohol Sales Control
15 cities received a medal

High-Quality Universal Pre-K
33 cities received a medal

Complete Streets
32 cities received a medal

Tobacco 21
15 cities received a gold medal

Smoke Free Indoor Air
36 cities received a medal

Healthy Food Procurement
16 cities received a medal

Affordable Housing
13 cities received a medal

CITYHEALTH.ORG
24 NEW MEDALS IN 1 YEAR
10 CITIES WITH IMPROVED OVERALL MEDAL STATUS from 2017 to 2018

- Albuquerque
- Austin
- Kansas City
- Long Beach
- Louisville
- Milwaukee
- Portland
- San Antonio
- San Jose
- Seattle
Good Health Is Good Business

See How Partnerships Benefit Businesses and Improve Community Health
HOW DO WE PARTNER BETTER?
TIPS & RESOURCES

• Leveraging pain points
  • Common good v. Self-interest
• PracticalPlaybook.org
• Public Health Reaching Across Sectors
Collaboration between primary care and public health is a powerful tool for improving community health. Understanding why collaboration works is necessary, but it is not enough. Turning knowledge into action is the key.
SUCCESS STORY

KANSAS CITY'S CHAMBER OF COMMERCE HELPS HEALTHCARE LEADERS PUSH TOBACCO 21 LEGISLATION

Unique and dedicated partnerships are creating a culture of health and wellness through five Action Teams addressing local issues and community needs.

SUCCESS STORY

DIVERSE PARTNERS ALIGN TO CUT ASTHMA TRIGGERS BY CURING SICK BUILDINGS IN THE BRONX

Landlords and tenants work together, albeit with different motivations.
Leverage partner clout. The CID's hospital partner is an esteemed institution in the Seattle area. The hospital's CEO wrote a letter of support for the project's proposed budget, stating the amount of money it was committing and asking the city to match the amount. "When we handed these letters to the council members, they were impressed. That a CEO of a major hospital institution would write these was really powerful."

—Valerie Tran
THE PRACTICAL PLAYBOOK II:
Building Multisector Partnerships That Work

Edited by J. Lloyd Michener, Brian C. Castrucci, Don W. Bradley, Edward L. Hunter, Craig W. Thomas, Catherine Patterson, and Elizabeth Corcoran

- A practical guide to consolidating resources and talent across sectors to improve public and population health.
- Edited and authored by vanguard figures in public health, medicine, urban planning, business, and public works, all with experience crossing professional aisles to effect change in population health.
- The first book to address the topic in practical terms, with answers to questions from the conception to execution to policy-change stages of partnerships.
- Includes extensive coverage of scaling, financing, and sustaining collaborations to maximize utility and impact.

Available from Oxford University Press — bit.ly/PracPlaybookII

Discount code: AMPROMD9
PHRASES

Changing the Terms of Engagement

Forward-thinking public health professionals are reaching across sectors to build healthier communities. Recognizing that effective collaboration advances everyone’s mission, Public Health Reaching Across Sectors (PHRASES) supports an “all-hands-on-deck” approach with tools to build communication skills and strategies designed for success.

Learn More
Question
How can public health be a help, rather than a burden, when it comes to helping schools meet education mandates?

Standard Answer
There is clear evidence that healthy students are more likely to attend school and better able to focus in class. Public health and educators have always known that this leads to better outcomes for students in terms of test scores and high school completion, which in turn is linked to better health outcomes for young adults and beyond. Today, state and federal mandates are holding schools accountable to standards of classroom achievement and absenteeism, and public health can work with schools to better understand and address the community factors that may be driving high rates of absenteeism and poor academic performance.

Reframed Answer
Nobody knows better than teachers and principals that classrooms are more lively and lessons are more productive when students are healthy. Education professionals are already working overtime to improve test scores and increase attendance and graduation rates in line with state and federal mandates. This work is supported by public health professionals, who are experienced at addressing the community factors that can drive high rates of absenteeism and poor academic performance.

Tip
Demonstrate how public health plays a supportive rather than leading role—one that values and enhances the ongoing work of other sectors without imposing new standards or taking over other professionals’ roles.
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