For more information visit: www.ThurstonThrives.org

or contact:

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Updated: 4/2015
PEOPLE AROUND HERE LIVE OUR BELIEFS IN HOW WE TREAT OUR FAMILY, FRIENDS, AND THE ENVIRONMENT...

We **Believe** in:

- fresh air
- clean water
- safe nutritious food
- decent housing
- great schools
- living wage jobs
- pleasant compassionate neighborhoods
- thriving kids and families
- quality, affordable healthcare

➤ **We Believe** our choices matter.
WHAT IS THURSTON THRIVES?

Thurston Thrives brings together community partners around the work we share to honor those who make this a healthy and safe place and to align efforts to make an even bigger difference by creating a “Collective Impact”.
### Five Conditions of Collective Impact

<table>
<thead>
<tr>
<th>Condition</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Agenda</td>
<td>All participants have a shared vision for change</td>
</tr>
<tr>
<td>Shared Measurement</td>
<td>Collecting data and measuring results consistently to hold each other accountable ensures efforts remain aligned</td>
</tr>
<tr>
<td>Mutually Reinforcing Activities</td>
<td>Activities must be differentiated while still being coordinated with a plan of action</td>
</tr>
<tr>
<td>Continuous Communication</td>
<td>Consistent and open communication is needed to build trust, assure mutual objectives and motivation</td>
</tr>
<tr>
<td>Backbone Support</td>
<td>Creating and managing <strong>Collective Impact</strong> requires one organization with staff and a specific set of skills to serve as the backbone for the entire initiative and coordinate participating partners</td>
</tr>
</tbody>
</table>

*“Channeling Change: Making **Collective Impact** Work” 2012 Stanford Social Innovation Review*
HOW DOES THURSTON THRIVES WORK?

- Increase community engagement and alignment around health priorities.
  - Integrate --- do not reinvent --- existing plans & groups.
  - A Board of Health initiated process — focused and engaging — to create **Collective Impact**.
  - Products:
    - A few, simply stated community outcomes
    - Lead organizations and main helpers for each outcome
    - A limited number of clear milestones.
    - Communicate outcomes frequently and widely as an ongoing community “call to action.”

- That is **Thurston Thrives**!
THURSTON THRIVES

Health Outcomes

Length of life

Quality of life

Health Factors *

Health behaviors

- Alcohol use
- Nutrition & physical activity
- Sexual activity
- Tobacco use

Clinical care

- Access to care
- Quality of care

Physical environment

- Built environment
- Environmental quality

Social and economic factors

- Education
- Employment
- Income
- Family & social support
- Community safety

Requires the collective impacts of Thurston Thrives

Health Care & Social Services

Environment

Community Design

Housing/Shelter

Food

Education

Employment, Income, Wealth

Child & Youth Resilience (ACEs)

Social Resilience

Adapted from U. of Wisconsin Population Health Institute 2012. County Health Rankings Model.

*Model takes as given various significant factors in the health of a community, such as the availability of antibiotics, clean drinking water and sanitary wastewater disposal, immunizations, etc.
THURSTON THRIVES PHASES

Phase I: 2013 - 2014
- Develop
  - Name advisors & action leads
  - Map strategies
  - Set measures
  - Continue action strategies already underway
  - Name ‘backbone’ organization(s)

Phase II: 2014 - 2020
- Implement
  - Carry out and continue action strategies
  - Communicate continuously
  - Engage public in action
  - Celebrate progress annually

Phase III: 2020 - 2021
- Re-assess
  - Review strategies
  - Adjust targets
  - Complete revised action agenda

Now completed
2015 STEPS

- Continue to Align: within strategies & across teams
  Community Investment Partnership, PHSS programs, treatment sales tax revenue, new contracts, etc.

- Develop backbone / sustain efforts

- Broaden and deepen community participation
TT STRATEGIES

Food:
- **Reclaim** more food; **Remind** about healthy eating; better connect farms & places people eat; assure safety; more gardens

Economy:
- **Revitalize** connections to employers, employees & entrepreneurs; help new employers and workers build skills

Community Design:
- **Revamp** paths & trails; **Reimagine** community places as walkable & bike-able for shopping, work and play

Housing:
- **Reduce** entry costs; teach about home ownership; rapidly Re-house the homeless; increase permanent supported housing
TT STRATEGIES, CONTINUED...

