



Things Are Heating Up in Alabama!

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BACKGROUND

The Eye Sight Foundation
of Alabama

- as Grantor
- as Convenor
- as Partner

IMPETUS

Outreach grant making

Difficult to measure impact (*with some exceptions*)

- **Connecting at-risk people with eye care services, especially adults, working only on limited basis**
- **Supporting pockets of success**
- **Not moving the needle toward lasting change**
- **Not developing systems to close the gaps, particularly for adults**



COLLECTIVE IMPACT APPROACH

- 1. A Common Agenda**
- 2. Shared Measurement**
- 3. Mutually Reinforcing Activities**
- 4. Continuous Communication**
- 5. Backbone Organization**

IDENTIFIED PARTNER ORGANIZATION



- **Decades of experience** building statewide coalitions
- **Tremendous resources** and connections
- **Willing to take on oversight** of Alabama Vision Coalition, with financial support from EyeSight Foundation of Alabama

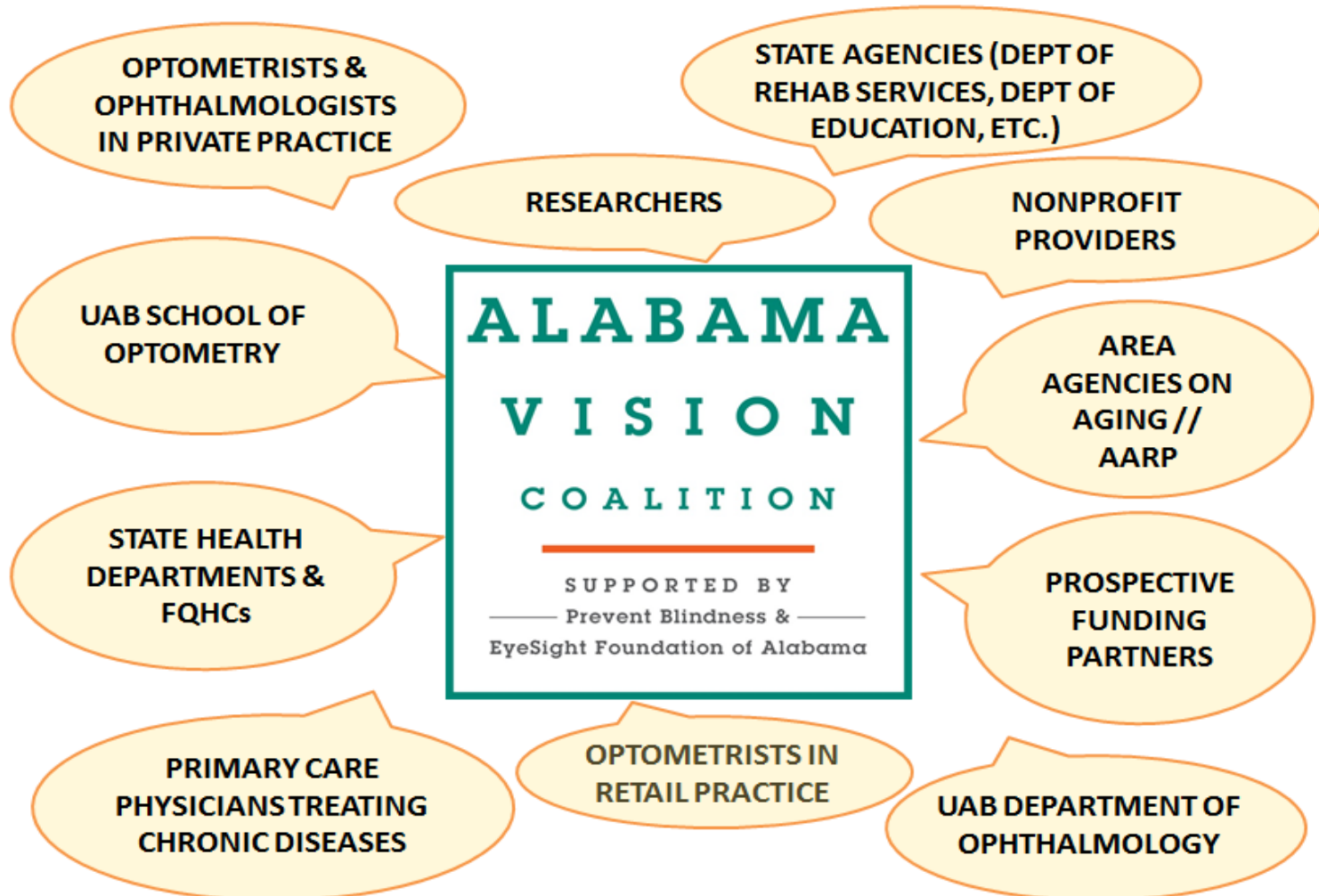
WHAT WE THOUGHT WE'D BE DOING

- **Encouraging collaboration** between providers
- **Improving access** to services
- **Educating** the public on when/how to best access **preventive care**
- **Encouraging greater cooperation** between Optometry and Ophthalmology
- Ensuring providers are prepared to **accommodate the anticipated increases** in demands for care

THE GROUNDWORK

- Identify and Interview the stakeholders to understand their work and hear their vision of what AVC should be
- Understand the issues and opportunities
- Establish AVC's leadership structure
- Prioritize AVC's goals
- Develop AVC's workplan

OUR STAKEHOLDERS



EARLY TRENDS IN THE STAKEHOLDER CONVERSATIONS

- **What is the Scope of the Problem?** Getting Good Data to Determine the Impact of Age- and Chronic Disease Related Vision Issues
- Can **Telemedicine** Improve Access?
- What **Services** are Available? Lacking?
- **Education** – Preventive Care, Routine Care
- Accelerating the **Research**
- Improving Access to **Low Vision Care**

ANTICIPATED FIRST YEAR OUTCOMES

- **Resource Directory** for those who are visually impaired or blind
- **AVC Leadership Structure**
- **AVC Work Plan** with timetable
- **Fall Vision Summit**
- **AVC Work Groups** to tackle elements of work plan



ENSURING SUCCESS

- **ESFA has been involved in many collaborations, but none this ambitious or complex**
- **Key elements of *Collective Impact* approach will guide us to success by focusing on:**
 - **A common vision**
 - **Alignment and accountability among participants**
 - **Continuous coordination**
 - **Mutual understanding and trust**
 - **Separate staff with the skills to coordinate**

Please stay tuned for what we hope will be great results!

RESOURCES

- www.fsg.org –Social Impact Consultants
- www.collectiveimpactforum.org
- **Channeling Change: Making Collective Impact Work**
- **Do More than Give** by Leslie R. Crutchfield, John V. Kania and Mark R. Kramer
- **Stanford SOCIAL INNOVATION Review** at www.ssireview.org



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