

**One Change + One Change =
MORE THAN Two Good Results**

Creating a New Math in Tough Times



www.justpartners.org

**NHSA Thursdays at Three
August 19, 2010**



www.viablefuturescenter.org

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POLL: How many of these alarm bells affect your work?



- Resource competition across a host of worthy community needs/issues
- Anxiety about cuts/constraints on growth in health & social programs & benefits
- Increasing demand to do more with less
- “Compassion fatigue” or declining support for your issue area or constituency
- Growing demand by funders to prove your value/measure your results
- All of the above and MORE!

Goals for today's session



- ✓ Embrace this crisis as an opportunity to think outside the box
- ✓ Understand how to multiply your results with a “new math”
- ✓ Appreciate the benefits of focusing on shared concerns and shared resources with other constituencies
- ✓ Generate at least one new idea for your work using the “new math”

Crisis = Opportunity

- Central to this nation's psyche is a **can-do spirit** and the belief in better times ahead.
- Central to the history of this country's diverse peoples is an abundance of **strengths** whose capacities often multiply when the going gets tough.



- Every day in our local communities we see **innovations** that declare – quietly, and effectively – that we can do **business in** a new way for a new time.

Housing Authority of Portland photo

A photograph of a bird's nest with two white eggs, set against a background of reddish-brown mulch and green foliage. The nest is constructed from dry twigs and is positioned in the lower-left quadrant of the frame. The mulch consists of numerous thin, reddish-brown wood chips. In the upper-right corner, there is a small green plant with several leaves. The overall scene is brightly lit, with a white surface visible in the top-left corner.

**“...Let us unite together so that we
may have the strength to protect our
future...”**

*Spiritual Message from Elders
National Indian Council on Aging, 2000*

WHAT'S WRONG WITH THIS PICTURE???

BENEFITS FOR SENIORS EATING UP

KIDS SHARE By [Richard Wolf](#), USA TODAY

WASHINGTON 3/16/07

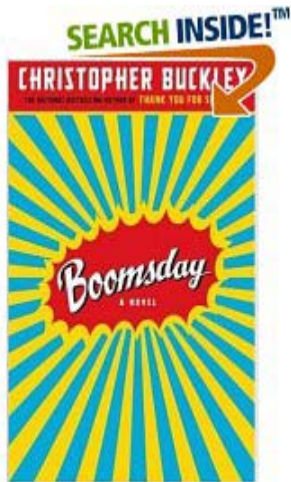


KIDS' SHARE 2007:

How Children Fare in the Federal Budget

“children must fight for leftovers... in a budget soon scheduled to have none”

Urban Institute, 2007



*Incentivized legal
suicide for
resource hogs*

*Rift opens up at
retirement
communities:
residents complain
about generation
gap* AP 2/15/07



New Math Lesson #1

Economies of Scope:

1 Intervention solves multiple problems
(1>1)



1= at least 8

ECONOMIES OF SCOPE BRIDGE THE GENERATIONAL DIVIDE: Elders tutoring children for educational success

One intervention solves multiple problems:

- ❖ Children with improved school grades
- ❖ Children with improved attitudes toward older people
- ❖ Older volunteers with improved mental health from tutoring
- ❖ Older adults with improved attitudes about children & youth
- ❖ Older adults more likely to vote for school bonds for improvements
- ❖ Teachers with assistants
- ❖ Successful collaboration by folks in schools, aging services
- ❖ Education funds for retired volunteer program
- ❖ Other outcomes?



JPI Photo

Tips so far: How to multiply YOUR results with the new math

- **1>1**: For any single intervention, imagine what effects it can have **beyond the obvious** – name those intentionally, seek funding and allies for those, too, and advertise your magnified impact

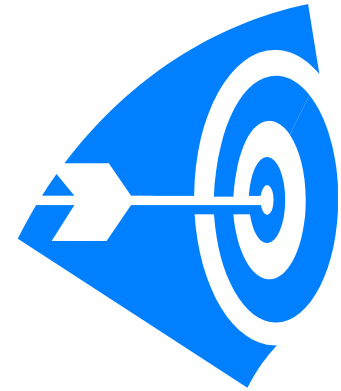


1>1

Try it now!

1. Write down the latest activity/program/intervention you've been involved in and what **its main purpose** is.
2. Name what other good effects you believe it produces **beyond the obvious**.
3. For these additional effects, could you pursue **funding** where you haven't done so before?
4. For these additional effects, could you enlist **allies** you haven't connected with before?

CHECKING IN...



Quick Questions?

POLL:

Did you get a new idea from
this? ___ Yes ___ No ___ Not sure

WHAT'S WRONG WITH THIS PICTURE???