**Education:**
- Better connect kids with timely supports & broaden learning choices to increase HS graduation & post-secondary success

**Child & Youth Resilience:**
- Prevent ACEs (like child abuse & DV); help kids & families
  - Rebound from ACEs
  - Redouble social connections

**Environment:**
- Ensure clean air and stable climate, restore and maintain water quality, reduce waste, prevent spread of disease carried by organisms, and rebound well from emergencies.
Community Resilience:

- **Re-connect**, support, and engage all residents to foster a culture of involvement and innovation, creating diverse action to improve community, **rebound & take strength from adversity**.

Clinical Care:

- **Remember what keeps us healthy**, integrate care and provide & use care most wisely for best outcomes while reducing disparities, so that more people live longer, healthier lives.

Public Safety & Justice:

- **Prevent entry** into criminal justice system, **balance rehabilitation** with safety and cost-effectiveness, and **reduce** return of offenders to the law and justice system in order to ensure community safety, accountability for criminal conduct, legal rights or all people.
THURSTON THRIVES ACTION

Efforts already occurring - aligned:
- Food Bank food reclamation
- Development of an entrepreneur center
- Safe Routes to School programs
- Septic and sewer improvements

New initiatives...
- Communities-in-Schools partnership projects in North Thurston and Tumwater school districts
- Blue Team of Housing Action Team: proposal to test the incentives for including more affordable housing in new housing development
On November 5, 2014, more than 30 diverse stakeholders affirmed a 2015 vision for Thurston Thrives including defining:

- The role of a Coordinating Council
- The role of contracted support staff
- The role of hubs (Action Teams)
TT COORDINATING COUNCIL COMPOSITION & ROLE

Coordinating Council Role

➢ Fostering continuous communication
➢ Identifying gaps, needs and opportunities
➢ Publishing performance data
➢ Setting goals for improvement
➢ Promoting the overall TT effort
➢ Not a funding body

While members may make a financial contribution, it is not required (e.g. this is not a ‘pay to play’ format).

<table>
<thead>
<tr>
<th>Sector</th>
<th>Number</th>
<th>How Chosen</th>
</tr>
</thead>
<tbody>
<tr>
<td>Funders (non-governmental)</td>
<td>3</td>
<td>Interested representatives of this sector worked collaboratively to determine representatives.</td>
</tr>
<tr>
<td>Business</td>
<td>3</td>
<td>Thurston County Chamber worked with interested business sector leaders to determine representatives.</td>
</tr>
<tr>
<td>Action Team Representatives</td>
<td>8</td>
<td>Action Team leads nominate representatives to the Coordinating Council. The Council selects representatives.</td>
</tr>
<tr>
<td>Local Government</td>
<td>3</td>
<td>1 seat for Thurston County Public Health, 2 for other local government officials.</td>
</tr>
<tr>
<td>Education</td>
<td>2</td>
<td>School superintendents select a representative. The TT council will determine other education representation.</td>
</tr>
<tr>
<td>Member at Large</td>
<td>2</td>
<td>Application process chosen by existing Coordinating Council members after initial Council is assembled.</td>
</tr>
<tr>
<td>Asset Building Coalition</td>
<td>1</td>
<td>ABC Chair determines representative.</td>
</tr>
</tbody>
</table>
TT COORDINATING COUNCIL FISCAL AGENT

Fiscal Agent Role and Qualifications:
- 501(c)3 capable of receiving and dispersing funds
- Able to contract with staff
- Financial controls in place to ensure good stewardship of funds
- Insured/bonded
- Minimal or no direct service programs that could be viewed as a conflict
- Mission alignment with Thurston Thrives

Fiscal Agent:
Thurston County Chamber of Commerce Foundation
## TT Coordinating Council Members

### Business Members:
- Doug DeForest: Thurston Transit Oriented Development
- David Schaffert: Thurston County Chamber of Commerce
- Cheryl Selby: Vivala

### Education Members:
- Tammie Jensen-Tabor: Tumwater School District (Education)
- Vicky Lamoreaux: North Thurston Public Schools (Education)

### Government Members:
- Dennis McVey: City of Rainier
- Jeannine Roe: City of Olympia
- Sandra Romero: Thurston County Commissioner

### Philanthropy Members:
- Liz Davis: Northwest Venture Philanthropy
- Paul Knox: United Way of Thurston County
- Norma Schuiteman: The Community Foundation of South Puget Sound

### Thurston Asset Building Coalition:
- Schelli Slaughter: Family Support Center

### Action Team Members:
- Bud Blake: Thurston County Commissioner (Housing)
- Christina Daniels: Puget Sound Capital (Economy)
- Kevin Haughton, MD: Physicians of SW Washington (Clinical Care)
- Karen Messmer: Olympia Safe Streets (Community Design)
- Art Starry: Thurston County Public Health & Social Service (Environment)
- Meghan Sullivan: TOGETHER! (Child & Youth Resilience, Community Resilience, Education)
- Jon Tunheim: Thurston County Prosecuting Attorney (Public Safety & Justice)
- TBD: TBD (Food)

### Members at Large:
To Be Determined by the TT Coordinating Council from nominees submitted.
Thurston Thrives!

featured in the Thurston County Chamber of Commerce Jan/Feb 2015 VOICE Magazine

Community Leaders Working Together for a Healthier Community through Thurston Thrives

Over the past 18 months, community leaders have worked together to develop strategies to create a healthier community for all. Together, they have designed a "collective impact model" known as Thurston Thrives (see page 23).

