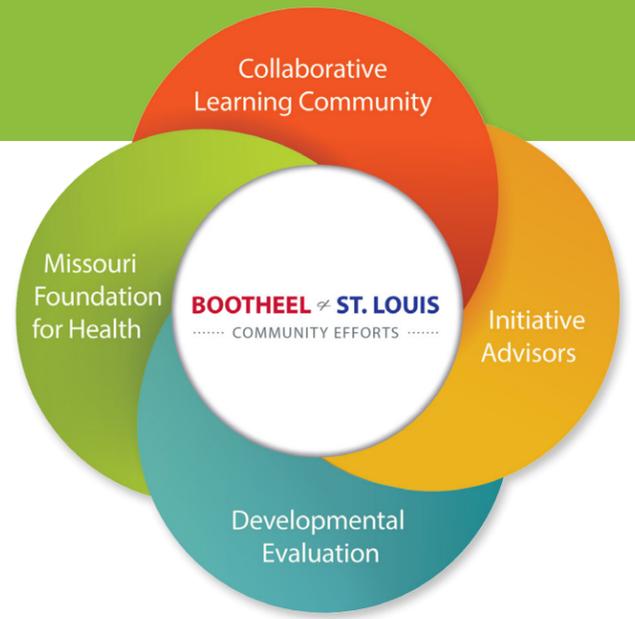


INFANT MORTALITY REDUCTION INITIATIVE

Planning for Impact 2013–2014: Year in Review



The Initiative

Missouri Foundation for Health established the **Infant Mortality Reduction Initiative (IMRI)** in 2013 to address high infant mortality rates in St. Louis (St. Louis Effort) and the six county region of the Bootheel (Bootheel Effort). The IMRI is a place-based, community driven initiative, working within the **collective impact framework**. In Year 1, the Foundation invested in three organizations, one in St. Louis and two in the Bootheel, to provide backbone support to the collective impact initiative. The focus of Year 1 was on planning and increasing readiness for implementation of collective impact.

Consultants engaged in the initiative to provide support to the Foundation and partner organizations are:

- Spark Policy Institute – Developmental Evaluation (DE)
- The Verbena Group – Collaborative Learning Community (CLC)
- Sue Kendig – Maternal & Child Health Content and Policy Expert

Components for Success in Collective Impact *(colors correspond with timeline)*

GOVERNANCE AND INFRASTRUCTURE

Structures and infrastructure needed to support the initiative. This component includes organizational capacities necessary to support the St. Louis and Bootheel efforts.

COMMUNITY INVOLVEMENT

Planning and preparation for community outreach, including early thinking and processing around strategies to build public will, among stakeholders and community members, to engage in the initiative.

STRATEGIC PLANNING

Preparation for strategic planning for the collaborative, including increasing knowledge of the backbone organization's role in supporting the process of collaborative development of a common agenda.

EVALUATION AND IMPROVEMENT

Planning and preparation for the integration of evaluation and learning into the initiative.

Bootheel Effort

St. Louis Effort

2013

JUNE

Bootheel Network for Health Improvement (BNHI) & Missouri Bootheel Regional Consortium (MBRC) partner to serve as backbone organization for the Bootheel Effort. They decide to term their partnership the "Leadership Council"

Maternal, Child & Family Health Coalition (MCFHC) selected as backbone organization for St. Louis Effort

JULY

Leadership Council develops **Guiding Principles** to build a foundation for their partnership

MFH & MCFHC work together to develop **Partnership Principles** to guide their partnership

AUG

Backbone organizations convene at **1st Joint Meeting** of the Backbone Organizations to begin building relationships across the initiative and begin to learn about **collective impact** and **Developmental Evaluation**

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SEP

BNHI and MBRC complete organizational **capacity assessments**

MCFHC completes organizational **capacity assessment**

OCT

Leadership Council engages in DE to better understand perceptions of infant mortality among backbone organization staff

Backbone organizations engage in DE to identify effective messaging for key stakeholders

NOV

2nd Joint Meeting – Backbone Organizations work with The Verbena Group to identify 3 learning priorities: program content, policy & advocacy, and stakeholder and community engagement

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DEC

2014

JAN

Leadership Council revisits and updates Guiding Principles

MCFHC identifies and summarizes key health reports in the region to understand the landscape of infant mortality

BNHI and MBRC complete capacity building plans detailing goals to improve effectiveness as backbone organizations

MCFHC applies for Healthy Start funding that can leverage IMRI efforts in St. Louis

MBRC applies for Healthy Start funding that can leverage IMRI efforts in the Bootheel

FEB

Backbone organizations and MFH staff visit Wisconsin Partnership Program (WPP) sites in Racine and Milwaukee to learn more about the **Lifecourse Initiative for Healthy Families** and share learnings

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3rd Joint Meeting – Backbone organizations reflect on lessons learned from the WPP site visit and discuss issues such as racism's impact on infant mortality

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MARCH

Leadership Council collaborates to develop project plan (**Collaborative Activities Resource Report**) for 2014–2015 funding for backbone infrastructure support

MCFHC develops project plan (**Collaborative Activities Resource Report**) for 2014–2015 funding for backbone infrastructure support

APRIL

4th Joint Meeting – MCFHC share findings of message testing through DE; backbone organizations lay foundation for a decision-making process for CLC Design Team

Initiation of Leadership Council with discussion of overarching vision and goal as well as framing the issue of infant mortality with factors that impact women's health and well-being

MAY

BNHI and MBRC work with Almanac for strategic branding and messaging for community outreach in the future

4th Joint Meeting – MCFHC share findings of message testing through DE; backbone organizations lay foundation for a decision-making process for CLC Design Team

JUNE

MCFHC work with Almanac for strategic branding and messaging for community outreach in the future