From presentation by Dr. Howard Frumkin, **CDC**, "Healthy Community Design: Transportation, Land Use and Public Health" at the Environmental and Energy Study Institute briefing on May 1, 2006. **Thanks to JABA for bringing this photo to our attention.**

New Math Lesson #2

Synergy:

1 Intervention + 1 Intervention =
more than 2 good outcomes

$$(1+1>2)$$



1+1=at least 12

SYNERGY: 1+1=Much More Than 2

1 (Elder tutors for students)
+ 1 (New school buildings built according to green design)

= 12

- ❖ All 8 of the previous outcomes, PLUS
- ❖ All school inhabitants with better health through green design,
- ❖ Reduced student absenteeism from health problems,
- ❖ Lowered school utility costs,
- ❖ School structures that can be used as science lessons,
- ❖ Other outcomes?



Tips so far: How to multiply YOUR results with the new math

- **1>1**: For any single intervention, imagine what effects it can have **beyond the obvious** – name those intentionally, seek funding and allies for those, too, and advertise your magnified impact
- **1+1>2**: Layer good interventions one on another to multiply your results **even farther**; use these occasions to build coalitions that can share resources and attract additional ones because of the collaboration and innovation

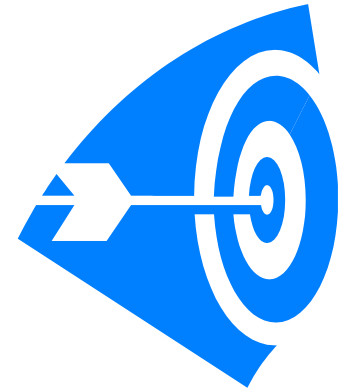


1+1>2

Try it now!

1. Start with the **same activity/program/intervention** you named in New Math Lesson #1.
2. Write down **another activity/program/intervention you admire** in your own organization or elsewhere in the community.
3. List what you would get if you combined these two efforts – what **additional results, access to additional resources, new allies, new publicity, etc.**

CHECKING IN...



Quick Questions?

POLL:

Did you get a new idea from
this? ___ Yes ___ No ___ Not sure

WHAT'S WRONG WITH THIS PICTURE???



Photo from presentation by Dr. Thomas LaVeist, Johns Hopkins University

New Math Lesson #3

Resource Sharing:

Two halves make two wholes

$$(\frac{1}{2} + \frac{1}{2} = 2)$$



$$\frac{1}{2} + \frac{1}{2} = 2$$

- ❖ Blended funding
- ❖ Expanded use of existing facilities
- ❖ Shared sites and transportation
- ❖ Shared staff and volunteers
- ❖ Mobilization of civic engagement
- ❖ Shared data & information
- ❖ Shared success!



Tips so far: How to multiply YOUR results with the new math

- **1>1**: For any single intervention, imagine what effects it can have **beyond the obvious** – name those intentionally, seek funding and allies for those, too, and advertise your magnified impact
- **1+1>2**: Layer good interventions one on another to multiply your results **even farther**; use these times to build coalitions that can share resources and attract additional ones because of the collaboration and innovation
- **½ + ½ = 2**: Think of what you have to offer and who has what you need to create resource exchanges; use these to build longer-term collaborations and shared fundraising strategies

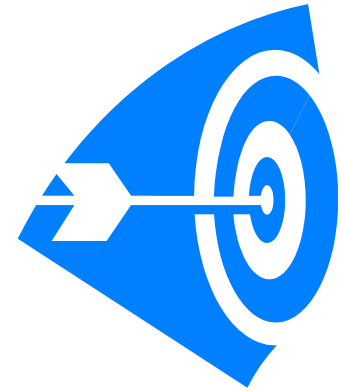


$$\frac{1}{2} + \frac{1}{2} = 2$$

Try it now!

1. Write down something your work needs that you don't have.
2. Write down who has **what you need**.
3. Write down something you have that **they need** or could use (even if they haven't thought about it that way).
4. List what you would get if you exchanged these resources – what **additional results, access to additional resources, new allies, new publicity, etc.**

CHECKING IN...



Quick Questions?

POLL:

Did you get a new idea from
this? ___ Yes ___ No ___ Not sure

More Examples of the New Math in Action

- ❖ New math **builds bridges**
- ❖ New math **promotes healthy lifestyles**
- ❖ New math **energizes staff**



Rationale for the New Math

- ✓ **Fits** our times
- ✓ **Builds** bridges across silos
- ✓ **Promotes** a greater good
- ✓ **Advances** policy and culture change
- ✓ Is as **good** for people as it is for budgets
- ✓ Puts **power** in your hands to turn crisis into opportunity



How Can the New Math Benefit YOUR Work? Comments/Questions?



JPI Photo

CHECKING IN...

POLL:

How many new ideas are you taking away for your work?

More than 1

1

None



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Resources for Just and Sustainable Communities

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THANK YOU FOR PARTICIPATING!