

# CPH 705 Module Plan Worksheet

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## Part 1- Training Project Design

### Module Topic Overview:

This two-day professional development workshop focuses on utilizing a collective impact approach to address complex public health and social issues. Participants will learn about collective impact and how to successfully apply this approach.

### Backward Design Module Plan

#### Step 1: Identify desired results

*What should your students know, understand and be able to do after the module has been taught?*

After attending the two-day workshop, participants will understand the definition and principles of collective impact and how to successfully apply a collective impact approach to complex public health and social issues in their home communities.

#### Step 2: How will you determine if the desired results have occurred?

*What will you accept as evidence of student understanding and proficiency?*

Participants will complete a pre- and post-test on the key components of collective impact approaches.

Participants will review and critically evaluate a case study using a collective impact approach.

Participants will generate a draft proposal for a collective impact approach to a public health/social issue in their community.

Participants will review and provide feedback on at least two other participants' draft proposals.

#### Step 3: What learning activities and content will lead to the desired results?

*You identified the desired results (step 1) and the evidence (step 2) now it is time to design appropriate content and activities that align with step 1 and 2.*

Presentation (slide deck and lecture) : Covering Collective Impact definitions, purpose, core components (five conditions), structure, principles (equity), evaluation, and sustainability)

Full class and small group discussion (For in-person pairs/small groups this will be facilitated by and documented with simple worksheets; For online/remote this will be facilitated by discussion boards/in-module worksheet forms)

Worksheets and discussion board prompts (see immediately above)

Infographics (Definition; Five Conditions of Collective Impact; Five Phases of Collective Impact)

Guest lecture (Community leader engaged in St. Louis' Generate Health maternal and child Health collective impact effort)

Draft proposal review and critique

Readings (Community engagement and evaluation toolkits; Articles on strengthening collective impact initiatives and centering racial equity)

## Part 2- Your sessions

**Now that you have a training or teaching topic, you will need to plan your presentation and assessment strategies for your projects.**

### Teaching Projects

#### In-Person Public Health Teaching/Training Project

Objective:

1. By the end of this workshop, the participants will be able to identify the principles of a collective impact approach without error.

Presentation Strategy & Materials:

I will present an overview of collective impact using a PowerPoint presentation slide deck that will review the definition, structure, principles (including the five conditions) of collective impact. I will feature national and local St. Louis, MO collective impact efforts to illustrate the model. I will ensure opportunities for questions and group discussion after each of the above areas are addressed and will describe this verbally, visually via PowerPoint, and visually via infographic created in Canva. Students will have activity to practice applying these core concepts and a brief time to discuss their practice areas/issues within their community of interest with a partner and complete a basic worksheet to begin informing potential foci of their collective impact proposal.

**Presentation materials:**

- Collective Impact Fundamentals Overview PowerPoint presentation
- Collective Impact Definition and Five conditions infographic (Printed)

Assessment Strategy & Materials:

**Assessment 1:**

**Collective Impact Fundamentals-in-Action Activity:** In groups of four, participants will review and discuss a case study example for the introductory lecture to identify how the five principles/conditions of collective impact were addressed. All groups will briefly present their findings for each respective case study.

**Assessment 2:**

**Collective Impact Proposal Worksheet:** In pairs discuss and individually document your interest areas and 1-2 high-level issue analysis addressing the who (Who is impacted?), what (What is the issue outcome(s) that are of interest to resolve?), when (How long has this been an issue to your knowledge?), and where (What community?).

**Assessment Materials:**

- Case Study (Electronic Link to be provided; Students will be required to have a computer for the training)
- Collective Impact Proposal Worksheet (Printed)

Additional notes:

This module addresses the first 4-hours of a two-day workshop for social work and public health practitioners interested in addressing community level issues through systemic interventions. I will float around groups to observe and add suggestions/probes to foster discussion.

### **Synchronous Distance Public Health Teaching/Training Project**

Objective:

1. By the end of this workshop, the participants will be able to identify the principles of a collective impact approach without error.
4. By the end of this workshop, the participants will be able to evaluate the application of a collective impact approach in 500 words or less.

Presentation Strategy & Materials:

I will present on developing a common agenda, one of the five principles/conditions of collective impact in-depth, using a PowerPoint presentation slide deck that will address the definition of a common agenda, address process steps to creating a common agenda, discuss and provide examples of effective and ineffective practices in creating a shared understanding and vision of issues for collective impact initiatives. A 3-5 minute video will be shown to illustrate community processes in creating a common agenda. Students will have a breakout period in two groups to review and discuss a case study.

**Presentation materials:**

- Collective Impact: Developing a Common Agenda PowerPoint presentation
- Brief video of a case study community leader highlighting their process for setting a common agenda

Assessment Strategy & Materials:

**Assessment 1:**

Participants will break into two pre-determined groups (A and B) to review and discuss two respective case studies in Zoom breakout rooms. The instructor will visit both groups twice to observe, answer questions, and provide clarifications and suggestions. In both groups, participants will determine what the common agenda of the collective impact was and the strengths and weaknesses (i.e., effective, and ineffective strategies) of the case study community in creating this common agenda on a brief worksheet.

**Assessment Materials:**

- Case Study (Electronic Link to be provided; Students will be required to have a computer for the training)
- Collective Impact Common Agenda Worksheet (Link to Google form shared in chat)

Additional notes: This module addresses a two-hour portion in the middle of the first day of a two-day workshop for social work and public health practitioners interested in addressing community level issues through systemic interventions. I will prepare Zoom breakout groups, case study links, and Google form before starting.

### **Asynchronous Public Health Teaching/Training Project**

Objective 3. By the end of this workshop, the participants will be able to apply a collective impact approach to a public health or social issue with 95% accuracy (i.e., fidelity to the collective impact best practice model).

Presentation Strategy & Materials: I will present a recorded presentation using PowerPoint (slides deck with voiceover) reviewing the principles (five conditions) of collective impact in one slide, then centering on defining and illustrating the five phases of collective impact. I will provide a visual infographic created in Canva on the five phases as well. I will include a video of a community leader's guest lecture on the five phases in action in their collective impact effort.

**Presentation materials:**

- Collective Impact: Five Phases of Collective Impact PowerPoint presentation
- Collective Impact Five Phases infographic
- Guest lecture video
- Learning management system for students to access

Assessment Strategy & Materials: I will provide a video of a news story that exemplifies a systemic issue that could be addressed through a collective impact approach.

**Assessment #1**

The participants will be asked to review this news story and will complete a short essay question (500 words or less) asking them to describe how a community could address this issue using the five phases framework.

**Assessment Materials:**

- Systemic issue news story video
- Essay question form on the learning management system discussion board.

Additional notes: All materials will be added to the professional development learning management system for students to access.