



Making a Collective Impact: Engaging Actors Across Different Sectors *Sarah Sjolie, MPA*

Name of project or collaborative

Live Well Omaha

Geography

Omaha, Nebraska - Metro Area

Brief description

- Target population/community:
Community at-large with specialized strategies for vulnerable populations
- Health issue or condition that is the focus of the project/collaborative:
Traditionally focused on healthy eating and active living with an interest in obesity prevention due to its powerful link to chronic disease.
- Main strategies used by the project/collaborative:
 - Sustainability of the practice and operations
 - Convening partners around the priority issues of health in our community
 - Collaborating Council – 40 member body of area organizations, universities, health systems and public organizations
 - Convened around emerging issues. For example; facilitated dialogue and planning around bike advocacy gap
 - Telling the story from shared data
 - DouglasCoHealth.org – shared website that is collectively funded by 5 health systems
 - As a result, policymakers are joining efforts like Complete Streets
 - Catalyzing and operationalizing programming for a healthier community
 - B-cycle
 - Partners for Healthy Schools - train the teacher
 - Activate Omaha
 - Safe Routes to School – RWJF Healthy Kids Healthy Community and Active Living by Design
- Partners/Sectors that are part of the project/collaborative:
More than 40 active partners in a public/private organization of non-profit, private citizens, businesses, social sector organizations, educators, and health systems and insurance companies.

- Duration/when it was initiated:
Initiated in 1995 as a community-led collaborative for community health needs, Live Well Omaha lives on to continue convening key partners around the priority health issues identified in the region. Live Well Omaha was created out of a shared concern that health disparities continued in our vibrant community and that no one organization has the capacity to solve the issue alone. Today, LWO celebrates its 20th year and is redefining itself through more local policy efforts in schools and local government to make the healthy choice the easy choice.

Relevance of project to this breakout session

Live Well Omaha's work came from a traditional public-private partnership that has evolved to a collective impact model. This buzzword is not a new concept for our community, but a recycled idea on how to make small modifications to improve the efficiency and sustainability of the work.

Results/outcomes

- Brought more than \$7 million of investment funding into the Omaha metro area.
- Childhood obesity rates have been held constant in our community 2008 to 2012.
- Beginning of a culture change to move more and make healthy choices.
- Employer Community has embraced healthy vending; active policies and amenities that allow employees to actively commute to work or be active at work.
- Created a 30 station municipal bike sharing; the second, multi-state bike sharing system in the country. The aim in two years is to expand to Lincoln, Nebraska.

Funding

- As an organization LWO was a long-time funded agency through RWJF, beneficiaries from CDC's CPPW and CTG and now in a new evolution to identify funding sources that are more sustainable for future strategies.
- Moving passed grant-based initiatives. Now sourcing new areas of funding that are in greater alignment with the pillars and strategies and staff strengths.

Contact

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