Thurston County Public Health and Social Services Director Don Almon, with county commissioners, looked at several predictors of an individual's health outcomes in a more holistic manner. They found that good health is not just about providing health care to the ill, but they looked further into the role of community in an individual's health. One of the highest predictors of health for individuals and families is a good income. Thurston County's ability to provide wealth platforms through employment is fundamental to community health.

The business community has been engaged in Thurston Thrives since the program's inception. The Chamber and the Thurston Economic Development Council have joined strategy teams on education, clinical and emergency care, and the economy and served on the leadership advisory council. We all have a stake in the allocation of limited resources and development of good public policy.

In December, the Chamber and its Thurston County Chamber Foundation committed organizational resources to assist Thurston Thrives in its evolution into a public-private partnership. At the most recent Thurston County Board of Health meeting, county commissioners agreed to have the Foundation serve as the fiscal agent for Thurston Thrives. The Chamber also has committed resources to help fund support staff who will be essential to the success of Thurston Thrives.

We think about Thurston Thrives and the Chamber's broad community mission as we think of an engine. An engine is a mechanical system, and when running on all cylinders and finely tuned, it produces an optimal outcome in horse power and efficiencies. If an engine has challenges with gasoline, timing, filters or beds or oil, it will run at a reduced capacity. Conditions are the same.

If a community's employment sector, education, safety nets, and environmental health are not tuned and maximizing the available resources, it does not have optimal outcomes of healthy prosperous people. Thurston Thrives will work to make sure our community is running at the highest level.

Look for the Chamber to continue its advocacy for Thurston Thrives, the organizations involved, and the hundreds of community members who volunteered thousands of hours in an effort to make Thurston County a healthier place to live.
Thurston County Public and Private Partners Creating a Road Map to Health

By Natasha Aushravest

There are a number of things that come to mind when we talk about creating a healthy community:

- Access to fresh, whole foods, access to quality, and affordable health care
- Access to places to exercise and play - parks, bike paths, and recreation - but there are other indicators that, while not as transparent, are more accurate ways of measuring community health.

Don Sloma, director of the Thurston County Department of Health and Social Services, provides an example: “There are four things you can find that more accurately track your chance of illness and death: the number of years of education a person has. This indicator tracks as closely as anything we know. The other indicator is how much money a person earns. More money earned equals better health, but it flattens out after a certain income level.”

In April 2013 Sloma and the Thurston County Board of Health joined with community leaders to create Thurston Thrives. Their mission is to increase awareness and work to improve the health of Thurston County residents through collaboration of public and private partnerships.

Phase I of the program had a goal of answering three questions by the end of 2014:

1. What needs to be done to improve the health of Thurston County?
2. Who is working on each key health measure?
3. How will we measure progress?

Through public and private partnerships, six Action Teams were created to answer these questions and back in 2013. Each team has produced strategy maps to create coordinated efforts to reach their goals. Several of the teams have secured funds and have begun implementing new and innovative projects to improve community and public health. Those action teams are:

- Child/Youth Resiliency
- Community Design
- Clinical Care and Emergency Care
- Community Resilience
- Housing

And the recommendations about the Council are available on the Thurston County website: www.thurstonwa.gov/thrives

Sloma said, “The work ahead to develop that agreement, learn from the various groups who will appoint to the Council and to hold that group’s first meeting. At that meeting, plans to press the group to hire staff ASAP to purchase software and to develop a web presence to begin tracking and reporting progress on the strategies.”

Let’s close with remarks from Sloma during an interview with the Chamber early in 2013 when he said, “Imagine that once a year from 2014 – 2020 we have an annual community wide meeting, our community health report card where we share how we are doing in each area we’ve identified. In 2020 we’ll be able to look back and say how we are doing. That’s Thurston Thrives!”

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Thurston Thrives and Collective Impact

Join us!

Link:  https://vimeo.com/113307662

*Internet access necessary to view video
ENGAGE

Comment on a TT Blog
Join an Action Team
Help with an action

www.thurstonthrives.org